

ICE.gov Web Analytics

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Sessions

Total Visits

1,182,915
% of Total: 100.00% (1,182,915)

Avg. Visit Duration

00:02:28
Avg for View: 00:02:28 (0.00%)

Pageviews

2,301,876
% of Total: 100.00% (2,301,876)

Unique Visitors

727,610
% of Total: 100.00% (727,610)

Avg. Pages / Visit

1.95
Avg for View: 1.95 (0.00%)

Avg. Time on Page

00:02:36
Avg for View: 00:02:36 (0.00%)

Bounce Rate

59.77%
Avg for View: 59.77% (0.00%)

Top Pages

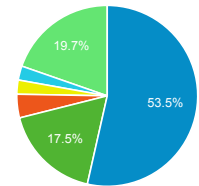
Page Title	Pageviews	Bounce Rate
(not set)	570,827	61.27%
ICE	245,183	38.58%
HSI Tip Form ICE	72,080	74.37%
Detention Facility Locator ICE	61,042	36.50%
Student and Exchange Visitor Program ICE	48,336	52.52%
Enforcement and Removal Operations Field Offices ICE	43,139	50.78%
Working for ICE ICE	42,757	33.69%
News Releases ICE	40,681	60.17%
Wife of senator in the Philippines sentenced for bulk cash smuggling ICE	37,673	92.84%
General Contact Information ICE	34,715	55.41%

Visits by Social Network

Social Network	Sessions
Facebook	55,450
Twitter	6,622
reddit	579
YouTube	423
Instagram Stories	390
LinkedIn	302
Instagram	257
Quora	217
wikiHow	191
Blogger	77

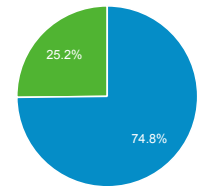
Visits by Source

■ google ■ (direct)
■ m.facebook.com ■ bing
■ dlvr.it ■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,552	64:55:55
amazon	1,009	00:00:00
ICE	607	24:33:54
ice detainee locator	603	40:15:56
ice locator	378	28:03:30
sevis	254	07:56:06
immigration and customs enforcement	216	13:33:50
ice inmate locator	185	13:01:29
detainee locator	139	07:50:38
ice locator detainee	129	15:25:56

DHS.gov Customer Satisfaction Survey

3/1/19- 3/31/19

Overall Customer Satisfaction Score

76.07

How would you rate your overall experience today?

67.96

Answer Choices	Responses	Points	Score
▪ Outstanding	283	100	28300
▪ Above Average	210	75	15750
▪ Average	226	50	11300
▪ Below Average	45	25	1125
▪ Poor	67	0	0
Total	831		56475

Were you able to complete the purpose of your visit?

73.53

Answer Choices	Responses	Points	Score
▪ Yes	611	100	61100
▪ No	220	0	0
Total	831		61100

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

87.64

Answer Choices	Responses	Points	Score
▪ Yes	624	100	62400
▪ No	88	0	0
Total	712		62400

Will you recommend this website to a friend or colleague?

86.05

Answer Choices	Responses	Points	Score
▪ Yes	617	100	61700
▪ No	100	0	0
Total	717		61700

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

75.00

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	480	100	48000
▪ Had technical difficulties (e.g. error messages, broken links)	26	0	0
▪ Links did not take me where I expected	23	0	0
▪ Links / labels are difficult to understand, they are not intuitive	24	0	0
▪ Navigated to general area but couldn't find the specific content needed	45	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	22	0	0
Total	640		48000

How was your experience using our site search?

60.98

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	236	100	23600
▪ I was not sure what words to use in my search	47	0	0
▪ Results were not helpful	41	0	0
▪ Results were not relevant to my search terms or needs	19	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	20	0	0
▪ Returned too many results	12	0	0
Total	387		23600

DHS.gov Customer Satisfaction Survey

Time period: 3/1/19- 3/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	62	7.46%
▪ Student Exchange Visitor	86	10.35%
▪ Online Detainee	55	6.62%
▪ Investigations	63	7.58%
▪ Contracting opportunities	7	0.84%
▪ Email, RSS feeds, or subscription services	6	0.72%
▪ Forms or publications	16	1.93%
▪ Immigration Enforcement	210	25.27%
▪ Information about ICE (leadership, history, etc.)	47	5.66%
▪ Jobs / career information	92	11.07%
▪ Law enforcement	41	4.93%
▪ News	74	8.90%
▪ Photographs	5	0.60%
▪ Small business resources	6	0.72%
▪ Training	17	2.05%
▪ Videos	4	0.48%
▪ Cybersecurity	13	1.56%
▪ Human trafficking	27	3.25%
Total	831	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	16	8.47%
▪ Content wasn't easy to understand	95	50.26%
▪ Error on page	24	12.70%
▪ Multimedia / technical problem	28	14.81%
▪ Outdated information	26	13.76%
Total	189	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	30	4.24%
▪ Educator	41	5.79%
▪ Federal government employee	25	3.53%
▪ First responder / law enforcement official	25	3.53%
▪ Government contractor	8	1.13%
▪ International visitor	27	3.81%
▪ Job seeker	87	12.29%
▪ Media representative	11	1.55%
▪ Non-profit staff or volunteer	29	4.10%
▪ State, tribal, territorial or local government representative	17	2.40%
▪ Student	126	17.80%
▪ Traveler (domestic or international)	11	1.55%
▪ Other	271	38.28%
Total	708	100%