

DHS.gov Metrics Report - February 2014

Total Visits

1,073,247

% of Total: 100.00% (1,073,247)



Unique Visitors

903,359

% of Total: 100.00% (903,359)



Pageviews

2,500,044

% of Total: 100.00% (2,500,044)



Unique Pageviews

1,906,060

% of Total: 100.00% (1,906,060)



Avg. Visit Duration

00:02:12

Site Avg: 00:02:12 (0.00%)



Avg. Time on Page

00:01:39

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



Bounce Rate

54.11%

Site Avg: 54.11% (0.00%)



Top Pageviews

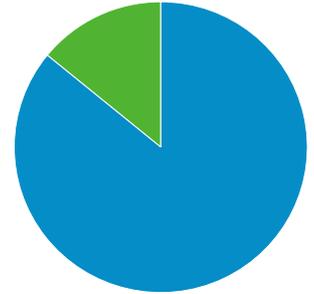
Page Title	Pageviews	Bounce Rate
Homeland Security	327,641	50.30%
How Do I? Homeland Security	67,639	43.30%
Check Immigration Case Status Homeland Security	66,845	45.16%
Careers Homeland Security	62,896	11.01%
Trusted Traveler Programs Homeland Security	50,394	29.95%
Contact Us Homeland Security	40,374	25.08%
Search Job Postings Homeland Security	37,598	72.25%
Apply for a U.S. Passport Homeland Security	37,363	44.32%
About DHS Homeland Security	35,024	42.84%
Topics Homeland Security	34,220	37.12%

Top Unique Site Searches

Search Term	Total Unique Searches
forms	358
active shooter	331
jobs	287
passport	256
esta	250
careers	243
immigration	224
case status	221
check my case status	219
training	218

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Pages Per Visitor

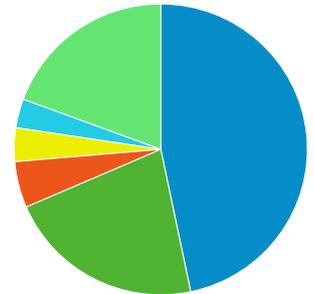
2.33

Site Avg: 2.33 (0.00%)



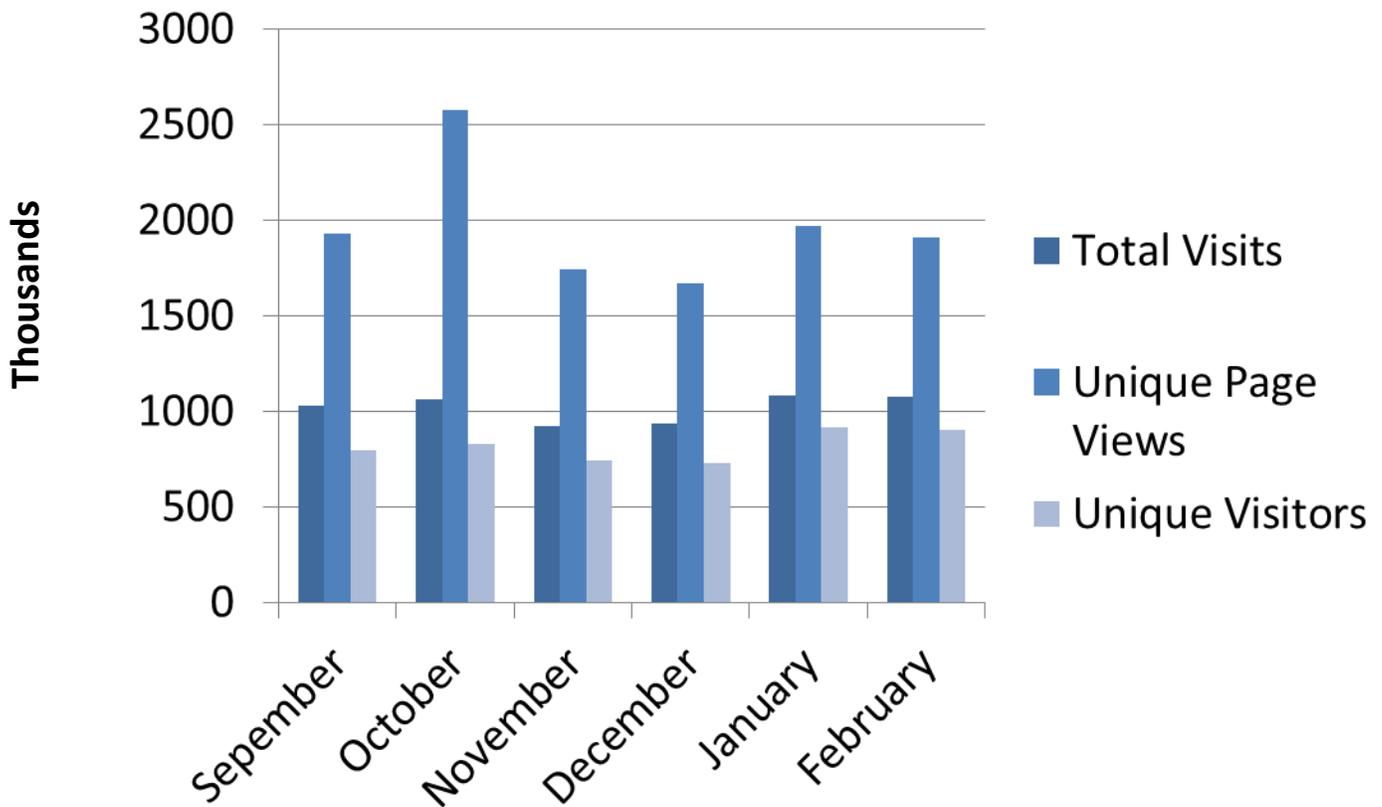
Source

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



*Source: Google Analytics

Six Month Overview - February



	Visits	Change	Unique Visitors	Change	Page Views	Change	Unique Page Views	Change	Avg. Visit Duration	Change
14-Feb	1,073,247	-1%	903,359	-1%	2,500,044	-3%	1,906,060	-3%	2:12	36%
13-Jan	1,083,314	16%	913,546	26%	2,570,200	19%	1,966,022	18%	1:37	-22%
13-Dec	931,417	1%	726,486	-2%	2,161,873	-6%	1,667,854	-4%	2:04	33%
13-Nov	921,653	-13%	742,917	-10%	2,304,193	-11%	1,740,863	-11%	1:33	-30%
13-Oct	1,058,375	3%	829,348	5%	2,578,240	1%	1,956,453	1%	2:13	-3%
13-Sep	1,029,960	-2%	791,532	-5%	2,542,119	1%	1,929,600	-3%	2:17	11%

* Source: Google Analytics

Top Pageviews and Search Queries - January

Most Visited Pages: Overall visitors and pageviews have decreased slightly this month with the majority of top pages remaining constant. Three new additions, check immigration status, trusted traveler programs and how do I apply for a US passport suggest an increasing interest in travel related topics.

Top Visited DHS.gov Pages: *

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
/index.shtm	327,393	258,538	1:17	231,117	50.30%
/how-do-i/check-immigration-case-status	66,835	42,257	0:26	35,360	45.18%
/careers	62,807	47,407	0:38	24,631	10.97%
/trusted-traveler-programs	50,374	38,727	3:02	37,407	29.96%
/how-do-i/by-type	46,745	36,189	4:26	1,433	40.89%
/search-job-postings	37,607	33,185	3:45	3,133	76.16%
/how-do-i/apply-us-passport	37,360	29,761	0:43	28,556	44.36%
/about-dhs	35,000	26,521	0:30	2,137	42.82%
/topics	34,198	26,445	0:39	1,417	37.12%
/dhs-trip	29,897	24,103	1:39	21,616	66.83%
	2,500,044	1,906,060	1:37	1,072,411	54.15%

Top Search Engine Queries: External and internal search queries continue to follow the same trends as in previous months with fusion centers emerging as a top query for the month of February as highlighted below in yellow.

Top External Search Queries*

(excludes "dhs" and repeating queries)

- 1 homeland security
- 2 homeland security jobs
- 3 uscis case status
- 4 fusion centers
- 5 www.uscis.gov
- 6 cyber security
- 7 passport application
- 8 deffered action
- 9 security jobs
- 10 federal protective service

Top Internal Search Queries*

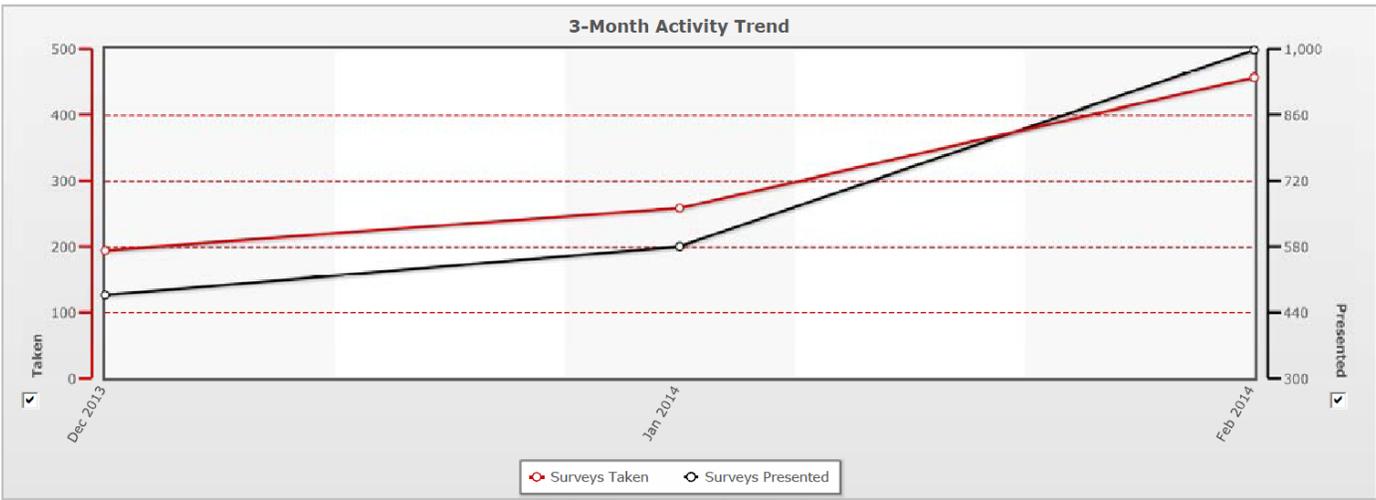
- 1 forms
- 2 active shooter
- 3 jobs
- 4 passport
- 5 esta
- 6 careers
- 7 immigration
- 8 case status
- 9 check my case status
- 10 training

*Source: Google Analytics

Customer Satisfaction - February

Foresee Survey Activity: The number of surveys present and taken are beginning to rise due to an increase in sampling size

Surveys Taken	457
Surveys Presented	998
Percentage Taken	45.79%
Total Surveys Taken	10,401
Total Surveys Presented	21,837
Total Percentage Taken	47.63%



Foresee Score: The overall customer satisfaction score has increased from 70 to 74 for the month of February. Most dramatic improvements for individual elements are Search with a score increase from 69 to 74 and Primary Resource with a score increase from 70 to 75.

Elements	Score	Impact on C.S.
Content	78	NA
Functionality	75	NA
Look and Feel	80	NA
Navigation	75	NA
Online Transparency	77	NA
Search	74	NA
Site Performance	85	NA

Customer Satisfaction
74

Impact on F.B.	Future Behaviors	Score
NA	Likelihood to Return	81
NA	Organization Satisfaction	75
NA	Primary Resource	76
NA	Recommend	76
NA	Trust	74

* Source: foresee.com

Voice of the Customers

Feedback:

- "Better matching of results when searching with key words or exact phrases."
- "I would like to see some videos detailing the different careers available with DHS."
- "Post the Frequent Questions Asked."
- "Add more information on travel and airport efficiency."
- "Printer-friendly options"

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:

- **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.
- **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.

Actions Taken:

- **Customer Satisfaction Survey - Foresee:** Increased sampling size code in late February and have have already seen an improvement. We will continue to monitor in the upcoming months to ensure the sampling size is sufficient.