

 All Sessions  
100.00%

Sessions

**1,162,250**

% of Total: 100.00% (1,162,250)



Users

**974,386**

% of Total: 100.00% (974,386)



Pageviews

**2,686,941**

% of Total: 100.00% (2,686,941)



Unique Pageviews

**2,055,626**

% of Total: 100.00% (2,055,626)



Avg. Visit Duration

**00:02:10**

Site Avg: 00:02:10 (0.00%)



Avg. Time on Page

**00:01:39**

Site Avg: 00:01:39 (0.00%)



Bounce Rate

**55.15%**

Site Avg: 55.15% (0.00%)



Avg. Pages Per Visitor

**2.31**

Site Avg: 2.31 (0.00%)



Top Pageviews

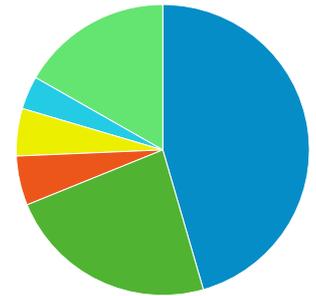
| Page Title                                        | Pageviews | Bounce Rate |
|---------------------------------------------------|-----------|-------------|
| Homeland Security                                 | 353,730   | 51.37%      |
| How Do I?   Homeland Security                     | 67,845    | 38.62%      |
| Careers   Homeland Security                       | 63,379    | 11.64%      |
| Trusted Traveler Programs   Homeland Security     | 53,013    | 30.67%      |
| Contact Us   Homeland Security                    | 47,576    | 20.84%      |
| Check Immigration Case Status   Homeland Security | 42,860    | 45.61%      |
| Comparison Chart   Homeland Security              | 40,168    | 56.26%      |
| Topics   Homeland Security                        | 39,446    | 30.95%      |
| Search Job Postings   Homeland Security           | 39,274    | 73.75%      |
| DHS TRIP   Homeland Security                      | 37,352    | 69.55%      |

Top Unique Site Searches

| Search Term           | Total Unique Searches |
|-----------------------|-----------------------|
| internet explorer     | 3,062                 |
| internet explorer bug | 854                   |
| active shooter        | 391                   |
| forms                 | 370                   |
| immigration           | 305                   |
| esta                  | 304                   |
| jobs                  | 304                   |
| heartbleed            | 294                   |
| careers               | 214                   |
| global entry          | 209                   |

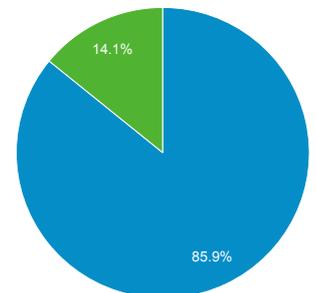
Visits by Source

■ google
 ■ (direct)
 ■ dhs.gov
 ■ tsa.gov
 ■ bing
 ■ Other

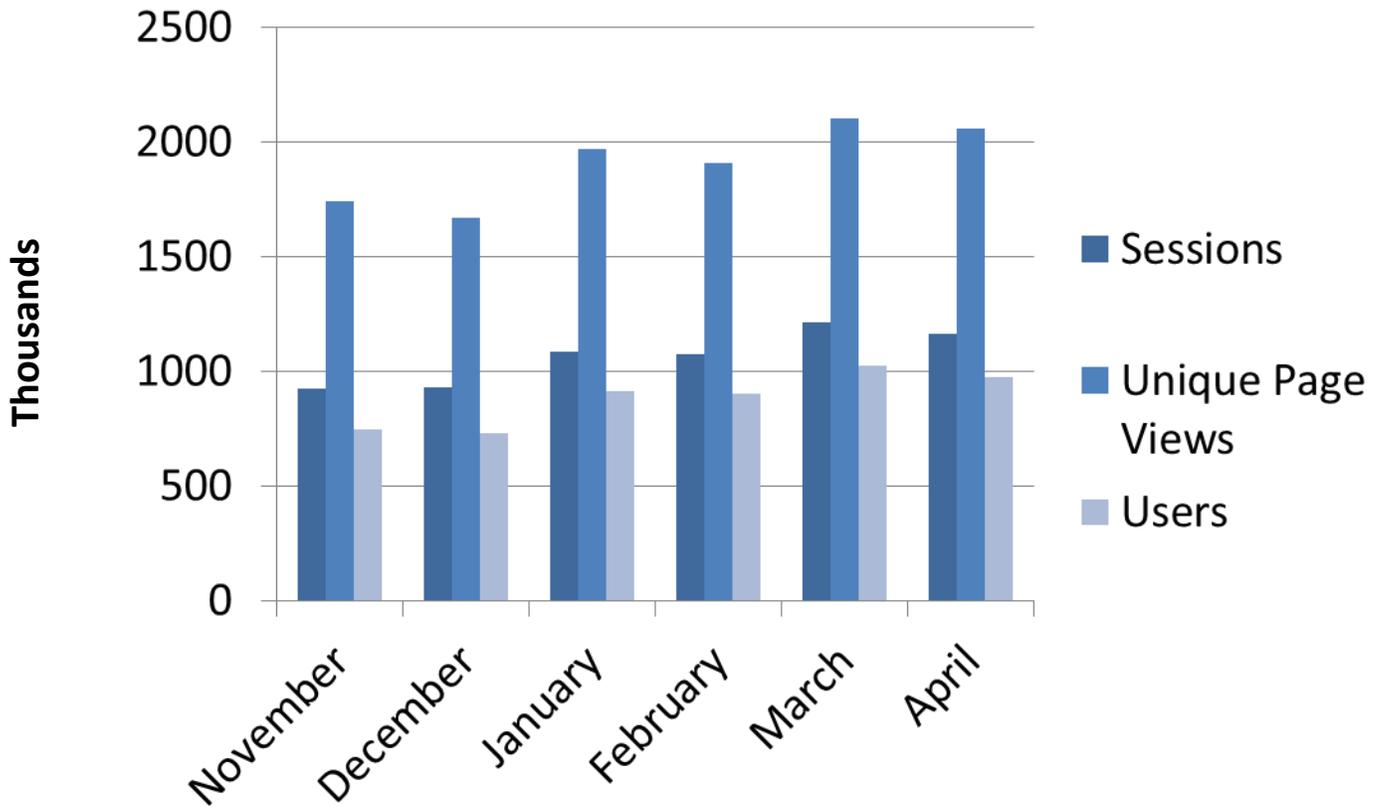


New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



## Six Month Overview - April



|        | Sessions  | Change      | Users     | Change      | Page Views | Change      | Unique Page Views | Change      | Avg. Visit Duration | Change      |
|--------|-----------|-------------|-----------|-------------|------------|-------------|-------------------|-------------|---------------------|-------------|
| 14-Apr | 1,162,250 | <b>-4%</b>  | 974,386   | <b>-5%</b>  | 2,626,941  | <b>-4%</b>  | 2,055,626         | <b>-2%</b>  | 1:39                | <b>-4%</b>  |
| 14-Mar | 1,211,720 | <b>13%</b>  | 1,020,918 | <b>13%</b>  | 2,744,369  | <b>10%</b>  | 2,100,907         | <b>10%</b>  | 1:43                | <b>-22%</b> |
| 14-Feb | 1,073,247 | <b>-1%</b>  | 903,359   | <b>-1%</b>  | 2,500,044  | <b>-3%</b>  | 1,906,060         | <b>-3%</b>  | 2:12                | <b>36%</b>  |
| 13-Jan | 1,083,314 | <b>16%</b>  | 913,546   | <b>26%</b>  | 2,570,200  | <b>19%</b>  | 1,966,022         | <b>18%</b>  | 1:37                | <b>-22%</b> |
| 13-Dec | 931,417   | <b>1%</b>   | 726,486   | <b>-2%</b>  | 2,161,873  | <b>-6%</b>  | 1,667,854         | <b>-4%</b>  | 2:04                | <b>33%</b>  |
| 13-Nov | 921,653   | <b>-13%</b> | 742,917   | <b>-10%</b> | 2,304,193  | <b>-11%</b> | 1,740,863         | <b>-11%</b> | 1:33                | <b>-30%</b> |

\* Source: Google Analytics

## Top Landing Pages and Search Queries - April

**Top Landing Pages:** A landing page is defined as a page through which a user accesses the website and is not always the homepage. It is important to routinely analyze the various pages through which our users are accessing dhs.gov and to make adjustments to those pages when necessary to provide a better user experience. Overall visitors and pageviews have increased this month with the majority of top pages remaining constant and the trusted traveler page and comparison chart continuing to rank in top ten as indicated in yellow below. Employment, immigration and passports also continue to be of top interest to dhs.gov.

### Top Visited DHS.gov Pages: \*

| Landing Page                                 | Sessions | Bounce Rate | Avg. Session Duration |
|----------------------------------------------|----------|-------------|-----------------------|
| /index.shtm                                  | 250,576  | 51.37%      | 2:19                  |
| /trusted-traveler-programs                   | 38542    | 30.69%      | 1:39                  |
| /comparison-chart                            | 28059    | 56.36%      | 2:13                  |
| /dhs-trip                                    | 26192    | 67.99%      | 1:39                  |
| /how-do-i/check-immigration-case-status      | 25729    | 45.63%      | 1:48                  |
| /careers                                     | 24422    | 11.63%      | 3:02                  |
| /crossing-us-borders                         | 22072    | 60.46%      | 1:26                  |
| /how-do-i/apply-us-passport                  | 21713    | 49.67%      | 1:07                  |
| /dhs-daily-open-source-infrastructure-report | 16982    | 28.57%      | 3:33                  |
| /topic/homeland-security-jobs                | 14973    | 31.00%      | 2:57                  |
|                                              | 1162250  | 55.15%      | 2:10                  |

**Top Search Engine Queries:** External and internal search queries continue to follow similar trends as in previous months with an exception of new searches surrounding recent news/media activity surrounding heartbleed and the internet explorer cybersecurity issues. "HSIN" is also a new search term bringing users to our site, as well as "redress", which also correlates with the top pageviews for DHS Trip.

### **Top External Search Queries\***

(excludes "dhs" and repeating/similar queries)

- 1 homeland security
- 2 Homeland security jobs
- 3 Redress number
- 4 Cyber security
- 5 hsin
- 6 uscis case status
- 7 www.uscis.gov
- 8 Active shooter training
- 9 Fusion centers
- 10 Green card

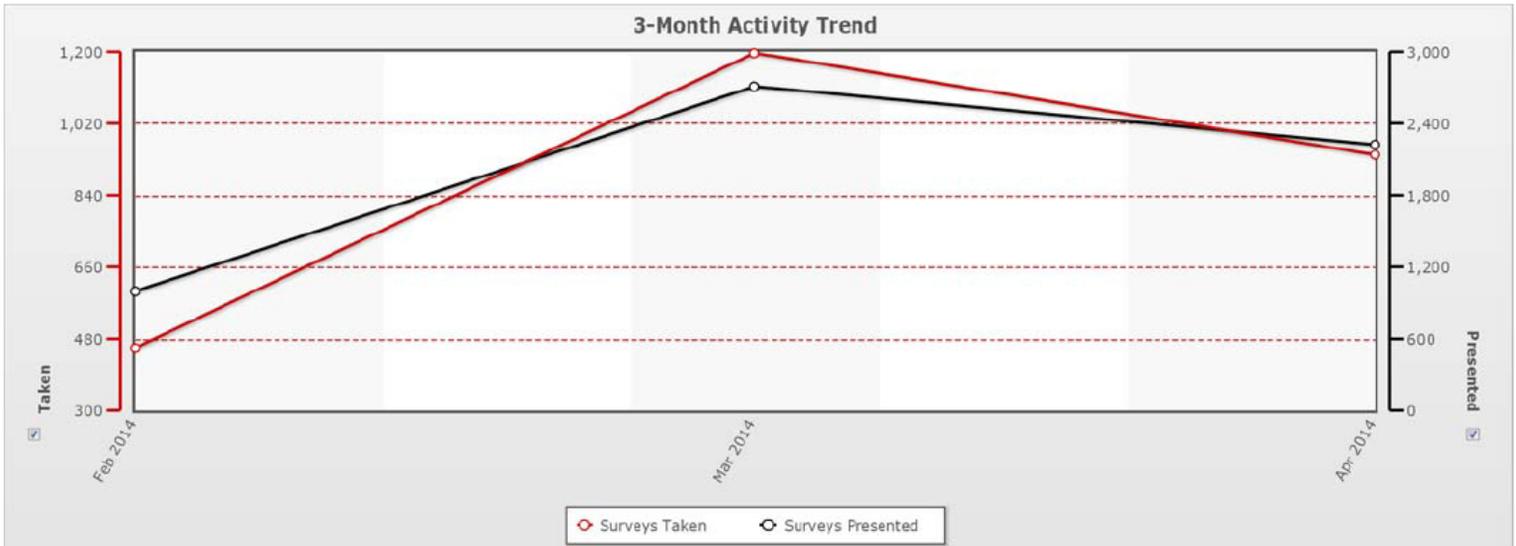
### **Top internal Search Queries\***

- 1 Internet explorer
- 2 Internet explorer bug
- 3 forms
- 4 Active shooter
- 5 jobs
- 6 esta
- 7 immigration
- 8 heartbleed
- 9 ie
- 10 h4

# Customer Satisfaction - April

**Foresee Survey Activity:** The number of surveys present and taken decreased slightly for the month of April.

|                         |        |
|-------------------------|--------|
| Surveys Taken           | 943    |
| Surveys Presented       | 2,222  |
| Percentage Taken        | 42.44% |
| Total Surveys Taken     | 12,542 |
| Total Surveys Presented | 26,769 |
| Total Percentage Taken  | 46.85% |



**Foresee Score:** The overall customer satisfaction score has decreased from 74 to 72 for the month of April.

| Elements            | Score | Impact on C.S. |
|---------------------|-------|----------------|
| Content             | 78    | NA             |
| Functionality       | 75    | NA             |
| Look and Feel       | 80    | NA             |
| Navigation          | 73    | NA             |
| Online Transparency | 76    | NA             |
| Search              | 72    | NA             |
| Site Performance    | 86    | NA             |

| Customer Satisfaction |
|-----------------------|
| 72                    |

| Impact on F.B. | Future Behaviors          | Score |
|----------------|---------------------------|-------|
| NA             | Likelihood to Return      | 78    |
| NA             | Organization Satisfaction | 73    |
| NA             | Primary Resource          | 74    |
| NA             | Recommend                 | 75    |
| NA             | Trust                     | 74    |

\* Source: foresee.com

# Voice of the Customers

## **Feedback:**

- There was a considerable amount of feedback in April which expressed concern for the lack of information regarding heartbleed and the internet explorer bug, as well as requests to make access to US-CERT more visible. These comments are in direct correlation to our increased search traffic for these queries resulting from the recent news media surrounding them.

Complete list available upon request

\* Source: foresee.com

## **Final Recommendations :**

We continue to review and work on recommendations made in previous metrics reports over the past few months and to review and document the success of those improvements through metrics in addition to emerging recommendations and actions

### **Recommendations:**

- **Internal Search:** Review top 100 search queries over the past 6 months and enhance the search results to ensure the appropriate pages are being offered for each query.
- Add "last updated" function to each webpage to provide the user with better sense of the timeliness of the information provided and also gives the page manager a clear visual cue if information needs to be reviewed/updated.
- Add scheduling functionality for publishing to CMS to allow daily reports to publish at regular intervals for consistency to the user.

### **Actions Taken:**

- **Broken Links:** We are aware of the large number of broken links on dhs.gov and are actively working on a solution to address the problem. In the meantime we are locating and fixing/removing broken links as fast as possible.
- **Heartbleed:** DHS checked all of its public websites and patched those few whose software was vulnerable. All U.S. Government websites in the .gov domain have been patched.
- Added functionality to our google analytics code to allow DHS sections (departments) review their specific pages in order to provide more tailored data for the sections to work with in order to adjust to user needs
- Edited leadership bios to reflect updated information