

DHS.gov Web Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Total Visits
4,177,614
% of Total: 100.00% (4,177,614)

Avg. Visit Duration
00:00:58
Avg for View: 00:00:58 (0.00%)

Pageviews
6,139,818
% of Total: 100.00% (6,139,818)

Unique Visitors
3,529,632
% of Total: 100.00% (3,529,632)

Avg. Pages / Visit
1.47
Avg for View: 1.47 (0.00%)

Avg. Time on Page
00:02:02
Avg for View: 00:02:02 (0.00%)

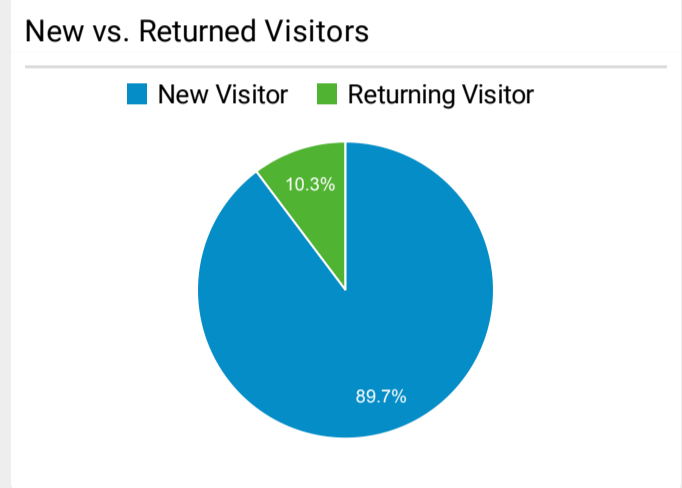
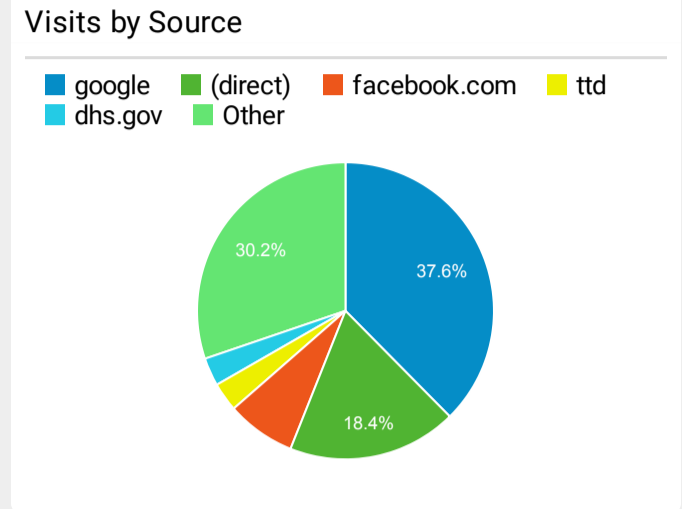
Bounce Rate
77.22%
Avg for View: 77.22% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	299,102	82.51%
Indicators of Human Trafficking Homeland Security	123,176	93.42%
DHS Issues New National Terrorism Advisory System (NTAS) Bulletin Homeland Security	113,407	65.48%
How to Report Suspicious Activity Homeland Security	66,955	83.67%
REAL ID FAQs Homeland Security	66,859	81.24%
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	50,478	89.06%
National Terrorism Advisory System Homeland Security	45,756	60.35%
Blue Campaign Newsletters Homeland Security	43,285	87.15%
Check Wait Times Homeland Security	39,574	29.62%
Coronavirus (COVID-19) Homeland Security	36,511	43.17%

Visits by Social Network

Social Network	Sessions
Facebook	195,218
Twitter	40,630
YouTube	14,729
LinkedIn	7,618
reddit	1,817
Instagram	1,577
Instagram Stories	1,458
Quora	550
Blogger	353
Snapchat	209



DHS.gov Search Performance Metrics

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Visits to DHS.gov

4,177,614
% of Total: 100.00% (4,177,614)



Total Internal Searches

76,295
% of Total: 100.00% (76,295)



Total External Searches (Google)

917,255
% of Total: 21.96% (4,177,614)



Top Internal Searches by Search Term

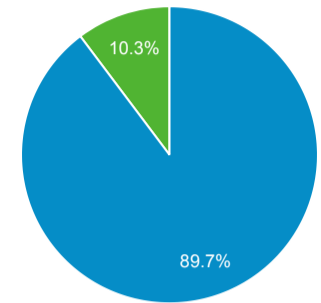
Search Term	Total Unique Searches	Organic Searches
global entry	1,383	0
careers	534	0
covid	534	0
jobs	391	0
Covid	363	0
potential terror threats	324	0
real id	324	0
"Illegal alien"	296	0
domestic terrorism	248	0
terror threats	239	0

Top External Searches (Google - as reported)

Page Title	Sessions
National Terrorism Advisory System Bulletin - August 13, 2021 Homeland Security	152,046
REAL ID Homeland Security	98,915
Blue Campaign Newsletters Homeland Security	35,185
Check Wait Times Homeland Security	27,181
DHS Announces Extension of REAL ID Full Enforcement Deadline Homeland Security	26,456
REAL ID FAQs Homeland Security	20,769
What Is Human Trafficking? Homeland Security	16,324
Learn What I Can Bring on the Plane Homeland Security	15,265
National Terrorism Advisory System Widget	13,004
Homeland Security Careers Homeland Security	12,889

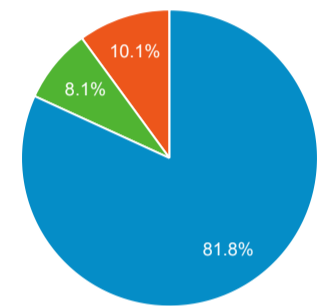
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2021- 08/31/2021

Overall Customer Satisfaction Score

64.88

How would you rate your overall experience today?

61.21

Answer Choices	Responses	Points	Score
▪ Outstanding	601	100	60100
▪ Above Average	486	75	36450
▪ Average	619	50	30950
▪ Below Average	169	25	4225
▪ Poor	277	0	0
Total	2152		131725

Were you able to complete the purpose of your visit?

56.78

Answer Choices	Responses	Points	Score
▪ Yes	1222	100	122200
▪ No	930	0	0
Total	2152		122200

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

84.13

Answer Choices	Responses	Points	Score
▪ Yes	1521	100	152100
▪ No	287	0	0
Total	1808		152100

Will you recommend this website to a friend or colleague?

77.32

Answer Choices	Responses	Points	Score
▪ Yes	1398	100	139800
▪ No	410	0	0
Total	1808		139800

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

57.36

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1037	100	103700
▪ Had technical difficulties (e.g. error messages, broken links)	65	0	0
▪ Links did not take me where I expected	59	0	0
▪ Links / labels are difficult to understand, they are not intuitive	172	0	0
▪ Navigated to general area but couldn't find the specific content needed	322	0	0
▪ Too many links or navigational choices	53	0	0
▪ Would often feel lost, not know where I was	100	0	0
Total	1808		103700

How was your experience using our site search?

48.28

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	534	100	53400
▪ I was not sure what words to use in my search	110	0	0
▪ Results were not helpful	212	0	0
▪ Results were not relevant to my search terms or needs	100	0	0
▪ Results were too similar / redundant	42	0	0
▪ Returned not enough or no results	72	0	0
▪ Returned too many results	36	0	0
Total	1106		53400

DHS.gov Customer Satisfaction Survey

Time Period: 08/01/2021- 08/31/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	83	3.86%
▪ Contact information	80	3.72%
▪ Contracting opportunities	28	1.30%
▪ Cybersecurity	119	5.53%
▪ Disaster assistance	41	1.91%
▪ Email, RSS feeds, or subscription services	24	1.12%
▪ Forms or publications	68	3.16%
▪ Human trafficking	80	3.72%
▪ Immigration and citizenship	139	6.46%
▪ Information about DHS (leadership, history, etc.)	76	3.53%
▪ Jobs / career information	182	8.46%
▪ Law enforcement	41	1.91%
▪ News	110	5.11%
▪ Photographs	10	0.46%
▪ Small business resources	20	0.93%
▪ Training	151	7.02%
▪ Travel	111	5.16%
▪ Videos	11	0.51%
▪ Other	778	36.15%
Total	2152	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	29	4.31%
▪ Content wasn't easy to understand	0	0.00%
▪ Could not find what I was looking for	550	81.72%
▪ Error on page	28	4.16%
▪ Multimedia / technical problem	27	4.01%
▪ Outdated information	39	5.79%
▪ Other	0	0.00%
Total	673	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	144	7.96%
▪ Educator	100	5.53%
▪ Federal government employee	119	6.58%
▪ First responder / law enforcement official	79	4.37%
▪ Government contractor	154	8.52%
▪ International visitor	51	2.82%
▪ Job seeker	136	7.52%
▪ Media representative	16	0.88%
▪ Non-profit staff or volunteer	60	3.32%
▪ Seeking citizenship or immigration information	82	4.54%
▪ State, tribal, territorial or local government representative	26	1.44%
▪ Student	135	7.47%
▪ Traveler (domestic or international)	114	6.31%
▪ Other	592	32.74%
Total	1808	100%