

DHS.gov Web Performance Metrics

Apr 1, 2016 - Apr 30, 2016

 All Users
100.00% Sessions

Total Visits

3,685,349

% of Total: 100.00% (3,685,349)



Avg. Visit Duration

00:01:33

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



Pageviews

6,445,708

% of Total: 100.00% (6,445,708)



Unique Visitors

1,735,523

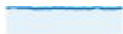
% of Total: 100.00% (1,735,523)



Avg. Pages / Visit

1.75

Avg for View: 1.75 (0.00%)



Avg. Time on Page

00:02:03

Avg for View: 00:02:03 (0.00%)



Bounce Rate

70.60%

Avg for View: 70.60% (0.00%)



Top Pages

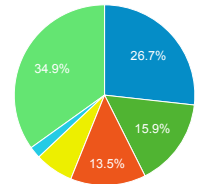
Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,758,326	82.75%
Homeland Security	254,078	2.48%
Check Immigration Case Status Homeland Security	153,770	31.78%
single father - DHS.gov Search Results	72,807	96.61%
Search Job Postings Homeland Security	47,808	32.40%
Trusted Traveler Programs Homeland Security	46,904	24.73%
Homeland Security Careers Homeland Security	44,828	24.20%
e-Passports Homeland Security	41,671	73.74%
How Do I? Homeland Security	40,725	31.62%
About DHS Homeland Security	37,198	42.11%

Visits by Social Network

Social Network	Sessions
Blogger	9,278
Facebook	6,924
Twitter	2,601
LinkedIn	1,059
Weebly	528
Stack Exchange	317
Google+	192
reddit	141
TypePad	140
Ravelry	76

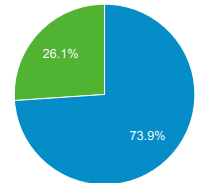
Visits by Source

■ uscg.mil
 ■ google
 ■ (direct)
 ■ cg.portal.uscg.mil
 ■ wow.uscgauz.info
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



DHS.gov Search Web Performance Metrics

Apr 1, 2016 - Apr 30, 2016

 All Users
100.00% Sessions

Visits to DHS.gov

3,685,349

% of Total: 100.00% (3,685,349)



Total Internal Searches

163,312

% of Total: 100.00% (163,312)



Total External Searches (Google)

674,403

% of Total: 18.30% (3,685,349)



Top Internal Searches by Search Term

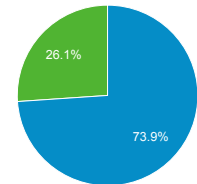
Search Term	Total Unique Searches
single father	68,561
esta	674
active shooter	654
quicktime	640
global entry	517
forms	448
careers	348
jobs	304
passport	291
case status	255

Top External Searches (Google - as reported)

Keyword	Sessions
uscis case status	3,012
passport application	1,648
us passport	1,576
(not set)	840
homeland security jobs	736
child sex video	392
children sex video	333
passport	314
us passport application	273
immigration status	271

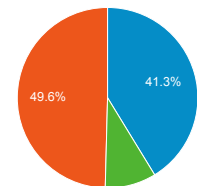
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



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:

- **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.
- **Broken Links:** We continue to work with components hosted on DHS.gov to audit content and update content and links and remove material that is no longer relevant.

DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2016 – 4/30/2016

Top Landing Pages and Search Queries – April 2016

Most Visited Pages: For the month of November, the National Terrorism Advisory System, Trusted Traveler Program, Immigration and Cyber Security topped the most visited landing pages on DHS.gov.

Top 10 Visited DHS.gov Landing Pages: *

Page	Sessions	Percent New Sessions	New Users	Bounce Rate	Pages per Session
/ntas/index.shtm	2,326,507	24.04%	559,205	83.12%	1.50
/index.shtm	179,596	77.16%	138,579	2.55%	3.93
/how-do-i/check-immigration-case-status	109,318	63.54%	69,460	31.86%	1.57
/ntas	75,754	8.80%	6,668	71.50%	1.52
/search?query=single+father&op=Search&affiliate=dhs	68,560	90.61%	62,120	96.61%	1.06
/e-passports	34,702	88.63%	30,758	73.73%	1.43
/trusted-travel-programs	31,345	84.27%	26,414	23.69%	1.50
/how-do-i/apply-us-passport	22,035	88.71%	19,547	32.90%	1.59
/visa-waiver-program-requirements	21,736	84.09%	18,278	72.25%	1.42
/real-id-enforcement-brief	21,417	88.31%	18,914	47.50%	2.31
Totals and Averages	2,890,970	69.82%	949,943	53.57%	1.78

Top Search Engine Queries: External and internal search queries continue to follow similar trends.

Top Internal Search Queries* (excludes "dhs" and repeating/similar queries)	Top External Search Queries* (excludes "dhs" and repeating/similar queries)
single father	uscis case status
esta	passport application
active shooter	us passport
quicktime	(not set)
global entry	homeland security jobs
forms	child sex video
careers	children sex video
jobs	passport
passport	us passport application
case status	immigration status

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2016 - 4/30/2016

Overall Customer Satisfaction Score

71.17

How would you rate your overall experience today?

66.01

Answer Choices	Responses	Points	Score
▪ Outstanding	387	100	38700
▪ Above Average	543	75	40725
▪ Average	484	50	24200
▪ Below Average	90	25	2250
▪ Poor	100	0	0
Total	1604		105875

Were you able to complete the purpose of your visit?

60.79

Answer Choices	Responses	Points	Score
▪ Yes	975	100	97500
▪ No	629	0	0
Total	1604		97500

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

86.91

Answer Choices	Responses	Points	Score
▪ Yes	1394	100	139400
▪ No	210	0	0
Total	1604		139400

Will you recommend this website to a friend or colleague?

82.48

Answer Choices	Responses	Points	Score
▪ Yes	1323	100	132300
▪ No	281	0	0
Total	1604		132300

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

65.81

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	993	100	99300
▪ Had technical difficulties (e.g. error messages, broken links)	52	0	0
▪ Links did not take me where I expected	93	0	0
▪ Links / labels are difficult to understand, they are not intuitive	47	0	0
▪ Navigated to general area but couldn't find the specific content needed	232	0	0
▪ Too many links or navigational choices	42	0	0
▪ Would often feel lost, not know where I was	50	0	0
Total	1509		99300

How was your experience using our site search?

58.20

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	465	100	46500
▪ I was not sure what words to use in my search	71	0	0
▪ Results were not helpful	117	0	0
▪ Results were not relevant to my search terms or needs	70	0	0
▪ Results were too similar / redundant	15	0	0
▪ Returned not enough or no results	37	0	0
▪ Returned too many results	24	0	0
Total	799		46500

DHS.gov Customer Satisfaction Survey

Time Period: 4/1/2016 - 4/30/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	63	3.93%
▪ Contact information	106	6.61%
▪ Contracting opportunities	27	1.68%
▪ Cybersecurity	130	8.10%
▪ Disaster assistance	58	3.62%
▪ Email, RSS feeds, or subscription services	11	0.69%
▪ Forms or publications	118	7.36%
▪ Human trafficking	45	2.81%
▪ Immigration and citizenship	132	8.23%
▪ Information about DHS (leadership, history, etc.)	141	8.79%
▪ Jobs / career information	266	16.58%
▪ Law enforcement	64	3.99%
▪ News	52	3.24%
▪ Photographs	6	0.37%
▪ Small business resources	17	1.06%
▪ Training	116	7.23%
▪ Travel	239	14.90%
▪ Videos	13	0.81%
Total	1604	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	24	3.56%
▪ Content wasn't easy to understand	63	9.35%
▪ Could not find what I was looking for	375	55.64%
▪ Error on page	21	3.12%
▪ Multimedia / technical problem	13	1.93%
▪ Outdated information	24	3.56%
▪ Other	154	22.85%
Total	674	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	154	9.60%
▪ Educator	94	5.86%
▪ Federal government employee	134	8.35%
▪ First responder / law enforcement official	92	5.74%
▪ Government contractor	58	3.62%
▪ International visitor	40	2.49%
▪ Job seeker	177	11.03%
▪ Media representative	11	0.69%
▪ Non-profit staff or volunteer	46	2.87%
▪ Seeking citizenship or immigration information	60	3.74%
▪ State, tribal, territorial or local government representative	44	2.74%
▪ Student	269	16.77%
▪ Traveler (domestic or international)	196	12.22%
▪ Other	229	14.28%
Total	1604	100%