


ICE.gov Web Analytics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions


Total Visits

1,301,586
% of Total: 100.00% (1,301,586)




Avg. Visit Duration

00:01:41
Avg for View: 00:01:41 (0.00%)



Pageviews

2,268,343
% of Total: 100.00% (2,268,343)




Unique Visitors

955,014
% of Total: 100.00% (955,014)




Avg. Pages / Visit

1.74
Avg for View: 1.74 (0.00%)




Avg. Time on Page

00:02:14
Avg for View: 00:02:14 (0.00%)



Bounce Rate

65.80%
Avg for View: 65.80% (0.00%)



Top Pages

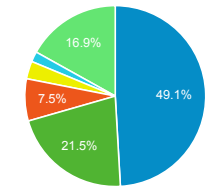
Page Title	Pageviews	Bounce Rate
(not set)	229,346	67.87%
ICE	197,563	41.91%
Operation Stolen Promise ICE	123,147	87.07%
HERO Child-Rescue Corps Program ICE	81,934	64.99%
HSI Tip Form ICE	78,068	70.88%
ICE Guidance on COVID-19 ICE	69,326	67.33%
Working for ICE ICE	58,366	28.15%
News Releases ICE	53,112	64.71%
Detention Facility Locator ICE	39,943	45.40%
Student and Exchange Visitor Program ICE	39,459	53.81%

Visits by Social Network

Social Network	Sessions
Facebook	104,547
Twitter	14,052
LinkedIn	2,219
Blogger	1,037
YouTube	594
Instagram	355
wikiHow	346
reddit	272
Quora	168
WordPress	40

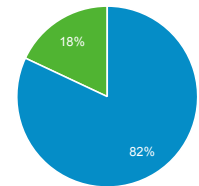
Visits by Source

■ google ■ (direct)
■ m.facebook.com ■ s0.2mdn.net ■ Inks.gd
■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	391	15:59:46
amazon	285	00:00:00
ice detainee locator	164	11:32:36
ICE	149	06:32:40
ice locator	107	07:29:46
ice.gov	61	04:34:54
ice inmate locator	60	03:35:46
immigration and customs enforcement	55	02:34:03
undefined	54	03:14:33
https://www.ice.gov/news/releases/dhs-announces-flexibility-requirements-related-form-i-9-compliance	47	01:08:31

DHS.gov Customer Satisfaction Survey

8/1/20- 8/31/20

Overall Customer Satisfaction Score

71.33

How would you rate your overall experience today?

64.86

Answer Choices	Responses	Points	Score
▪ Outstanding	92	100	9200
▪ Above Average	73	75	5475
▪ Average	78	50	3900
▪ Below Average	25	25	625
▪ Poor	28	0	0
Total	296		19200

Were you able to complete the purpose of your visit?

66.22

Answer Choices	Responses	Points	Score
▪ Yes	196	100	19600
▪ No	100	0	0
Total	296		19600

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

87.35

Answer Choices	Responses	Points	Score
▪ Yes	214	100	21400
▪ No	31	0	0
Total	245		21400

Will you recommend this website to a friend or colleague?

83.53

Answer Choices	Responses	Points	Score
▪ Yes	208	100	20800
▪ No	41	0	0
Total	249		20800

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

64.29

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	135	100	13500
▪ Had technical difficulties (e.g. error messages, broken links)	6	0	0
▪ Links did not take me where I expected	15	0	0
▪ Links / labels are difficult to understand, they are not intuitive	9	0	0
▪ Navigated to general area but couldn't find the specific content needed	29	0	0
▪ Too many links or navigational choices	6	0	0
▪ Would often feel lost, not know where I was	10	0	0
Total	210		13500

How was your experience using our site search?

56.74

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	80	100	8000
▪ I was not sure what words to use in my search	12	0	0
▪ Results were not helpful	21	0	0
▪ Results were not relevant to my search terms or needs	10	0	0
▪ Results were too similar / redundant	4	0	0
▪ Returned not enough or no results	8	0	0
▪ Returned too many results	6	0	0
Total	141		8000

DHS.gov Customer Satisfaction Survey

Time period :8/1/2020 -8/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	22	7.43%
▪ Student Exchange Visitor	23	7.77%
▪ Online Detainee	15	5.07%
▪ Investigations	20	6.76%
▪ Contracting opportunities	0	0.00%
▪ Email, RSS feeds, or subscription services	3	1.01%
▪ Forms or publications	7	2.36%
▪ Immigration Enforcement	64	21.62%
▪ Information about ICE (leadership, history, etc.)	18	6.08%
▪ Jobs / career information	38	12.84%
▪ Law enforcement	20	6.76%
▪ News	25	8.45%
▪ Photographs	3	1.01%
▪ Small business resources	1	0.34%
▪ Training	4	1.35%
▪ Videos	1	0.34%
▪ Cybersecurity	3	1.01%
▪ Human trafficking	29	9.80%
Total	296	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	12	13.95%
▪ Content wasn't easy to understand	37	43.02%
▪ Error on page	9	10.47%
▪ Multimedia / technical problem	12	13.95%
▪ Outdated information	16	18.60%
Total	86	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	11	4.45%
▪ Educator	18	7.29%
▪ Federal government employee	14	5.67%
▪ First responder / law enforcement official	7	2.83%
▪ Government contractor	3	1.21%
▪ International visitor	6	2.43%
▪ Job seeker	36	14.57%
▪ Media representative	2	0.81%
▪ Non-profit staff or volunteer	9	3.64%
▪ State, tribal, territorial or local government representative	4	1.62%
▪ Student	30	12.15%
▪ Traveler (domestic or international)	4	1.62%
▪ Other	103	41.70%
Total	247	100%