

ICE.gov Web Analytics

Apr 1, 2021 - Apr 30, 2021

All Users
100.00% Sessions

Total Visits
917,556
% of Total: 100.00% (917,556)

Avg. Visit Duration
00:01:59
Avg for View: 00:01:59 (0.00%)

Pageviews
1,641,944
% of Total: 100.00% (1,641,944)

Unique Visitors
627,844
% of Total: 100.00% (627,844)

Avg. Pages / Visit
1.79
Avg for View: 1.79 (0.00%)

Avg. Time on Page
00:02:30
Avg for View: 00:02:30 (0.00%)

Bounce Rate
64.30%
Avg for View: 64.30% (0.00%)

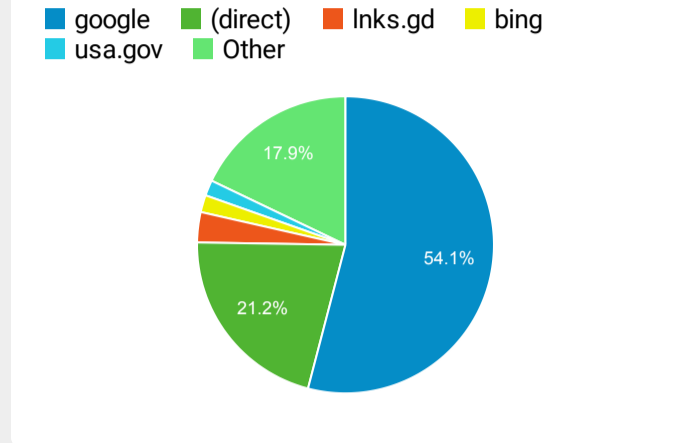
Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	267,329	67.77%
ICE U.S. Immigration and Customs Enforcement	117,027	50.36%
ICE Field Offices ICE	97,711	41.88%
ICE Tip Form ICE	54,717	77.52%
Student and Exchange Visitor Program ICE	46,753	50.33%
Detention Facilities ICE	43,175	37.15%
Contact ICE	33,964	58.53%
ICE Servicio de Inmigración y Control de Aduanas d e Estados Unidos	33,312	39.36%
I-901 SEVIS Fee ICE	31,461	50.24%
Oficina de Detención y Deportación ICE	28,495	16.92%

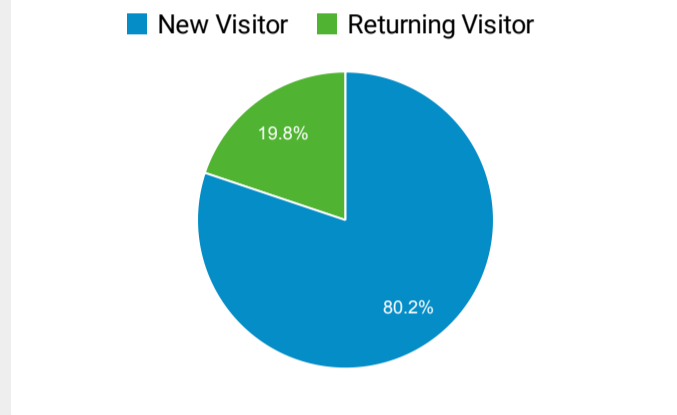
Visits by Social Network

Social Network	Sessions
Facebook	11,252
Twitter	2,424
LinkedIn	1,575
reddit	534
YouTube	490
Quora	212
Instagram Stories	199
Instagram	160
Blogger	119
Naver	40

Visits by Source



New vs. Returned Visitors



Top keywords

Keyword	Users	Time on Page
ice	138	06:16:37
ICE	70	02:43:20
ice detainee locator	67	02:10:08
undefined	37	02:54:11
ice locator	36	02:13:41
sevis	22	00:39:02
immigration and customs enforc ement	21	01:05:38
homeland security investigations	20	00:49:28
hsi	17	00:12:47
ice inmate locator	17	01:42:01

DHS.gov Customer Satisfaction Survey

4/1/21- 4/30/21

Overall Customer Satisfaction Score

68.78

How would you rate your overall experience today?

67.03

Answer Choices	Responses	Points	Score
▪ Outstanding	105	100	10500
▪ Above Average	72	75	5400
▪ Average	75	50	3750
▪ Below Average	21	25	525
▪ Poor	28	0	0
Total	301		20175

Were you able to complete the purpose of your visit?

61.13

Answer Choices	Responses	Points	Score
▪ Yes	184	100	18400
▪ No	117	0	0
Total	301		18400

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

86.36

Answer Choices	Responses	Points	Score
▪ Yes	209	100	20900
▪ No	33	0	0
Total	242		20900

Will you recommend this website to a friend or colleague?

81.05

Answer Choices	Responses	Points	Score
▪ Yes	201	100	20100
▪ No	47	0	0
Total	248		20100

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

60.91

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	134	100	13400
▪ Had technical difficulties (e.g. error messages, broken links)	9	0	0
▪ Links did not take me where I expected	21	0	0
▪ Links / labels are difficult to understand, they are not intuitive	2	0	0
▪ Navigated to general area but couldn't find the specific content needed	34	0	0
▪ Too many links or navigational choices	8	0	0
▪ Would often feel lost, not know where I was	12	0	0
Total	220		13400

How was your experience using our site search?

49.29

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	69	100	6900
▪ I was not sure what words to use in my search	19	0	0
▪ Results were not helpful	22	0	0
▪ Results were not relevant to my search terms or needs	11	0	0
▪ Results were too similar / redundant	6	0	0
▪ Returned not enough or no results	7	0	0
▪ Returned too many results	6	0	0
Total	140		6900

DHS.gov Customer Satisfaction Survey

Time period :4/1/2021 -4/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	22	7.31%
▪ Student Exchange Visitor	54	17.94%
▪ Online Detainee	19	6.31%
▪ Investigations	20	6.64%
▪ Contracting opportunities	3	1.00%
▪ Email, RSS feeds, or subscription services	4	1.33%
▪ Forms or publications	9	2.99%
▪ Immigration Enforcement	56	18.60%
▪ Information about ICE (leadership, history, etc.)	25	8.31%
▪ Jobs / career information	34	11.30%
▪ Law enforcement	17	5.65%
▪ News	10	3.32%
▪ Photographs	1	0.33%
▪ Small business resources	1	0.33%
▪ Training	4	1.33%
▪ Videos	5	1.66%
▪ Cybersecurity	5	1.66%
▪ Human trafficking	12	3.99%
Total	301	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	11	10.38%
▪ Content wasn't easy to understand	50	47.17%
▪ Error on page	12	11.32%
▪ Multimedia / technical problem	16	15.09%
▪ Outdated information	17	16.04%
Total	106	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	11	4.49%
▪ Educator	13	5.31%
▪ Federal government employee	13	5.31%
▪ First responder / law enforcement official	12	4.90%
▪ Government contractor	7	2.86%
▪ International visitor	12	4.90%
▪ Job seeker	25	10.20%
▪ Media representative	2	0.82%
▪ Non-profit staff or volunteer	7	2.86%
▪ State, tribal, territorial or local government representative	2	0.82%
▪ Student	58	23.67%
▪ Traveler (domestic or international)	8	3.27%
▪ Other	75	30.61%
Total	245	100%