DHS.gov Web Performance Metrics

All Users
100.00% Sessions

Total Visits

4,333,762
% of Total: **100.00% (4,333,762)**

Avg. Visit Duration

00:01:29
Avg for View: **00:01:29 (0.00%)**

Pageviews

8,069,303
% of Total: **100.00% (8,069,303)**

Unique Visitors

2,324,631
% of Total: **100.00% (2,324,631)**

Avg. Pages / Visit

1.86
Avg for View: **1.86 (0.00%)**

Avg. Time on Page

00:01:43
Avg for View: **00:01:43 (0.00%)**
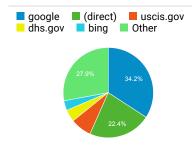
Bounce Rate

65.05%
Avg for View: **65.05% (0.00%)**

Top Pages

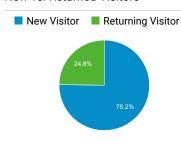| Page Title	Pageviews	Bounce Rate
Executive Orders on Protecting the Homeland | Homeland Security	218,225	44.12%
News | Homeland Security	164,775	39.77%
Current Status of States/Territories | Homeland Security	113,731	29.12%
Press Releases | Homeland Security	101,943	53.18%
REAL ID Enforcement in Brief | Homeland Security	93,754	26.72%
Foster Child | Homeland Security	78,674	86.22%
Blue Campaign | Homeland Security	71,823	71.37%
Search Job Postings | Homeland Security	63,449	16.78%
Statement on Countries Currently Suspended from Travel to the United States | Homeland Security	56,104	92.09%
Topics | Homeland Security	52,586	56.29%

Visits by Social Network

Social Network	Sessions
Facebook	82,681
Twitter	22,995
Blogger	7,515
reddit	3,407
TripAdvisor	1,628
Weebly	1,579
LinkedIn	716
YouTube	514
Quora	402
Stack Exchange	283

Visits by Source

Legend: google, (direct), uscis.gov, dhs.gov, bing, Other

- 34.2%
- 22.4%
- 27.9%

New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

- 75.2%
- 24.8%

All Users
100.00% Sessions

Visits to DHS.gov

4,333,762
% of Total: **100.00% (4,333,762)**

Total Internal Searches

132,763
% of Total: **100.00% (132,763)**

Total External Searches (Google)
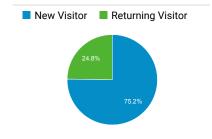
868,291
% of Total: **20.04% (4,333,762)**

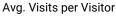## Top Internal Searches by Search Term

Search Term	Total Unique Searches
careers	1,204
jobs opportunities	731
case status	661
esta	600
citizenship application	580
forms	564
immigration	542
jobs	523
global entry application	519
daca	513

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	1,751
سکس	1,337
children sex videos	832
child sex videos	773
child sex video	740
children sex video	579
homeland security jobs	539
passport	448
us passport	365
human trafficking	306

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

24.8%
75.2%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

47.2%
42.3%

Voice of the Customers

Feedback:

- The major customer issues to improve on the DHS.gov site include making content easier to find, label pages and navigation to help customers find relevant content quickly and easily.

- Other items to improve on the DHS.gov site include simplifying links and navigation choices, making navigation more intuitive, and remediating broken links.

Complete list available upon request

 * Source: surveymonkey.com

Final Recommendations:

We continue to review and work on recommendations from DHS.gov metrics reports. The DHS.gov Web Team documents and analyzes the success of improvements through metrics in addition to emerging technologies, recommendations and actions.

Recommendations:

- **Difficulty Finding Content, Feeling Lost and Mislabeled Links:** The DHS.gov Web Team continues to implement more left navigation throughout site and restructure content and hyperlinks to promote a more productive, user-friendly experience.

Actions Taken:

- In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:

1. Compatibility for both desktop computers and mobile devices (phones and tablets)
2. Cleaner, easier-to-read site format and presentation
3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

DHS.gov Customer Satisfaction Survey

information and announcements from the Department.

- **Increase Visibility**: We continue to update our Frequently Requested Pages area to our web site each month according to our web metrics analysis. We also continue to add both internal and external links to our rotational banners, blogs and multimedia to help our readers find content quickly and easily.

DHS.gov Customer Satisfaction Survey
Time Period: 02/01/2017- 02/28/2017

Overall Customer Satisfaction Score   72.93

How would you rate your overall experience today?   66.94

Answer Choices	Responses	Points	Score
▪ Outstanding	754	100	75400
▪ Above Average	964	75	72300
▪ Average	827	50	41350
▪ Below Average	163	25	4075
▪ Poor	177	0	0
Total	**2885**		**193125**

Were you able to complete the purpose of your visit?   65.03

Answer Choices	Responses	Points	Score
▪ Yes	1876	100	187600
▪ No	1009	0	0
Total	**2885**		**187600**

Would you still return to this website if you could get this information or service from another source?   88.70

Answer Choices	Responses	Points	Score
▪ Yes	2559	100	255900
▪ No	326	0	0
Total	**2885**		**255900**

Will you recommend this website to a friend or colleague?   83.08

Answer Choices	Responses	Points	Score
▪ Yes	2397	100	239700
▪ No	488	0	0
Total	**2885**		**239700**

Please describe your experience finding your way around (navigating) DHS.gov today.   68.21
NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1832	100	183200
▪ Had technical difficulties (e.g. error messages, broken links)	73	0	0
▪ Links did not take me where I expected	177	0	0
▪ Links / labels are difficult to understand, they are not intuitive	80	0	0
▪ Navigated to general area but couldn't find the specific content needed	399	0	0
▪ Too many links or navigational choices	61	0	0
▪ Would often feel lost, not know where I was	64	0	0
Total	**2686**		**183200**

How was your experience using our site search?   56.74
NOTE: Excludes "Did not use search" and "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	774	100	77400
▪ I was not sure what words to use in my search	118	0	0
▪ Results were not helpful	218	0	0
▪ Results were not relevant to my search terms or needs	112	0	0
▪ Results were too similar / redundant	31	0	0
▪ Returned not enough or no results	87	0	0
▪ Returned too many results	24	0	0
Total	**1364**		**77400**

DHS.gov Customer Satisfaction Survey
Time Period: 02/01/2017- 02/28/2017

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	254	8.80%
▪ Contact information	137	4.75%
▪ Contracting opportunities	37	1.28%
▪ Cybersecurity	136	4.71%
▪ Disaster assistance	53	1.84%
▪ Email, RSS feeds, or subscription services	20	0.69%
▪ Forms or publications	170	5.89%
▪ Human trafficking	124	4.30%
▪ Immigration and citizenship	455	15.77%
▪ Information about DHS (leadership, history, etc.)	165	5.72%
▪ Jobs / career information	322	11.16%
▪ Law enforcement	119	4.12%
▪ News	215	7.45%
▪ Photographs	7	0.24%
▪ Small business resources	20	0.69%
▪ Training	125	4.33%
▪ Travel	507	17.57%
▪ Videos	19	0.66%
Total	**2885**	**100%**

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	35	3.19%
▪ Content wasn't easy to understand	110	10.02%
▪ Could not find what I was looking for	591	53.83%
▪ Error on page	29	2.64%
▪ Multimedia / technical problem	22	2.00%
▪ Outdated information	35	3.19%
▪ Other	276	25.14%
Total	**1098**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	244	8.46%
▪ Educator	212	7.35%
▪ Federal government employee	212	7.35%
▪ First responder / law enforcement official	116	4.02%
▪ Government contractor	80	2.77%
▪ International visitor	51	1.77%
▪ Job seeker	222	7.69%
▪ Media representative	23	0.80%
▪ Non-profit staff or volunteer	105	3.64%
▪ Seeking citizenship or immigration information	167	5.79%
▪ State, tribal, territorial or local government representative	44	1.53%
▪ Student	380	13.17%
▪ Traveler (domestic or international)	404	14.00%
▪ Other	625	21.66%
Total	**2885**	**100%**