

# DHS.gov Metrics Report - March 2014

## Total Visits

**1,211,720**

% of Total: 100.00% (1,211,720)



## Unique Visitors

**1,020,918**

% of Total: 100.00% (1,020,918)



## Pageviews

**2,744,369**

% of Total: 100.00% (2,744,369)



## Unique Pageviews

**2,100,907**

% of Total: 100.00% (2,100,907)



## Avg. Visit Duration

**00:02:10**

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



## Avg. Time on Page

**00:01:43**

Site Avg: 00:01:43 (0.00%)



## Bounce Rate

**53.92%**

Site Avg: 53.92% (0.00%)



## Top Pageviews

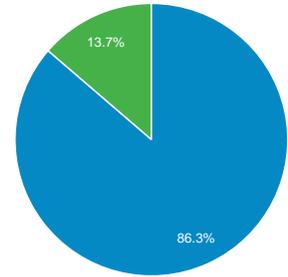
Page Title	Pageviews	Bounce Rate
Homeland Security	353,984	52.34%
Trusted Traveler Programs   Homeland Security	116,885	28.60%
How Do I?   Homeland Security	71,816	41.04%
Careers   Homeland Security	66,429	10.95%
Check Immigration Case Status   Homeland Security	49,222	48.08%
Contact Us   Homeland Security	45,965	22.26%
Search Job Postings   Homeland Security	40,324	68.58%
Comparison Chart   Homeland Security	40,167	56.38%
About DHS   Homeland Security	37,680	38.78%
Apply for a U.S. Passport   Homeland Security	37,617	48.02%

## Top Unique Site Searches

Search Term	Total Unique Searches
forms	364
active shooter	337
jobs	318
esta	280
immigration	271
passport	271
careers	224
grants	203
i94	202
training	200

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Pages Per Visitor

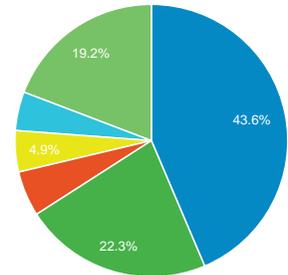
**2.26**

Site Avg: 2.26 (0.00%)

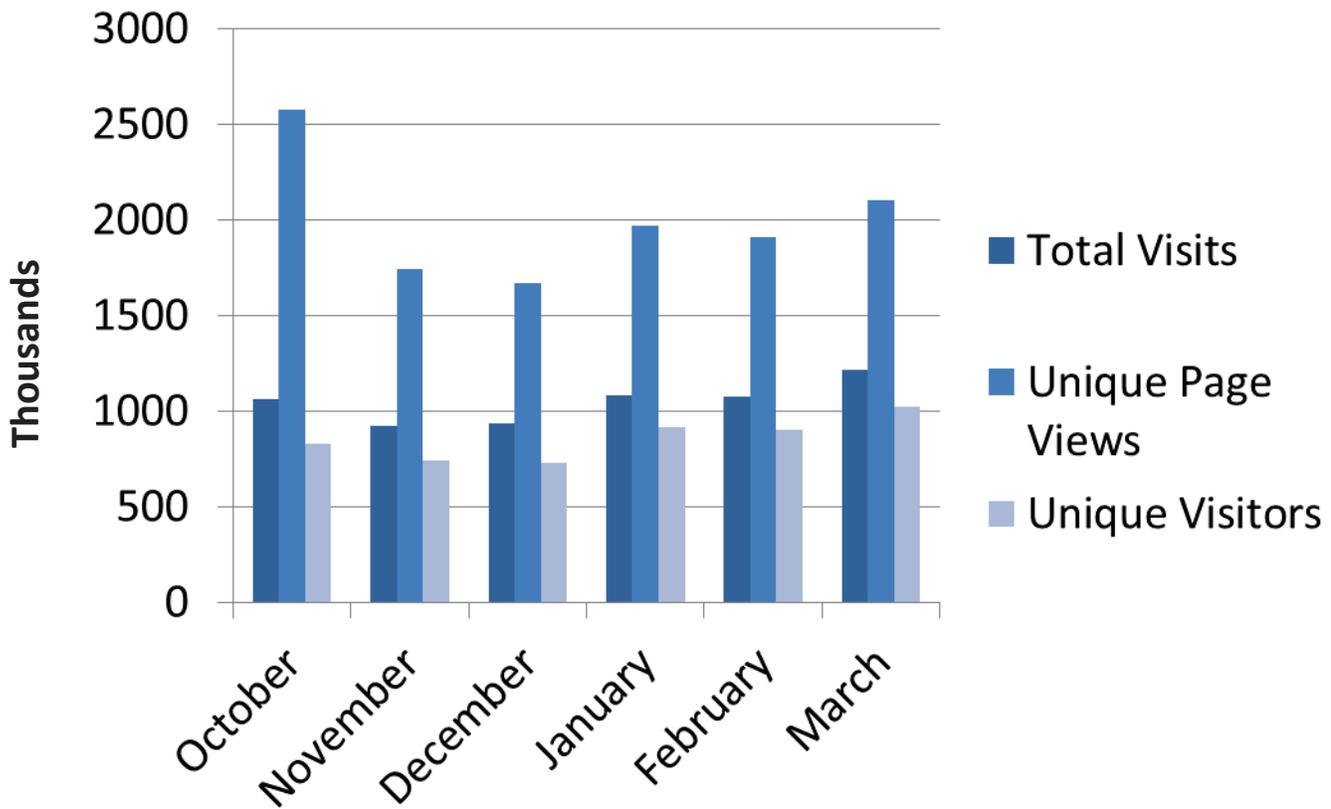


## Source

■ google ■ (direct)  
 ■ alaskaair.com ■ dhs.gov  
 ■ tsa.gov ■ Other



## Six Month Overview - March



	Visits	Change	Unique Visitors	Change	Page Views	Change	Unique Page Views	Change	Avg. Visit Duration	Change
14-Mar	1,211,720	13%	1,020,918	13%	2,744,369	10%	2,100,907	10%	1:43	-22%
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%

\* Source: Google Analytics

## Top Pageviews and Search Queries - March

**Most Visited Pages:** 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 visitors.

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

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
/index.shtm	353,530	281,782	1:21	251,578	52.34%
/trusted-traveler-programs	116,031	89,427	3:44	87,358	28.62%
/careers	66,353	50,323	0:26	26,526	10.93%
/how-do-i/by-type	50,305	38,952	0:39	1,489	38.21%
/how-do-i/check-immigration-case-status	49,191	34,093	2:55	28,397	48.10%
/contact-us	45,930	28,323	0:31	5,509	22.11%
/search-job-postings	40,336	35,250	4:17	3,459	72.51%
/comparison-chart	40,157	32,630	5:44	24,201	56.50%
/about-dhs	37,633	28,406	0:45	2,317	38.80%
/how-do-i/apply-us-passport	37,617	30,021	3:30	28,690	48.05%
	2,744,369	2,100,907	1:43	1,210,754	53.96%

**Top Search Engine Queries:** External and internal search queries continue to follow similar trends as in previous months with enhanced driver's license emerging as a top external query for the month of March as highlighted below in yellow.

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

(excludes "dhs" and repeating/similar queries)

- 1 homeland security
- 2 homeland security jobs
- 3 www.uscis.gov
- 4 uscis case status
- 5 passport application
- 6 e verify
- 7 passport application
- 8 us passport
- 9 federal protective service
- 10 enhanced driver's license

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

- 1 forms
- 2 active shooter
- 3 jobs
- 4 esta
- 5 immigration
- 6 passport
- 7 careers
- 8 grants
- 9 i94
- 10 training

# Customer Satisfaction - March

**Foresee Survey Activity:** The number of surveys presented and taken have increased dramatically by over 200% since adjusting the sampling size in late february.

**Activity**  
**DHS Satisfaction Survey - V3**  
**March 01, 2014 - March 31, 2014**

Surveys Taken	1,198
Surveys Presented	2,710
Percentage Taken	44.21%
Total Surveys Taken	11,599
Total Surveys Presented	24,547
Total Percentage Taken	47.25%



Elements	Score	Impact on C.S.
Content	<b>78</b>	<b>NA</b>
Functionality	<b>75</b>	<b>NA</b>
Look and Feel	<b>80</b>	<b>NA</b>
Navigation	<b>73</b>	<b>NA</b>
Online Transparency	<b>77</b>	<b>NA</b>
Search	<b>72</b>	<b>NA</b>
Site Performance	<b>85</b>	<b>NA</b>

<b>Customer Satisfaction</b>
<b>72</b>

Impact on F.B.	Future Behaviors	Score
<b>NA</b>	Likelihood to Return	<b>77</b>
<b>NA</b>	Organization Satisfaction	<b>72</b>
<b>NA</b>	Primary Resource	<b>73</b>
<b>NA</b>	Recommend	<b>74</b>
<b>NA</b>	Trust	<b>73</b>

\* Source: Foresee.com

# Voice of the Customers

There were 600 open ended comments provided from users during the suggest one improvement portion of the survey. Below are a few examples:

## **Feedback:**

- Put the "careers" option on the home page for easy and quick access.
- If links within site are no longer current/valid, remove them from menu options.
- Improve the search, Better filters -- Be more specific.
- (Specific content related feedback give by majority of users, which web team will disseminate to content creators.)
- (Several feedback comments suggested/requested more news related items.)
- (Several feedback comments suggested difficulty in finding/navigation the contact us portion of our page.)

A complete list is available upon request

## **Final Recommendations :**

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

## **Recommendations:**

- **Content:** The Majority of the open ended feedback this month pertains to specific content that users have had trouble with. The web publishing team will make this information available to the various sections and operational components so they are aware of the feedback about their content and can work to make improvements.
- **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:** Continue to review top search queries over the past 6 months and enhance the search results to ensure the appropriate pages are being offered for each query.
- **News / Press Releases:** Implement a process to include operational component news releases on dhs.gov.
- **Contact Us** - Improve upon the organization and user friendliness of DHS contact information

## **Actions Taken:**

- **Customer Satisfaction Survey - Foresee:** Increased sampling size code in late February have seen a dramatic improvement in surveys presented and taken We will continue to monitor in the upcoming months to ensure the sampling size is sufficient.
- Updated DHS Trip Step 1 page to remove the erroneous hyperlinks as noted by a customer survey users.
- Fixed Blue Campaign Resource Catalog (<http://www.dhs.gov/resource-catalog>) poster images and pdf downloads as requested by a customer survey and email users.