

ICE.gov Web Analytics

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Total Visits

700,242
% of Total: 100.00% (700,242)



Avg. Visit Duration

00:01:52
Avg for View: 00:01:52 (0.00%)



Pageviews

1,265,265
% of Total: 100.00% (1,265,265)



Unique Visitors

501,028
% of Total: 100.00% (501,028)



Avg. Pages / Visit

1.81
Avg for View: 1.81 (0.00%)



Avg. Time on Page

00:02:17
Avg for View: 00:02:17 (0.00%)



Bounce Rate

65.02%
Avg for View: 65.02% (0.00%)



Top Pages

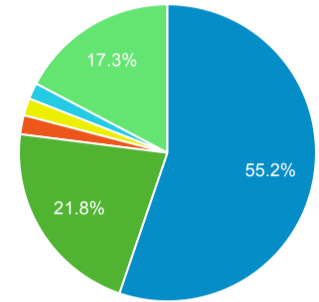
Page Title	Pageviews	Bounce Rate
(not set)	173,341	69.90%
ICE U.S. Immigration and Customs Enforcement	105,345	51.28%
ICE Field Offices ICE	79,195	39.67%
ICE Tip Form ICE	49,451	79.48%
Detention Facilities ICE	34,079	40.04%
Student and Exchange Visitor Program ICE	31,359	55.51%
Page Not Found ICE	29,031	67.63%
Newsroom ICE	26,641	68.06%
Contact ICE	25,453	57.16%
ICE Servicio de Inmigración y Control de Aduanas d e Estados Unidos	22,129	43.62%

Visits by Social Network

Social Network	Sessions
Facebook	8,511
Twitter	4,549
LinkedIn	1,261
Instagram Stories	341
YouTube	309
Instagram	187
Blogger	181
reddit	152
Quora	136
Snapchat	32

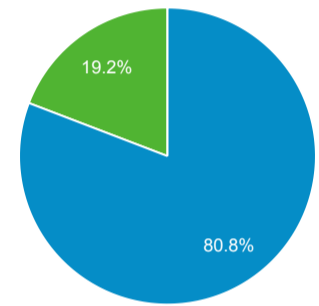
Visits by Source

google (direct) bing uscis.gov
Inks.gd Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	155	06:54:04
ice detainee locator	80	07:01:58
ICE	59	03:16:19
members	50	00:01:25
undefined	47	01:51:08
ice locator	36	06:13:54
hsi	31	01:32:59
ice.gov	30	02:06:29
pbnds 2011	23	03:28:21
immigration and customs enforc ement	20	01:47:51

DHS.gov Customer Satisfaction Survey

2/1/21- 2/28/21

Overall Customer Satisfaction Score

67.26

How would you rate your overall experience today?

63.02

Answer Choices	Responses	Points	Score
▪ Outstanding	85	100	8500
▪ Above Average	60	75	4500
▪ Average	64	50	3200
▪ Below Average	15	25	375
▪ Poor	39	0	0
Total	263		16575

Were you able to complete the purpose of your visit?

63.12

Answer Choices	Responses	Points	Score
▪ Yes	166	100	16600
▪ No	97	0	0
Total	263		16600

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

81.69

Answer Choices	Responses	Points	Score
▪ Yes	174	100	17400
▪ No	39	0	0
Total	213		17400

Will you recommend this website to a friend or colleague?

77.57

Answer Choices	Responses	Points	Score
▪ Yes	166	100	16600
▪ No	48	0	0
Total	214		16600

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

63.33

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	114	100	11400
▪ Had technical difficulties (e.g. error messages, broken links)	14	0	0
▪ Links did not take me where I expected	9	0	0
▪ Links / labels are difficult to understand, they are not intuitive	6	0	0
▪ Navigated to general area but couldn't find the specific content needed	23	0	0
▪ Too many links or navigational choices	5	0	0
▪ Would often feel lost, not know where I was	9	0	0
Total	180		11400

How was your experience using our site search?

48.41

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	61	100	6100
▪ I was not sure what words to use in my search	10	0	0
▪ Results were not helpful	21	0	0
▪ Results were not relevant to my search terms or needs	12	0	0
▪ Results were too similar / redundant	2	0	0
▪ Returned not enough or no results	8	0	0
▪ Returned too many results	12	0	0
Total	126		6100

DHS.gov Customer Satisfaction Survey

Time period :2/1/2020 -2/28/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	21	7.98%
▪ Student Exchange Visitor	25	9.51%
▪ Online Detainee	12	4.56%
▪ Investigations	28	10.65%
▪ Contracting opportunities	4	1.52%
▪ Email, RSS feeds, or subscription services	1	0.38%
▪ Forms or publications	7	2.66%
▪ Immigration Enforcement	43	16.35%
▪ Information about ICE (leadership, history, etc.)	14	5.32%
▪ Jobs / career information	37	14.07%
▪ Law enforcement	13	4.94%
▪ News	21	7.98%
▪ Photographs	5	1.90%
▪ Small business resources	1	0.38%
▪ Training	4	1.52%
▪ Videos	1	0.38%
▪ Cybersecurity	8	3.04%
▪ Human trafficking	18	6.84%
Total	263	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	12.79%
▪ Content wasn't easy to understand	34	39.53%
▪ Error on page	20	23.26%
▪ Multimedia / technical problem	12	13.95%
▪ Outdated information	9	10.47%
Total	86	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	9	4.23%
▪ Educator	11	5.16%
▪ Federal government employee	3	1.41%
▪ First responder / law enforcement official	10	4.69%
▪ Government contractor	5	2.35%
▪ International visitor	14	6.57%
▪ Job seeker	28	13.15%
▪ Media representative	3	1.41%
▪ Non-profit staff or volunteer	12	5.63%
▪ State, tribal, territorial or local government representative	5	2.35%
▪ Student	36	16.90%
▪ Traveler (domestic or international)	8	3.76%
▪ Other	69	32.39%
Total	213	100%