

# ICE.gov Web Analytics

Feb 1, 2020 - Feb 29, 2020

**All Users**  
100.00% Sessions

## Total Visits

**1,059,530**

% of Total: 100.00% (1,059,530)



## Avg. Visit Duration

**00:02:15**

Avg for View: 00:02:15 (0.00%)



## Pageviews

**2,063,226**

% of Total: 100.00% (2,063,226)



## Unique Visitors

**677,364**

% of Total: 100.00% (677,364)



## Avg. Pages / Visit

**1.95**

Avg for View: 1.95 (0.00%)



## Avg. Time on Page

**00:02:21**

Avg for View: 00:02:21 (0.00%)



## Bounce Rate

**60.59%**

Avg for View: 60.59% (0.00%)



## Top Pages

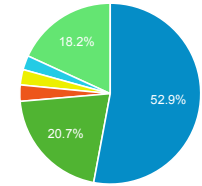
Page Title	Pageviews	Bounce Rate
(not set)	412,843	63.31%
ICE	236,678	43.24%
HSI Tip Form   ICE	87,732	66.36%
Detention Facility Locator   ICE	46,048	34.40%
News Releases   ICE	41,318	59.67%
Working for ICE   ICE	40,973	31.96%
Student and Exchange Visitor Program   ICE	39,117	55.27%
General Contact Information   ICE	36,413	70.14%
Enforcement and Removal Operations Field Offices   ICE	29,068	52.83%
Detainee locator   ICE	24,068	18.09%

## Visits by Social Network

Social Network	Sessions
Facebook	28,693
Twitter	7,305
LinkedIn	1,817
wikiHow	523
YouTube	284
Instagram	172
Quora	108
reddit	99
Blogger	70
Vkontakte	28

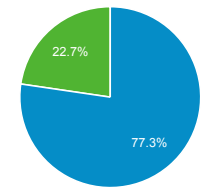
## Visits by Source

google (direct) dlvr.it  
Inks.gd Bing Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
amazon	1,267	00:00:13
ice	1,011	45:09:11
ice detainee locator	557	42:16:47
ICE	378	15:07:38
ice locator	371	20:13:06
ice inmate locator	156	11:14:50
ice locator detainee	143	09:46:21
ice.gov	137	12:36:34
detainee locator	133	11:20:53
immigration and customs enforcement	94	06:16:21

# DHS.gov Customer Satisfaction Survey

2/1/20- 2/29/20

## Overall Customer Satisfaction Score

**74.96**

### How would you rate your overall experience today?

**67.24**

Answer Choices	Responses	Points	Score
▪ Outstanding	300	100	30000
▪ Above Average	168	75	12600
▪ Average	218	50	10900
▪ Below Average	52	25	1300
▪ Poor	77	0	0
<b>Total</b>	<b>815</b>		<b>54800</b>

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

**70.06**

Answer Choices	Responses	Points	Score
▪ Yes	571	100	57100
▪ No	244	0	0
<b>Total</b>	<b>815</b>		<b>57100</b>

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

**88.26**

Answer Choices	Responses	Points	Score
▪ Yes	609	100	60900
▪ No	81	0	0
<b>Total</b>	<b>690</b>		<b>60900</b>

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

**83.96**

Answer Choices	Responses	Points	Score
▪ Yes	581	100	58100
▪ No	111	0	0
<b>Total</b>	<b>692</b>		<b>58100</b>

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

**73.15**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	444	100	44400
▪ Had technical difficulties (e.g. error messages, broken links)	29	0	0
▪ Links did not take me where I expected	28	0	0
▪ Links / labels are difficult to understand, they are not intuitive	11	0	0
▪ Navigated to general area but couldn't find the specific content needed	54	0	0
▪ Too many links or navigational choices	18	0	0
▪ Would often feel lost, not know where I was	23	0	0
<b>Total</b>	<b>607</b>		<b>44400</b>

### How was your experience using our site search?

**63.79**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	229	100	22900
▪ I was not sure what words to use in my search	22	0	0
▪ Results were not helpful	47	0	0
▪ Results were not relevant to my search terms or needs	24	0	0
▪ Results were too similar / redundant	15	0	0
▪ Returned not enough or no results	18	0	0
▪ Returned too many results	4	0	0
<b>Total</b>	<b>359</b>		<b>22900</b>

# DHS.gov Customer Satisfaction Survey

Time period :2/1/2020 -2/29/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	56	6.87%
▪ Student Exchange Visitor	78	9.57%
▪ Online Detainee	42	5.15%
▪ Investigations	64	7.85%
▪ Contracting opportunities	2	0.25%
▪ Email, RSS feeds, or subscription services	9	1.10%
▪ Forms or publications	19	2.33%
▪ Immigration Enforcement	228	27.98%
▪ Information about ICE (leadership, history, etc.)	53	6.50%
▪ Jobs / career information	87	10.67%
▪ Law enforcement	40	4.91%
▪ News	67	8.22%
▪ Photographs	6	0.74%
▪ Small business resources	3	0.37%
▪ Training	12	1.47%
▪ Videos	4	0.49%
▪ Cybersecurity	7	0.86%
▪ Human trafficking	38	4.66%
<b>Total</b>	<b>815</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	15	6.88%
▪ Content wasn't easy to understand	118	54.13%
▪ Error on page	27	12.39%
▪ Multimedia / technical problem	36	16.51%
▪ Outdated information	22	10.09%
<b>Total</b>	<b>218</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	32	4.65%
▪ Educator	41	5.96%
▪ Federal government employee	27	3.92%
▪ First responder / law enforcement official	31	4.51%
▪ Government contractor	15	2.18%
▪ International visitor	15	2.18%
▪ Job seeker	66	9.59%
▪ Media representative	4	0.58%
▪ Non-profit staff or volunteer	32	4.65%
▪ State, tribal, territorial or local government representative	10	1.45%
▪ Student	114	16.57%
▪ Traveler (domestic or international)	16	2.33%
▪ Other	285	41.42%
<b>Total</b>	<b>688</b>	<b>100%</b>