

**All Users**  
100.00% Sessions

Total Visits

**3,394,301**

% of Total: 100.00% (3,394,301)



Avg. Visit Duration

**00:01:39**

Avg for View: 00:01:39 (0.00%)



Pageviews

**6,654,091**

% of Total: 100.00% (6,654,091)



Unique Visitors

**2,014,433**

% of Total: 100.00% (2,014,433)



Avg. Pages / Visit

**1.96**

Avg for View: 1.96 (0.00%)



Avg. Time on Page

**00:01:43**

Avg for View: 00:01:43 (0.00%)



Bounce Rate

**58.29%**

Avg for View: 58.29% (0.00%)

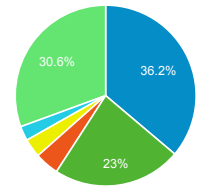


Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID   Homeland Security	397,704	41.42%
Real ID Public FAQs   Homeland Security	195,469	64.40%
Comparison Chart   Homeland Security	119,296	49.10%
Learn What I Can Bring on the Plane   Homeland Security	79,490	67.39%
State Compliance   Homeland Security	62,992	54.09%
Trusted Traveler Programs   Homeland Security	62,284	39.97%
Search Job Postings   Homeland Security	59,613	27.73%
Identify a Victim   Homeland Security	53,544	61.71%
REAL ID Documentation   Homeland Security	48,962	42.52%
How Do I?   Homeland Security	44,079	38.06%

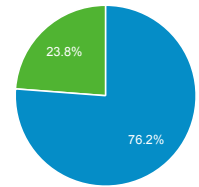
Visits by Source

google (direct) bing  
dhs.gov ttp.cbp.dhs.gov  
Other




New vs. Returned Visitors

New Visitor Returning Visitor



Visits by Social Network

Social Network	Sessions
Facebook	17,049
Twitter	6,771
Blogger	1,791
LinkedIn	1,414
reddit	1,194
YouTube	487
Quora	177
Instagram	148
Weebly	111
WordPress	81

 All Users  
100.00% Sessions

Visits to DHS.gov

**3,394,301**

% of Total: 100.00% (3,394,301)



Total Internal Searches

**102,321**

% of Total: 100.00% (102,321)



Total External Searches (Google)

**858,590**

% of Total: 25.30% (3,394,301)

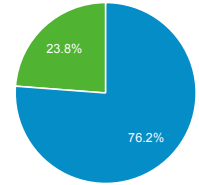


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	770	9
real id compliant states	708	0
active shooter	646	9
esta	548	18
careers	522	18
forms	425	53
check my case status	398	0
renew passport	380	0
human trafficking	310	18
active shooter training	292	0

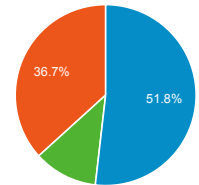
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security   Home	78,393
Learn What I Can Bring on the Plane   Homeland Security	62,497
Real ID Public FAQs   Homeland Security	33,278
REAL ID   Homeland Security	30,837
Blue Campaign   Homeland Security	20,478
Current Status of States/Territories   Homeland Security	16,887
TSA to Notify Travelers of Upcoming 2018 Real ID Airport Enforcement   Homeland Security	15,702
USCIS Announces a New Approach to Posting Processing Times   Homeland Security	13,472
Search Job Postings   Homeland Security	13,402
Sex Trafficking Awareness Videos   Homeland Security	12,588

## DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2018 –03/31/2018

### 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: Survey Monkey)

#### 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.

#### Actions Taken:

**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.

**Increase Visibility:** This past quarter, the DHS.gov Web Communications team identified the top 200 pages according to Google Analytics and updated the "Frequently Request Pages" section of the site to reflect customer needs.

**Improved Usage Analytics:** This past quarter, the DHS.gov Web Communications team installed Google Analytics tracking code to all DHS.gov homepage rotators to identify how many clicks rotators are receiving and which homepage content is attracting the most attention by site users.

#### Technical Improvements:

- We updated our Header for both Desktop and Mobile views
- We defined our layout and visual focus on Homepage
- We updated our mobile menu active image

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2018- 03/31/2018

## Overall Customer Satisfaction Score

**69.29**

### How would you rate your overall experience today?

**65.06**

Answer Choices	Responses	Points	Score
▪ Outstanding	805	100	80500
▪ Above Average	991	75	74325
▪ Average	982	50	49100
▪ Below Average	252	25	6300
▪ Poor	201	0	0
<b>Total</b>	<b>3231</b>		<b>210225</b>

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

**60.60**

Answer Choices	Responses	Points	Score
▪ Yes	1958	100	195800
▪ No	1273	0	0
<b>Total</b>	<b>3231</b>		<b>195800</b>

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

**85.61**

Answer Choices	Responses	Points	Score
▪ Yes	2766	100	276600
▪ No	465	0	0
<b>Total</b>	<b>3231</b>		<b>276600</b>

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

**80.19**

Answer Choices	Responses	Points	Score
▪ Yes	2591	100	259100
▪ No	640	0	0
<b>Total</b>	<b>3231</b>		<b>259100</b>

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

**62.72**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1874	100	187400
▪ Had technical difficulties (e.g. error messages, broken links)	103	0	0
▪ Links did not take me where I expected	213	0	0
▪ Links / labels are difficult to understand, they are not intuitive	99	0	0
▪ Navigated to general area but couldn't find the specific content needed	525	0	0
▪ Too many links or navigational choices	84	0	0
▪ Would often feel lost, not know where I was	90	0	0
<b>Total</b>	<b>2988</b>		<b>187400</b>

### How was your experience using our site search?

**52.74**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	847	100	84700
▪ I was not sure what words to use in my search	133	0	0
▪ Results were not helpful	300	0	0
▪ Results were not relevant to my search terms or needs	152	0	0
▪ Results were too similar / redundant	45	0	0
▪ Returned not enough or no results	97	0	0
▪ Returned too many results	32	0	0
<b>Total</b>	<b>1606</b>		<b>84700</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2018- 03/31/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	102	3.16%
▪ Contact information	166	5.14%
▪ Contracting opportunities	33	1.02%
▪ Cybersecurity	181	5.60%
▪ Disaster assistance	91	2.82%
▪ Email, RSS feeds, or subscription services	26	0.80%
▪ Forms or publications	203	6.28%
▪ Human trafficking	123	3.81%
▪ Immigration and citizenship	211	6.53%
▪ Information about DHS (leadership, history, etc.)	179	5.54%
▪ Jobs / career information	305	9.44%
▪ Law enforcement	121	3.74%
▪ News	99	3.06%
▪ Photographs	12	0.37%
▪ Small business resources	33	1.02%
▪ Training	331	10.24%
▪ Travel	969	29.99%
▪ Videos	46	1.42%
<b>Total</b>	<b>3231</b>	<b>100%</b>

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

Answer Choices	Responses	Percentage
▪ Bad link	52	3.85%
▪ Content wasn't easy to understand	138	10.23%
▪ Could not find what I was looking for	781	57.89%
▪ Error on page	41	3.04%
▪ Multimedia / technical problem	24	1.78%
▪ Outdated information	33	2.45%
▪ Other	280	20.76%
<b>Total</b>	<b>1349</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	314	9.72%
▪ Educator	252	7.80%
▪ Federal government employee	189	5.85%
▪ First responder / law enforcement official	198	6.13%
▪ Government contractor	102	3.16%
▪ International visitor	58	1.80%
▪ Job seeker	206	6.38%
▪ Media representative	11	0.34%
▪ Non-profit staff or volunteer	132	4.09%
▪ Seeking citizenship or immigration information	84	2.60%
▪ State, tribal, territorial or local government representative	57	1.76%
▪ Student	395	12.23%
▪ Traveler (domestic or international)	763	23.61%
▪ Other	470	14.55%
<b>Total</b>	<b>3231</b>	<b>100%</b>