

All Users
100.00% Sessions

Total Visits

3,493,151

% of Total: 100.00% (3,493,151)



Avg. Visit Duration

00:01:45

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



Pageviews

6,496,675

% of Total: 100.00% (6,496,675)



Unique Visitors

2,131,976

% of Total: 100.00% (2,131,976)



Avg. Pages / Visit

1.86

Avg for View: 1.86 (0.00%)



Avg. Time on Page

00:02:02

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



Bounce Rate

60.84%

Avg for View: 60.84% (0.00%)



Top Pages

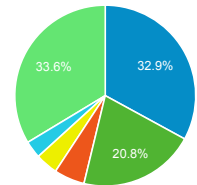
Page Title	Pageviews	Bounce Rate
REAL ID Homeland Security	317,705	38.79%
Trusted Traveler Programs Homeland Security	193,277	42.29%
Real ID Public FAQs Homeland Security	164,133	63.22%
Identify a Victim Homeland Security	79,107	64.74%
Learn What I Can Bring on the Plane Homeland Security	78,757	67.14%
Trusted Traveler Comparison Tool	73,289	58.98%
Be Cyber Smart Homeland Security	55,743	84.58%
Search Job Postings Homeland Security	53,859	23.25%
State Compliance Homeland Security	50,633	50.26%
State Extensions Homeland Security	47,076	70.08%

Visits by Social Network

Social Network	Sessions
Facebook	32,280
Twitter	15,663
Instagram	5,831
Blogger	1,460
LinkedIn	1,309
reddit	896
YouTube	686
Quora	292
WordPress	74
TripAdvisor	56

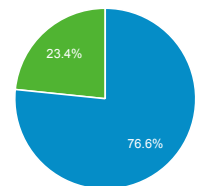
Visits by Source


google (direct) tsa.gov
bing facebook.com
Other



New vs. Returned Visitors

New Visitor Returning Visitor



 All Users
100.00% Sessions

Visits to DHS.gov

3,493,151

% of Total: 100.00% (3,493,151)



Total Internal Searches

77,316

% of Total: 100.00% (77,316)



Total External Searches (Google)

790,589

% of Total: 22.63% (790,589)

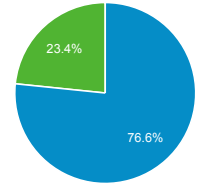


Top Internal Searches by Search Term

Search Term	Total Unique Searches	Organic Searches
real id	1,158	0
careers	699	0
esta	680	0
real id map of compliance states	542	0
global entry	478	0
jobs	432	0
esta application	386	0
active shooter	368	0
jobs available now	294	0
tsa precheck	276	0

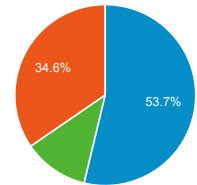
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Page Title	Sessions
Homeland Security Home	72,186
Learn What I Can Bring on the Plane Homeland Security	62,306
REAL ID Homeland Security	32,702
Real ID Public FAQs Homeland Security	25,027
Check Wait Times Homeland Security	22,159
Current Status of States/Territories Homeland Security	13,400
Search Job Postings Homeland Security	12,720
Blue Campaign Homeland Security	11,829
Sex Trafficking Awareness Videos Homeland Security	11,287
Immigration Data & Statistics Homeland Security	10,937

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2018 –09/30/2018

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 3 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 3 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 fixed our National Terrorism Advisory System border
- We are now including Fact Sheets and Speeches on our homepage
- We updated our baseline

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2018- 09/30/2018

Overall Customer Satisfaction Score

70.69

How would you rate your overall experience today?

66.07

Answer Choices	Responses	Points	Score
▪ Outstanding	825	100	82500
▪ Above Average	933	75	69975
▪ Average	890	50	44500
▪ Below Average	216	25	5400
▪ Poor	199	0	0
Total	3063		202375

Were you able to complete the purpose of your visit?

63.57

Answer Choices	Responses	Points	Score
▪ Yes	1947	100	194700
▪ No	1116	0	0
Total	3063		194700

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

85.31

Answer Choices	Responses	Points	Score
▪ Yes	2613	100	261300
▪ No	450	0	0
Total	3063		261300

Will you recommend this website to a friend or colleague?

81.06

Answer Choices	Responses	Points	Score
▪ Yes	2483	100	248300
▪ No	580	0	0
Total	3063		248300

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

64.60

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	1836	100	183600
▪ Had technical difficulties (e.g. error messages, broken links)	90	0	0
▪ Links did not take me where I expected	180	0	0
▪ Links / labels are difficult to understand, they are not intuitive	102	0	0
▪ Navigated to general area but couldn't find the specific content needed	476	0	0
▪ Too many links or navigational choices	63	0	0
▪ Would often feel lost, not know where I was	95	0	0
Total	2842		183600

How was your experience using our site search?

54.83

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	806	100	80600
▪ I was not sure what words to use in my search	114	0	0
▪ Results were not helpful	262	0	0
▪ Results were not relevant to my search terms or needs	126	0	0
▪ Results were too similar / redundant	54	0	0
▪ Returned not enough or no results	77	0	0
▪ Returned too many results	31	0	0
Total	1470		80600

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2018- 09/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Border management	103	3.36%
▪ Contact information	157	5.13%
▪ Contracting opportunities	33	1.08%
▪ Cybersecurity	211	6.89%
▪ Disaster assistance	83	2.71%
▪ Email, RSS feeds, or subscription services	26	0.85%
▪ Forms or publications	190	6.20%
▪ Human trafficking	116	3.79%
▪ Immigration and citizenship	158	5.16%
▪ Information about DHS (leadership, history, etc.)	182	5.94%
▪ Jobs / career information	289	9.44%
▪ Law enforcement	103	3.36%
▪ News	129	4.21%
▪ Photographs	10	0.33%
▪ Small business resources	25	0.82%
▪ Training	337	11.00%
▪ Travel	828	27.03%
▪ Videos	83	2.71%
Total	3063	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	41	3.35%
▪ Content wasn't easy to understand	146	11.94%
▪ Could not find what I was looking for	681	55.68%
▪ Error on page	26	2.13%
▪ Multimedia / technical problem	30	2.45%
▪ Outdated information	69	5.64%
▪ Other	230	18.81%
Total	1223	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	399	13.03%
▪ Educator	197	6.43%
▪ Federal government employee	188	6.14%
▪ First responder / law enforcement official	164	5.35%
▪ Government contractor	89	2.91%
▪ International visitor	55	1.80%
▪ Job seeker	184	6.01%
▪ Media representative	15	0.49%
▪ Non-profit staff or volunteer	103	3.36%
▪ Seeking citizenship or immigration information	50	1.63%
▪ State, tribal, territorial or local government representative	68	2.22%
▪ Student	357	11.66%
▪ Traveler (domestic or international)	657	21.45%
▪ Other	537	17.53%
Total	3063	100%