

DHS.gov Web Performance Metrics

Jan 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

51,546,725

% of Total: 100.00% (51,546,725)



Avg. Visit Duration

00:01:13

Avg for View: 00:01:13 (0.00%)



Pageviews

91,508,728

% of Total: 100.00% (91,508,728)



Unique Visitors

36,535,548

% of Total: 100.00% (36,535,548)



Avg. Pages / Visit

1.78

Avg for View: 1.78 (0.00%)



Avg. Time on Page

00:01:33

Avg for View: 00:01:33 (0.00%)



Bounce Rate

57.80%

Avg for View: 57.80% (0.00%)

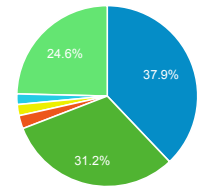


Top Pages

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| REAL ID Homeland Security | 2,566,739 | 48.98% |
| REAL ID Frequently Asked Questions Homeland Security | 1,804,242 | 79.98% |
| Sex Trafficking Awareness Videos Homeland Security | 1,653,901 | 78.50% |
| Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security | 1,574,608 | 64.03% |
| Website Privacy Policy Homeland Security | 1,405,081 | 72.65% |
| Indicators of Human Trafficking Homeland Security | 891,254 | 92.12% |
| What Is Human Trafficking? Homeland Security | 829,798 | 84.60% |
| Homeland Security Acting Secretary Chad F. Wolf's Statement on Presidential Proclamation To Protect the Homeland from Travel-Related Coronavirus Spread Homeland Security | 785,730 | 78.47% |
| Coronavirus (COVID-19) Homeland Security | 775,837 | 53.43% |
| Protecting Air Travelers and the American Public Homeland Security | 623,248 | 70.48% |

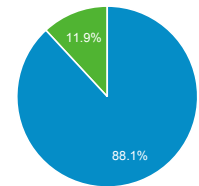
Visits by Source

■ (direct)
 ■ google
 ■ instagram.com
 ■ m.facebook.com
 ■ dhs.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Visits by Social Network

| Social Network | Sessions |
|-------------------|-----------|
| Facebook | 2,562,894 |
| Twitter | 325,660 |
| YouTube | 36,331 |
| LinkedIn | 35,954 |
| reddit | 23,653 |
| Blogger | 15,055 |
| Quora | 4,647 |
| TripAdvisor | 4,366 |
| Instagram | 3,812 |
| Instagram Stories | 2,998 |

DHS.gov Search Performance Metrics

Jan 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Visits to DHS.gov

51,546,725

% of Total: 100.00% (51,546,725)



Total Internal Searches

1,017,047

% of Total: 100.00% (1,017,047)



Total External Searches (Google)

13,196,191

% of Total: 25.60% (13,196,191)

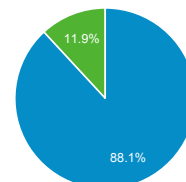


Top Internal Searches by Search Term

| Search Term | Total Unique Searches | Organic Searches |
|---------------------------------------|-----------------------|------------------|
| essential business list covid 19 | 10,043 | 0 |
| careers | 7,195 | 0 |
| essential business list | 6,595 | 0 |
| global entry | 6,146 | 0 |
| coronavirus | 5,696 | 0 |
| real id | 4,497 | 0 |
| critical infrastructure industry list | 4,197 | 0 |
| covid-19 | 4,047 | 0 |
| travel restrictions | 4,047 | 0 |
| FBI | 3,897 | 0 |

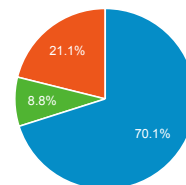
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

| Page Title | Sessions |
|---|-----------|
| Fact Sheet: DHS Measures on the Border to Limit the Further Spread of Coronavirus Homeland Security | 1,126,133 |
| Homeland Security Home | 918,834 |
| Sex Trafficking Awareness Videos Homeland Security | 886,757 |
| REAL ID Homeland Security | 621,599 |
| REAL ID Frequently Asked Questions Homeland Security | 540,208 |
| What Is Human Trafficking? Homeland Security | 280,147 |
| Notification of Temporary Travel Restrictions Applicable to Land Ports of Entry and Ferries Service Homeland Security | 261,261 |
| Learn What I Can Bring on the Plane Homeland Security | 228,734 |
| Acting Secretary Chad Wolf Statement on Non-Essential Travel Homeland Security | 225,886 |
| Coronavirus (COVID-19) Homeland Security | 162,782 |

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2020- 12/31/2020

Overall Customer Satisfaction Score

66.86

How would you rate your overall experience today?

64.74

| Answer Choices | Responses | Points | Score |
|-----------------|--------------|--------|----------------|
| ▪ Outstanding | 5621 | 100 | 562100 |
| ▪ Above Average | 5746 | 75 | 430950 |
| ▪ Average | 6197 | 50 | 309850 |
| ▪ Below Average | 1557 | 25 | 38925 |
| ▪ Poor | 1604 | 0 | 0 |
| Total | 20725 | | 1341825 |

Were you able to complete the purpose of your visit?

55.79

| Answer Choices | Responses | Points | Score |
|----------------|--------------|--------|----------------|
| ▪ Yes | 11563 | 100 | 1156300 |
| ▪ No | 9162 | 0 | 0 |
| Total | 20725 | | 1156300 |

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

84.80

| Answer Choices | Responses | Points | Score |
|----------------|--------------|--------|----------------|
| ▪ Yes | 17574 | 100 | 1757400 |
| ▪ No | 3151 | 0 | 0 |
| Total | 20725 | | 1757400 |

Will you recommend this website to a friend or colleague?

78.41

| Answer Choices | Responses | Points | Score |
|----------------|--------------|--------|----------------|
| ▪ Yes | 16251 | 100 | 1625100 |
| ▪ No | 4474 | 0 | 0 |
| Total | 20725 | | 1625100 |

Please describe your experience finding your way around (navigating) DHS.gov today.

59.05

NOTE: Excludes "Other" responses

| Answer Choices | Responses | Points | Score |
|---|--------------|--------|----------------|
| ▪ Encountered no difficulties | 11194 | 100 | 1119400 |
| ▪ Had technical difficulties (e.g. error messages, broken links) | 612 | 0 | 0 |
| ▪ Links did not take me where I expected | 683 | 0 | 0 |
| ▪ Links / labels are difficult to understand, they are not intuitive | 1590 | 0 | 0 |
| ▪ Navigated to general area but couldn't find the specific content needed | 3498 | 0 | 0 |
| ▪ Too many links or navigational choices | 637 | 0 | 0 |
| ▪ Would often feel lost, not know where I was | 744 | 0 | 0 |
| Total | 18958 | | 1119400 |

How was your experience using our site search?

49.37

NOTE: Excludes "Did not use search" and "Other" responses

| Answer Choices | Responses | Points | Score |
|---|--------------|--------|---------------|
| ▪ Encountered no difficulties | 5363 | 100 | 536300 |
| ▪ I was not sure what words to use in my search | 1013 | 0 | 0 |
| ▪ Results were not helpful | 2026 | 0 | 0 |
| ▪ Results were not relevant to my search terms or needs | 1201 | 0 | 0 |
| ▪ Results were too similar / redundant | 316 | 0 | 0 |
| ▪ Returned not enough or no results | 657 | 0 | 0 |
| ▪ Returned too many results | 287 | 0 | 0 |
| Total | 10863 | | 536300 |

DHS.gov Customer Satisfaction Survey

Time Period: 01/01/2020- 12/31/2020

Demographic Information

What Information were you looking for today?

| Answer Choices | Responses | Percentage |
|---|--------------|-------------|
| ▪ Border management | 1211 | 5.84% |
| ▪ Contact information | 1508 | 7.28% |
| ▪ Contracting opportunities | 368 | 1.78% |
| ▪ Cybersecurity | 1115 | 5.38% |
| ▪ Disaster assistance | 593 | 2.86% |
| ▪ Email, RSS feeds, or subscription services | 300 | 1.45% |
| ▪ Forms or publications | 1518 | 7.32% |
| ▪ Human trafficking | 1263 | 6.09% |
| ▪ Immigration and citizenship | 1578 | 7.61% |
| ▪ Information about DHS (leadership, history, etc.) | 1371 | 6.62% |
| ▪ Jobs / career information | 2380 | 11.48% |
| ▪ Law enforcement | 936 | 4.52% |
| ▪ News | 1644 | 7.93% |
| ▪ Photographs | 65 | 0.31% |
| ▪ Small business resources | 236 | 1.14% |
| ▪ Training | 1165 | 5.62% |
| ▪ Travel | 3295 | 15.90% |
| ▪ Videos | 179 | 0.86% |
| Total | 20725 | 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 | 265 | 2.91% |
| ▪ Content wasn't easy to understand | 647 | 7.11% |
| ▪ Could not find what I was looking for | 5632 | 61.92% |
| ▪ Error on page | 226 | 2.48% |
| ▪ Multimedia / technical problem | 152 | 1.67% |
| ▪ Outdated information | 417 | 4.58% |
| ▪ Other | 1757 | 19.32% |
| Total | 9096 | 100% |

Which of the following best describes you?

| Answer Choices | Responses | Percentage |
|---|--------------|-------------|
| ▪ Business representative | 1769 | 8.54% |
| ▪ Educator | 1297 | 6.26% |
| ▪ Federal government employee | 1267 | 6.11% |
| ▪ First responder / law enforcement official | 1155 | 5.57% |
| ▪ Government contractor | 679 | 3.28% |
| ▪ International visitor | 600 | 2.90% |
| ▪ Job seeker | 1668 | 8.05% |
| ▪ Media representative | 135 | 0.65% |
| ▪ Non-profit staff or volunteer | 766 | 3.70% |
| ▪ Seeking citizenship or immigration information | 659 | 3.18% |
| ▪ State, tribal, territorial or local government representative | 376 | 1.81% |
| ▪ Student | 2870 | 13.85% |
| ▪ Traveler (domestic or international) | 2670 | 12.88% |
| ▪ Other | 4814 | 23.23% |
| Total | 20725 | 100% |