

ICE.gov Web Analytics

Aug 1, 2019 - Aug 31, 2019

All Users
100.00% Sessions

Total Visits

1,199,769

% of Total: 100.00% (1,199,769)



Avg. Visit Duration

00:02:16

Avg for View: 00:02:16 (0.00%)



Pageviews

2,312,387

% of Total: 100.00% (2,312,387)



Unique Visitors

753,161

% of Total: 100.00% (753,161)



Avg. Pages / Visit

1.93

Avg for View: 1.93 (0.00%)



Avg. Time on Page

00:02:26

Avg for View: 00:02:26 (0.00%)



Bounce Rate

60.44%

Avg for View: 60.44% (0.00%)



Top Pages

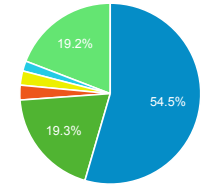
Page Title	Pageviews	Bounce Rate
(not set)	496,273	67.11%
ICE	256,676	38.11%
HSI Tip Form ICE	84,405	74.19%
Detention Facility Locator ICE	59,220	39.11%
Working for ICE ICE	48,693	32.37%
Student and Exchange Visitor Program ICE	46,789	52.29%
General Contact Information ICE	42,726	67.94%
News Releases ICE	41,240	63.63%
Enforcement and Removal Operations Field Offices ICE	37,888	52.00%
ICE Most Wanted ICE	30,412	49.20%

Visits by Social Network

Social Network	Sessions
Facebook	25,118
Twitter	14,624
LinkedIn	680
Instagram	569
wikiHow	352
YouTube	332
reddit	261
Quora	160
Naver	55
Blogger	48

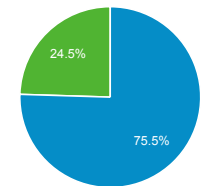
Visits by Source

■ google
 ■ (direct)
 ■ bing
 ■ ice.gov
 ■ dlvr.it
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,730	60:11:35
amazon	1,453	00:00:29
ICE	686	20:52:53
ice detainee locator	560	37:26:21
ice locator	443	23:32:58
immigration and customs enforcement	205	11:59:54
sevis fee	160	05:03:54
detainee locator	151	09:08:05
ice locator detainee	149	08:04:30
ice.gov	143	11:25:44

DHS.gov Customer Satisfaction Survey

8/1/19-8/31/19

Overall Customer Satisfaction Score

73.68

How would you rate your overall experience today?

66.26

Answer Choices	Responses	Points	Score
▪ Outstanding	369	100	36900
▪ Above Average	271	75	20325
▪ Average	269	50	13450
▪ Below Average	54	25	1350
▪ Poor	124	0	0
Total	1087		72025

Were you able to complete the purpose of your visit?

70.93

Answer Choices	Responses	Points	Score
▪ Yes	771	100	77100
▪ No	316	0	0
Total	1087		77100

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

85.76

Answer Choices	Responses	Points	Score
▪ Yes	795	100	79500
▪ No	132	0	0
Total	927		79500

Will you recommend this website to a friend or colleague?

82.55

Answer Choices	Responses	Points	Score
▪ Yes	776	100	77600
▪ No	164	0	0
Total	940		77600

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

70.67

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	583	100	58300
▪ Had technical difficulties (e.g. error messages, broken links)	29	0	0
▪ Links did not take me where I expected	44	0	0
▪ Links / labels are difficult to understand, they are not intuitive	18	0	0
▪ Navigated to general area but couldn't find the specific content needed	79	0	0
▪ Too many links or navigational choices	37	0	0
▪ Would often feel lost, not know where I was	35	0	0
Total	825		58300

How was your experience using our site search?

61.51

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	302	100	30200
▪ I was not sure what words to use in my search	44	0	0
▪ Results were not helpful	60	0	0
▪ Results were not relevant to my search terms or needs	32	0	0
▪ Results were too similar / redundant	13	0	0
▪ Returned not enough or no results	31	0	0
▪ Returned too many results	18	0	0
Total	500		30200

DHS.gov Customer Satisfaction Survey

Time period : 8/1/2019 - 8/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	84	7.73%
▪ Student Exchange Visitor	105	9.66 %
▪ Online Detainee	50	4.60%
▪ Investigations	92	8.46%
▪ Contracting opportunities	6	0.55%
▪ Email, RSS feeds, or subscription services	12	1.10%
▪ Forms or publications	19	1.75%
▪ Immigration Enforcement	311	28.61%
▪ Information about ICE (leadership, history, etc.)	68	6.26%
▪ Jobs / career information	119	10.95%
▪ Law enforcement	64	5.89%
▪ News	79	7.27%
▪ Photographs	11	1.01%
▪ Small business resources	4	0.37%
▪ Training	10	0.92%
▪ Videos	5	0.46%
▪ Cybersecurity	11	1.01%
▪ Human trafficking	37	3.40%
Total	1087	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	19	6.67%
▪ Content wasn't easy to understand	138	48.42%
▪ Error on page	27	9.47%
▪ Multimedia / technical problem	49	17.19%
▪ Outdated information	52	18.25%
Total	285	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	57	6.14%
▪ Educator	60	6.46%
▪ Federal government employee	25	2.69%
▪ First responder / law enforcement official	34	3.66%
▪ Government contractor	18	1.94%
▪ International visitor	51	5.49%
▪ Job seeker	96	10.33%
▪ Media representative	8	0.86%
▪ Non-profit staff or volunteer	41	4.41%
▪ State, tribal, territorial or local government representative	20	2.15%
▪ Student	144	15.50%
▪ Traveler (domestic or international)	19	2.05%
▪ Other	356	38.32%
Total	929	100%