DHS.gov Web Performance Metrics

Aug 1, 2016 - Aug 31, 2016

All Users
100.00% Sessions

Total Visits

3,592,084
% of Total: 100.00% (3,592,084)

Avg. Visit Duration

00:01:34
Avg for View: 00:01:34 (0.00%)

Pageviews

6,171,737
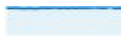% of Total: 100.00% (6,171,737)

Unique Visitors

1,614,362
% of Total: 100.00% (1,614,362)

Avg. Pages / Visit

1.72
Avg for View: 1.72 (0.00%)

Avg. Time on Page

00:02:10
Avg for View: 00:02:10 (0.00%)
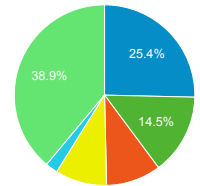
Bounce Rate

69.88%
Avg for View: 69.88% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
National Terrorism Advisory System Widget	3,669,084	81.76%
Homeland Security |	244,171	3.38%
What is Suspicious Activity? | Homeland Security	58,377	84.39%
Check Immigration Case Status | Homeland Security	57,892	44.46%
Trusted Traveler Programs | Homeland Security	50,621	18.17%
Search Job Postings | Homeland Security	50,365	18.00%
Identify a Victim | Homeland Security	44,429	78.08%
Homeland Security Careers | Homeland Security	42,236	23.54%
How Do I? | Homeland Security	42,217	34.55%
REAL ID Enforcement in Brief | Homeland Security	41,722	54.37%

Visits by Social Network

Social Network	Sessions
Facebook	8,838
Blogger	7,448
Twitter	3,068
LinkedIn	756
Weebly	667
Stack Exchange	361
Google+	215
WordPress	181
YouTube	133
reddit	129

Visits by Source

- uscg.mil
- google
- (direct)
- cg.portal.uscg.mil
- wow.uscgaux.info
- Other

25.4%
14.5%
38.9%

New vs. Returned Visitors

- New Visitor
- Returning Visitor

28%
72%

DHS.gov Search Web Performance Metrics

Aug 1, 2016 - Aug 31, 2016

All Users
100.00% Sessions

Visits to DHS.gov

3,592,084
% of Total: **100.00% (3,592,084)**

Total Internal Searches

96,476
% of Total: **100.00% (96,476)**

Total External Searches (Google)

570,049
% of Total: **15.87% (3,592,084)**

Top Internal Searches by Search Term

Search Term	Total Unique Searches
single father	1,478
careers	927
jobs	653
forms	583
case status	574
esta	567
global entry application	435
esta application	410
global entry	383
Jobs	380

Top External Searches (Google - as reported)

Keyword	Sessions
us passport application	949
(not set)	736
us passport	713
homeland security jobs	669
uscis case status	612
passport	312
blue video	290
redress number	226
cyber security	204
enhanced driver's license	202

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

28%
72%
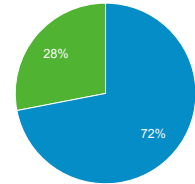
Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

38.6%
51.7%
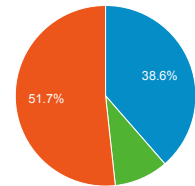
Voice of the Customers

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:

- In an effort to address long-standing customer concerns and issues with DHS.gov, we launched a redesigned DHS.gov at the beginning of June 2016. Some of the specific differences you'll see are:

1. Compatibility for both desktop computers and mobile devices (phones and tablets)
2. Cleaner, easier-to-read site format and presentation
3. Faster and more accurate site navigation using our internal search function and external search engines (like Google and Bing)

Throughout the course of this effort, we updated more than 9,000 pages to simplify how information is presented to the user. Each page now features easy-to-read type and a clear introduction, so you can quickly determine if you are on the right page. We also built in collapsing sections so that longer pages of content can be quickly skimmed for relevant information, and fixed over 1,350 broken links and over 4,330 misspellings across the site.

The new DHS.gov is also fully accessible, reinforcing the Department's commitment to meet or exceed federal Section 508 compliance standards.

Finally, we introduced new tools like updated slideshows and image carousels, which highlight new

information and announcements from the Department.

- **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.

Top Landing Pages and Search Queries – August 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	2,344,578	22.76%	533,712	81.96%	1.47
/index.shtm	170,786	76.96%	131,443	3.41%	3.45
/see-something-say-something/what-suspicious-activity	47,952	80.03%	38,377	84.51%	1.26
/blue-campaign/identify-victim	37,376	84.56%	31,607	78.10%	1.72
/how-do-i/check-immigration-case-status	37,358	63.35%	23,666	44.65%	1.75
/trusted-traveler-programs	31,469	83.46%	26,263	16.63%	1.62
/ntas	30,157	12.73%	3,838	67.01%	1.62
/real-id-enforcement-brief	27,501	88.93%	24,457	54.38%	2.10
/e-passports	22,269	89.78%	19,994	79.97%	1.37
/trusted-traveler-comparison-chart	20,733	81.28%	16,851	56.35%	1.24
Totals and Averages	2,770,179	68.38%	850,208	56.70%	1.76

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	us passport application
careers	(not set)
jobs	us passport
case status	homeland security jobs
forms	uscis case status
esta	passport
global entry application	blue video
esta application	redress number
jobs	enhanced driver's license
global entry	cyber security

*Source: Google Analytics

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2016 - 8/31/2016

Overall Customer Satisfaction Score   68.58

How would you rate your overall experience today?   64.06

Answer Choices	Responses	Points	Score
▪ Outstanding	367	100	36700
▪ Above Average	490	75	36750
▪ Average	442	50	22100
▪ Below Average	119	25	2975
▪ Poor	120	0	0
Total	**1538**		**98525**

Were you able to complete the purpose of your visit?   58.06

Answer Choices	Responses	Points	Score
▪ Yes	893	100	89300
▪ No	645	0	0
Total	**1538**		**89300**

Would you still return to this website if you could get this information or service from another source?   88.43

Answer Choices	Responses	Points	Score
▪ Yes	1360	100	136000
▪ No	178	0	0
Total	**1538**		**136000**

Will you recommend this website to a friend or colleague?   80.30

Answer Choices	Responses	Points	Score
▪ Yes	1235	100	123500
▪ No	303	0	0
Total	**1538**		**123500**

Please describe your experience finding your way around (navigating) DHS.gov today.   59.96

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	849	100	84900
▪ Had technical difficulties (e.g. error messages, broken links)	62	0	0
▪ Links did not take me where I expected	140	0	0
▪ Links / labels are difficult to understand, they are not intuitive	49	0	0
▪ Navigated to general area but couldn't find the specific content needed	241	0	0
▪ Too many links or navigational choices	42	0	0
▪ Would often feel lost, not know where I was	33	0	0
Total	**1416**		**84900**

How was your experience using our site search?   51.78

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	407	100	40700
▪ I was not sure what words to use in my search	79	0	0
▪ Results were not helpful	133	0	0
▪ Results were not relevant to my search terms or needs	76	0	0
▪ Results were too similar / redundant	25	0	0
▪ Returned not enough or no results	48	0	0
▪ Returned too many results	18	0	0
Total	**786**		**40700**

DHS.gov Customer Satisfaction Survey

Time Period: 8/1/2016 - 8/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	45	2.93%
▪ Contact information	133	8.65%
▪ Contracting opportunities	28	1.82%
▪ Cybersecurity	144	9.36%
▪ Disaster assistance	33	2.15%
▪ Email, RSS feeds, or subscription services	11	0.72%
▪ Forms or publications	99	6.44%
▪ Human trafficking	56	3.64%
▪ Immigration and citizenship	122	7.93%
▪ Information about DHS (leadership, history, etc.)	87	5.66%
▪ Jobs / career information	318	20.68%
▪ Law enforcement	66	4.29%
▪ News	44	2.86%
▪ Photographs	3	0.20%
▪ Small business resources	17	1.11%
▪ Training	100	6.50%
▪ Travel	201	13.07%
▪ Videos	31	2.02%
Total	**1538**	**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	22	3.24%
▪ Content wasn't easy to understand	60	8.82%
▪ Could not find what I was looking for	367	53.97%
▪ Error on page	30	4.41%
▪ Multimedia / technical problem	26	3.82%
▪ Outdated information	11	1.62%
▪ Other	164	24.12%
Total	**680**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	159	10.34%
▪ Educator	87	5.66%
▪ Federal government employee	122	7.93%
▪ First responder / law enforcement official	82	5.33%
▪ Government contractor	74	4.81%
▪ International visitor	42	2.73%
▪ Job seeker	215	13.98%
▪ Media representative	13	0.85%
▪ Non-profit staff or volunteer	40	2.60%
▪ Seeking citizenship or immigration information	62	4.03%
▪ State, tribal, territorial or local government representative	38	2.47%
▪ Student	194	12.61%
▪ Traveler (domestic or international)	186	12.09%
▪ Other	224	14.56%
Total	**1538**	**100%**