DHS.gov Web Performance Metrics

May 1, 2018 - May 31, 2018

All Users
100.00% Sessions

Total Visits

3,094,104
% of Total: **100.00% (3,094,104)**

Avg. Visit Duration

00:01:37
Avg for View: **00:01:37 (0.00%)**

Pageviews

5,935,815
% of Total: **100.00% (5,935,815)**

Unique Visitors

1,935,553
% of Total: **100.00% (1,935,553)**

Avg. Pages / Visit

1.92
Avg for View: **1.92 (0.00%)**

Avg. Time on Page

00:01:45
Avg for View: **00:01:45 (0.00%)**

Bounce Rate

59.24%
Avg for View: **59.24% (0.00%)**

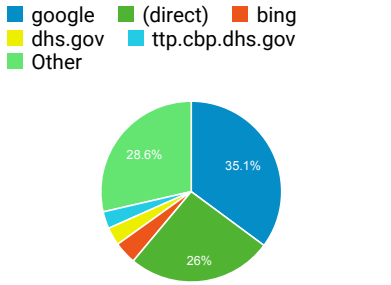
Top Pages

Page Title	Pageviews	Bounce Rate
REAL ID | Homeland Security	311,247	44.65%
Real ID Public FAQs | Homeland Security	150,286	66.96%
Trusted Traveler Programs | Homeland Security	115,011	43.20%
Learn What I Can Bring on the Plane | Homeland Security	82,561	67.24%
Comparison Chart | Homeland Security	73,664	42.10%
Search Job Postings | Homeland Security	62,524	23.82%
Identify a Victim | Homeland Security	52,750	64.94%
DHS is Hiring | Homeland Security	47,518	48.01%
Homeland Security Careers | Homeland Security	45,865	45.24%
State Compliance | Homeland Security	42,674	55.34%

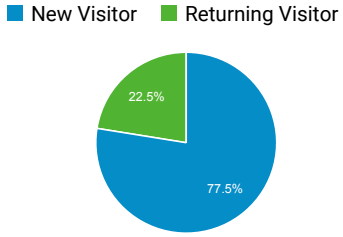
Visits by Social Network

Social Network	Sessions
Facebook	18,990
Twitter	7,357
LinkedIn	2,491
Blogger	2,271
reddit	776
YouTube	399
Quora	213
Instagram	124
Weebly	97
WordPress	80

Visits by Source



New vs. Returned Visitors



DHS.gov Search Performance Metrics

May 1, 2018 - May 31, 2018

All Users
100.00% Sessions

Visits to DHS.gov

3,094,104
% of Total: **100.00% (3,094,104)**

Total Internal Searches

88,275
% of Total: **100.00% (88,275)**

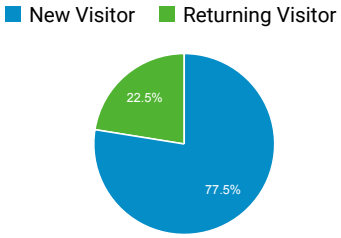
Total External Searches (Google)

775,729
% of Total: **25.07% (3,094,104)**

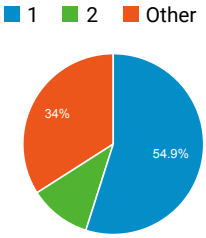
Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	691	16
careers	652	16
real id compliant st ates	536	8
esta	520	8
active shooter	466	39
global entry	442	16
active shooter traini ng	357	23
jobs	311	8
esta status	287	16
jobs available now	279	0

ew vs. Returned Visitors



vg. Visits per Visitor



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security | Home	74,161
Learn What I Can Bring on the Plane | H omeland Security	64,162
REAL ID | Homeland Security	25,828
Check Wait Times | Homeland Security	24,656
Real ID Public FAQs | Homeland Securit y	20,782
Current Status of States/Territories | H omeland Security	19,237
Search Job Postings | Homeland Securi ty	13,275
Sex Trafficking Awareness Videos | Ho meland Security	12,367
Homeland Security Careers | Homeland Security	10,434
TSA to Notify Travelers of Upcoming 20 18 Real ID Airport Enforcement | Homel and Security	10,053

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2018 –05/31/2018

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: Over the 2 past quarters, 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: Over the 2 past quarters, 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 Security for OpenPublic module
- We made baseline updates
- We made updates to our Content Management System to provide a better user experience

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2018- 05/31/2018

Overall Customer Satisfaction Score 69.37

How would you rate your overall experience today? 65.45

Answer Choices	Responses	Points	Score
▪ Outstanding	690	100	69000
▪ Above Average	830	75	62250
▪ Average	826	50	41300
▪ Below Average	190	25	4750
▪ Poor	173	0	0
Total	**2709**		**177300**

Were you able to complete the purpose of your visit? 61.17

Answer Choices	Responses	Points	Score
▪ Yes	1657	100	165700
▪ No	1052	0	0
Total	**2709**		**165700**

Would you still return to this website if you could get this information or service from another source? 85.60

Answer Choices	Responses	Points	Score
▪ Yes	2319	100	231900
▪ No	390	0	0
Total	**2709**		**231900**

Will you recommend this website to a friend or colleague? 79.51

Answer Choices	Responses	Points	Score
▪ Yes	2154	100	215400
▪ No	555	0	0
Total	**2709**		**215400**

Please describe your experience finding your way around (navigating) DHS.gov today. 62.32

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1566	100	156600
▪ Had technical difficulties (e.g. error messages, broken links)	90	0	0
▪ Links did not take me where I expected	196	0	0
▪ Links / labels are difficult to understand, they are not intuitive	81	0	0
▪ Navigated to general area but couldn't find the specific content needed	428	0	0
▪ Too many links or navigational choices	77	0	0
▪ Would often feel lost, not know where I was	75	0	0
Total	**2513**		**156600**

How was your experience using our site search? 53.91

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	730	100	73000
▪ I was not sure what words to use in my search	115	0	0
▪ Results were not helpful	249	0	0
▪ Results were not relevant to my search terms or needs	116	0	0
▪ Results were too similar / redundant	41	0	0
▪ Returned not enough or no results	74	0	0
▪ Returned too many results	29	0	0
Total	**1354**		**73000**

DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2018- 05/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	87	3.21%
▪ Contact information	160	5.91%
▪ Contracting opportunities	27	1.00%
▪ Cybersecurity	178	6.57%
▪ Disaster assistance	61	2.25%
▪ Email, RSS feeds, or subscription services	29	1.07%
▪ Forms or publications	194	7.16%
▪ Human trafficking	102	3.77%
▪ Immigration and citizenship	185	6.83%
▪ Information about DHS (leadership, history, etc.)	152	5.61%
▪ Jobs / career information	353	13.03%
▪ Law enforcement	107	3.95%
▪ News	79	2.92%
▪ Photographs	4	0.15%
▪ Small business resources	28	1.03%
▪ Training	226	8.34%
▪ Travel	700	25.84%
▪ Videos	37	1.37%
Total	**2709**	**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	45	3.96%
▪ Content wasn't easy to understand	114	10.03%
▪ Could not find what I was looking for	610	53.65%
▪ Error on page	33	2.90%
▪ Multimedia / technical problem	21	1.85%
▪ Outdated information	43	3.78%
▪ Other	271	23.83%
Total	**1137**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	252	9.30%
▪ Educator	182	6.72%
▪ Federal government employee	181	6.68%
▪ First responder / law enforcement official	145	5.35%
▪ Government contractor	93	3.43%
▪ International visitor	51	1.88%
▪ Job seeker	231	8.53%
▪ Media representative	15	0.55%
▪ Non-profit staff or volunteer	107	3.95%
▪ Seeking citizenship or immigration information	60	2.21%
▪ State, tribal, territorial or local government representative	60	2.21%
▪ Student	308	11.37%
▪ Traveler (domestic or international)	593	21.89%
▪ Other	431	15.91%
Total	**2709**	**100%**