ICE.gov Web Analytics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

892,472
% of Total: 100.00% (892,472)

Avg. Visit Duration

00:01:45
Avg for View: 00:01:45 (0.00%)

Pageviews

1,620,481
% of Total: 100.00% (1,620,481)

Unique Visitors

646,536
% of Total: 100.00% (646,536)

Avg. Pages / Visit

1.82
Avg for View: 1.82 (0.00%)

Avg. Time on Page

00:02:08
Avg for View: 00:02:08 (0.00%)

Bounce Rate

63.97%
Avg for View: 63.97% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	188,293	68.93%
ICE	U.S. Immigration and Customs Enforcement	178,566	41.82%
Operation Stolen Promise	ICE	90,810	90.29%
ICE Tip Form	ICE	88,200	59.90%
DHS announces flexibility in requirements related to Form I-9 compliance	ICE	43,272	43.81%
ICE Guidance on COVID-19	ICE	38,687	65.93%
News Releases	ICE	34,991	68.68%
ICE announces extension to I-9 compliance flexibility	ICE	34,131	78.09%
Student and Exchange Visitor Program	ICE	32,442	54.42%
Detention Facility Locator	ICE	25,373	40.36%

Visits by Social Network

Social Network	Sessions
Facebook	9,158
Twitter	6,631
YouTube	1,769
LinkedIn	862
Dailymotion	256
Blogger	164
Quora	142
reddit	118
Instagram	84
Instagram Stories	68

Visits by Source

■ google ■ (direct) ■ lnks.gd
■ s0.2mdn.net ■ bing ■ Other

48.5%
28.7%
16.5%
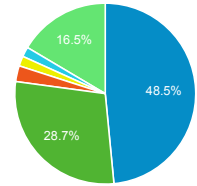
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

82.5%
17.5%
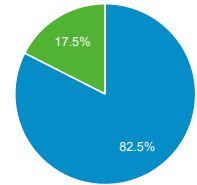
Top keywords

Keyword	Users	Time on Page
ice	201	09:15:05
ice detainee locator	101	04:17:52
ICE	75	06:18:56
undefined	54	01:44:07
ice locator	50	01:55:36
sevis fee	39	00:46:07
ice.gov	36	01:50:00
immigration and customs enforcement	28	01:53:18
ICE Tony Pham	25	00:43:03
ice inmate locator	23	01:14:13

DHS.gov Customer Satisfaction Survey
12/1/20- 12/31/20

Overall Customer Satisfaction Score   72.18

How would you rate your overall experience today?   63.44

Answer Choices	Responses	Points	Score
▪ Outstanding	62	100	6200
▪ Above Average	34	75	2550
▪ Average	40	50	2000
▪ Below Average	9	25	225
▪ Poor	28	0	0
Total	**173**		**10975**

Were you able to complete the purpose of your visit?   71.68

Answer Choices	Responses	Points	Score
▪ Yes	124	100	12400
▪ No	49	0	0
Total	**173**		**12400**

Would you still return to this website if you could get this information or service from another source?   83.77

Answer Choices	Responses	Points	Score
▪ Yes	129	100	12900
▪ No	25	0	0
Total	**154**		**12900**

Will you recommend this website to a friend or colleague?   77.92

Answer Choices	Responses	Points	Score
▪ Yes	120	100	12000
▪ No	34	0	0
Total	**154**		**12000**

Please describe your experience finding your way around (navigating)ICE.gov today.   72.73

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	88	100	8800
▪ Had technical difficulties (e.g. error messages, broken links)	7	0	0
▪ Links did not take me where I expected	6	0	0
▪ Links / labels are difficult to understand, they are not intuitive	3	0	0
▪ Navigated to general area but couldn't find the specific content needed	9	0	0
▪ Too many links or navigational choices	3	0	0
▪ Would often feel lost, not know where I was	5	0	0
Total	**121**		**8800**

How was your experience using our site search?   55.22

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	37	100	3700
▪ I was not sure what words to use in my search	6	0	0
▪ Results were not helpful	6	0	0
▪ Results were not relevant to my search terms or needs	7	0	0
▪ Results were too similar / redundant	3	0	0
▪ Returned not enough or no results	4	0	0
▪ Returned too many results	4	0	0
Total	**67**		**3700**

DHS.gov Customer Satisfaction Survey

21+B12:D19

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	8	4.62%
▪ Student Exchange Vistor	17	9.83%
▪ Online Detainee	6	3.47%
▪ Investigations	21	12.14%
▪ Contracting opportunities	1	0.58%
▪ Email, RSS feeds, or subscription services	2	1.16%
▪ Forms or publications	6	3.47%
▪ Immigration Enforcement	42	24.28%
▪ Information about ICE (leadership, history, etc.)	11	6.36%
▪ Jobs / career information	13	7.51%
▪ Law enforcement	14	8.09%
▪ News	13	7.51%
▪ Photographs	2	1.16%
▪ Small business resources	3	1.73%
▪ Training	2	1.16%
▪ Videos	0	0.00%
▪ Cybersecurity	2	1.16%
▪ Human trafficking	10	5.78%
Total	**173**	**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	5	11.11%
▪ Content wasn't easy to understand	18	40.00%
▪ Error on page	9	20.00%
▪ Multimedia / technical problem	4	8.89%
▪ Outdated information	9	20.00%
Total	**45**	**100%**

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	6	3.92%
▪ Educator	9	5.88%
▪ Federal government employee	8	5.23%
▪ First responder / law enforcement official	3	1.96%
▪ Government contractor	3	1.96%
▪ International visitor	2	1.31%
▪ Job seeker	6	3.92%
▪ Media representative	2	1.31%
▪ Non-profit staff or volunteer	8	5.23%
▪ State, tribal, territorial or local government representative	4	2.61%
▪ Student	25	16.34%
▪ Traveler (domestic or international)	4	2.61%
▪ Other	73	47.71%
Total	**153**	**100%**