

ICE.gov Web Analytics

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions

Total Visits

934,714

% of Total: 100.00% (934,714)



Avg. Visit Duration

00:01:57

Avg for View: 00:01:57 (0.00%)



Pageviews

1,715,402

% of Total: 100.00% (1,715,402)



Unique Visitors

621,187

% of Total: 100.00% (621,187)



Avg. Pages / Visit

1.84

Avg for View: 1.84 (0.00%)



Avg. Time on Page

00:02:19

Avg for View: 00:02:19 (0.00%)



Bounce Rate

63.46%

Avg for View: 63.46% (0.00%)



Top Pages

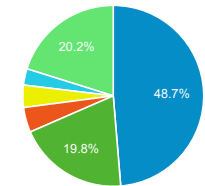
Page Title	Pageviews	Bounce Rate
(not set)	206,064	69.20%
ICE	163,265	40.29%
ICE Guidance on COVID-19 ICE	134,602	65.27%
HSI Tip Form ICE	55,632	69.48%
News Releases ICE	45,935	63.81%
9 Arizonans indicted in undercover child sexual exploitation crackdown ICE	44,404	70.99%
DHS announces flexibility in requirements related to Form I-9 compliance ICE	39,937	83.90%
Student and Exchange Visitor Program ICE	32,980	47.77%
San Diego Tunnel Task Force uncovers sophisticated cross-border drug tunnel under the US/Mexico border ICE	32,845	89.39%
Working for ICE ICE	32,840	32.86%

Visits by Social Network

Social Network	Sessions
Facebook	36,404
Twitter	25,595
LinkedIn	2,033
YouTube	547
wikiHow	533
reddit	485
Instagram	295
Quora	97
Vkontakte	83
Blogger	73

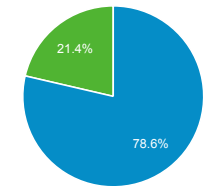
Visits by Source

google (direct) dlvr.it
m.facebook.com t.co
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
amazon	1,796	00:00:00
ice	664	36:43:58
ice detainee locator	274	21:15:20
https://www.ice.gov/covid19	225	05:19:45
ICE	212	10:17:50
https://www.ice.gov/coronavirus	192	07:45:34
ice locator	179	09:22:15
ice.gov	121	07:26:15
ice inmate locator	109	06:49:12
https://www.ice.gov/news/releases/dhs-announces-flexibility-requirements-related-form-i-9-compliance	81	01:58:14

DHS.gov Customer Satisfaction Survey

4/1/20- 4/20/20

Overall Customer Satisfaction Score

73.29

How would you rate your overall experience today?

66.58

Answer Choices	Responses	Points	Score
▪ Outstanding	215	100	21500
▪ Above Average	178	75	13350
▪ Average	181	50	9050
▪ Below Average	31	25	775
▪ Poor	66	0	0
Total	671		44675

Were you able to complete the purpose of your visit?

70.49

Answer Choices	Responses	Points	Score
▪ Yes	473	100	47300
▪ No	198	0	0
Total	671		47300

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

85.99

Answer Choices	Responses	Points	Score
▪ Yes	497	100	49700
▪ No	81	0	0
Total	578		49700

Will you recommend this website to a friend or colleague?

84.96

Answer Choices	Responses	Points	Score
▪ Yes	497	100	49700
▪ No	88	0	0
Total	585		49700

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

66.41

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	340	100	34000
▪ Had technical difficulties (e.g. error messages, broken links)	17	0	0
▪ Links did not take me where I expected	27	0	0
▪ Links / labels are difficult to understand, they are not intuitive	19	0	0
▪ Navigated to general area but couldn't find the specific content needed	66	0	0
▪ Too many links or navigational choices	24	0	0
▪ Would often feel lost, not know where I was	19	0	0
Total	512		34000

How was your experience using our site search?

57.56

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	156	100	15600
▪ I was not sure what words to use in my search	23	0	0
▪ Results were not helpful	39	0	0
▪ Results were not relevant to my search terms or needs	20	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	13	0	0
▪ Returned too many results	8	0	0
Total	271		15600

DHS.gov Customer Satisfaction Survey

Time period :4/1/2020 -4/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	45	6.71%
▪ Student Exchange Visitor	90	13.41%
▪ Online Detainee	21	3.13%
▪ Investigations	47	7.00%
▪ Contracting opportunities	2	0.30%
▪ Email, RSS feeds, or subscription services	4	0.60%
▪ Forms or publications	17	2.53%
▪ Immigration Enforcement	161	23.99%
▪ Information about ICE (leadership, history, etc.)	35	5.22%
▪ Jobs / career information	72	10.73%
▪ Law enforcement	38	5.66%
▪ News	59	8.79%
▪ Photographs	3	0.45%
▪ Small business resources	1	0.15%
▪ Training	10	1.49%
▪ Videos	4	0.60%
▪ Cybersecurity	12	1.79%
▪ Human trafficking	50	7.45%
Total	671	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	20	11.05%
▪ Content wasn't easy to understand	85	46.96%
▪ Error on page	19	10.50%
▪ Multimedia / technical problem	24	13.26%
▪ Outdated information	33	18.23%
Total	181	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	31	5.34%
▪ Educator	51	8.79%
▪ Federal government employee	20	3.45%
▪ First responder / law enforcement official	19	3.28%
▪ Government contractor	13	2.24%
▪ International visitor	14	2.41%
▪ Job seeker	59	10.17%
▪ Media representative	8	1.38%
▪ Non-profit staff or volunteer	25	4.31%
▪ State, tribal, territorial or local government representative	11	1.90%
▪ Student	117	20.17%
▪ Traveler (domestic or international)	10	1.72%
▪ Other	202	34.83%
Total	580	100%