

ICE.gov Web Analytics

Jun 1, 2019 - Jun 30, 2019

All Users
100.00% Sessions

Total Visits

1,438,543

% of Total: 100.00% (1,438,543)



Avg. Visit Duration

00:02:22

Avg for View: 00:02:22 (0.00%)



Pageviews

2,773,386

% of Total: 100.00% (2,773,386)



Unique Visitors

870,750

% of Total: 100.00% (870,750)



Avg. Pages / Visit

1.93

Avg for View: 1.93 (0.00%)



Avg. Time on Page

00:02:32

Avg for View: 00:02:32 (0.00%)



Bounce Rate

60.04%

Avg for View: 60.04% (0.00%)



Top Pages

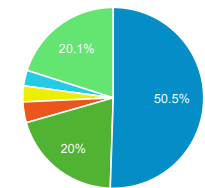
Page Title	Pageviews	Bounce Rate
(not set)	662,331	64.68%
ICE	281,939	36.68%
Detention Facility Locator ICE	98,182	41.85%
HSI Tip Form ICE	81,793	74.26%
Student and Exchange Visitor Program ICE	71,490	51.05%
Enforcement and Removal Operations Field Offices ICE	54,586	52.22%
News Releases ICE	52,954	67.92%
Working for ICE ICE	47,860	33.29%
I-901 SEVIS Fee ICE	45,827	35.27%
General Contact Information ICE	40,207	59.59%

Visits by Social Network

Social Network	Sessions
Facebook	59,889
Twitter	15,987
reddit	1,020
LinkedIn	949
Instagram	537
YouTube	515
wikiHow	311
Quora	233
Naver	117
Blogger	86

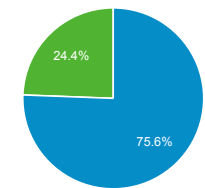
Visits by Source

google (direct) m.facebook.com ice.gov dlvr.it Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
amazon	2,033	00:00:00
ice	1,531	61:03:47
ice detainee locator	626	42:59:43
ICE	611	21:26:20
ice locator	432	27:25:28
sevis fee	384	13:55:17
sevis	288	12:04:45
ice inmate locator	183	08:00:43
ice locator detainee	172	16:17:39
ice.gov	161	13:06:23

DHS.gov Customer Satisfaction Survey

6/1/19- 6/30/19

Overall Customer Satisfaction Score

71.16

How would you rate your overall experience today?

63.80

Answer Choices	Responses	Points	Score
▪ Outstanding	373	100	36300
▪ Above Average	286	75	21450
▪ Average	304	50	15200
▪ Below Average	73	25	1825
▪ Poor	146	0	0
Total	1172		74775

Were you able to complete the purpose of your visit?

65.99

Answer Choices	Responses	Points	Score
▪ Yes	780	100	78000
▪ No	402	0	0
Total	1182		78000

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

85.94

Answer Choices	Responses	Points	Score
▪ Yes	862	100	86200
▪ No	141	0	0
Total	1003		86200

Will you recommend this website to a friend or colleague?

81.44

Answer Choices	Responses	Points	Score
▪ Yes	825	100	82500
▪ No	188	0	0
Total	1013		82500

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

66.93

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	583	100	58300
▪ Had technical difficulties (e.g. error messages, broken links)	39	0	0
▪ Links did not take me where I expected	57	0	0
▪ Links / labels are difficult to understand, they are not intuitive	31	0	0
▪ Navigated to general area but couldn't find the specific content needed	107	0	0
▪ Too many links or navigational choices	33	0	0
▪ Would often feel lost, not know where I was	21	0	0
Total	871		58300

How was your experience using our site search?

58.13

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	304	100	30400
▪ I was not sure what words to use in my search	53	0	0
▪ Results were not helpful	68	0	0
▪ Results were not relevant to my search terms or needs	39	0	0
▪ Results were too similar / redundant	14	0	0
▪ Returned not enough or no results	35	0	0
▪ Returned too many results	10	0	0
Total	523		30400

DHS.gov Customer Satisfaction Survey

Time Period: 6/1/19- 6/30/19

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	94	7.95%
▪ Student Exchange Visitor	174	14.72%
▪ Online Detainee	92	7.78%
▪ Investigations	76	6.43%
▪ Contracting opportunities	9	0.76%
▪ Email, RSS feeds, or subscription services	5	0.42%
▪ Forms or publications	17	1.44%
▪ Immigration Enforcement	326	27.58%
▪ Information about ICE (leadership, history, etc.)	64	5.41%
▪ Jobs / career information	97	8.21%
▪ Law enforcement	57	4.82%
▪ News	81	6.85%
▪ Photographs	8	0.68%
▪ Small business resources	8	0.68%
▪ Training	21	1.78%
▪ Videos	6	0.51%
▪ Cybersecurity	15	1.27%
▪ Human trafficking	32	2.71%
Total	1182	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	25	7.06%
▪ Content wasn't easy to understand	165	46.61%
▪ Error on page	47	13.28%
▪ Multimedia / technical problem	51	14.41%
▪ Outdated information	66	18.64%
Total	354	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	53	5.30%
▪ Educator	71	7.10%
▪ Federal government employee	24	2.40%
▪ First responder / law enforcement official	30	3.00%
▪ Government contractor	19	1.90%
▪ International visitor	38	3.80%
▪ Job seeker	92	9.20%
▪ Media representative	11	1.10%
▪ Non-profit staff or volunteer	37	3.70%
▪ State, tribal, territorial or local government representative	22	2.20%
▪ Student	205	20.50%
▪ Traveler (domestic or international)	16	1.60%
▪ Other	382	38.20%
Total	1000	100%