

ICE.gov Web Analytics

Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Total Visits
585,185
% of Total: 100.00% (585,185)

Avg. Visit Duration
00:01:57
Avg for View: 00:01:57 (0.00%)

Pageviews
1,058,458
% of Total: 100.00% (1,058,458)

Unique Visitors
406,597
% of Total: 100.00% (406,597)

Avg. Pages / Visit
1.81
Avg for View: 1.81 (0.00%)

Avg. Time on Page
00:02:25
Avg for View: 00:02:25 (0.00%)

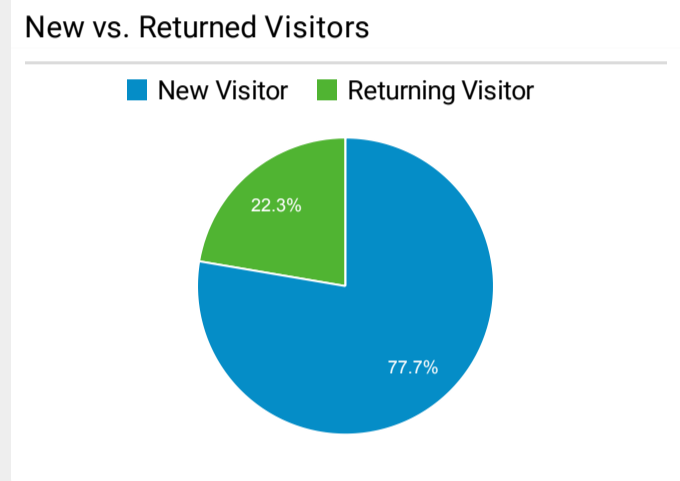
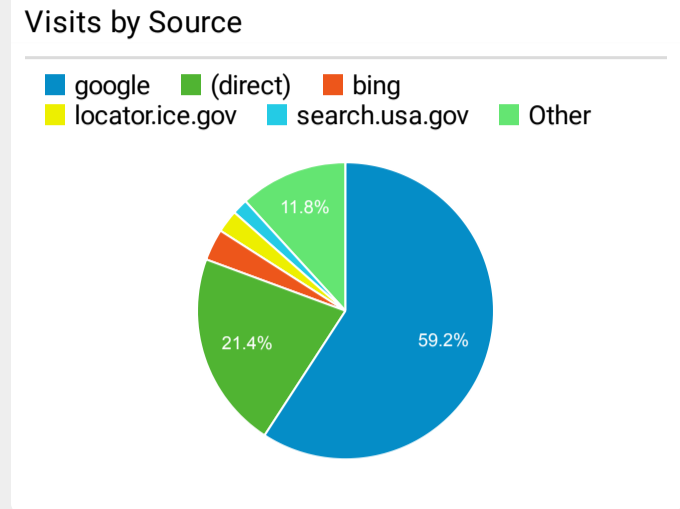
Bounce Rate
69.34%
Avg for View: 69.34% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
ICE Field Offices ICE	85,539	54.16%
ICE U.S. Immigration and Customs Enforcement	82,092	53.53%
Check-In ICE	65,074	60.53%
Oficina de Detención y Deportación ICE	45,404	55.90%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	38,110	58.55%
ICE Tip Form ICE	29,980	81.70%
Student and Exchange Visitor Program ICE	28,310	66.72%
Reportarse ICE	26,101	63.21%
Detention Facilities ICE	21,913	42.49%
Contact ICE	18,914	55.87%

Visits by Social Network

Social Network	Sessions
Facebook	3,212
Twitter	794
YouTube	605
Instagram	252
reddit	152
LinkedIn	89
Quora	50
Naver	48
Blogger	26
WordPress	24



Top keywords

Keyword	Users	Time on Page
site:www.ice.gov	149	00:00:00
ice	14	00:06:28
campaign	9	00:00:00
https://www.ice.gov/	8	00:02:16
https://www.ice.gov/es/sobre-ICE/ero	8	00:15:14
ICE	5	00:24:01
https://www.ice.gov/news/releases/r-kelly-sentenced-30-years-prison	4	00:00:00
members	4	00:01:57
www.ice.gov locator	4	00:14:05
checkin.ice.gov	3	00:29:27

DHS.gov Customer Satisfaction Survey

2/1/23- 2/28/23

Overall Customer Satisfaction Score

63.53

How would you rate your overall experience today?

60.59

Answer Choices	Responses	Points	Score
▪ Outstanding	129	100	12900
▪ Above Average	102	75	7650
▪ Average	120	50	6000
▪ Below Average	31	25	775
▪ Poor	69	0	0
Total	451		27325

Were you able to complete the purpose of your visit?

57.65

Answer Choices	Responses	Points	Score
▪ Yes	260	100	26000
▪ No	191	0	0
Total	451		26000

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

86.72

Answer Choices	Responses	Points	Score
▪ Yes	307	100	30700
▪ No	47	0	0
Total	354		30700

Will you recommend this website to a friend or colleague?

80.34

Answer Choices	Responses	Points	Score
▪ Yes	286	100	28600
▪ No	70	0	0
Total	356		28600

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

57.76

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	175	100	17500
▪ Had technical difficulties (e.g. error messages, broken links)	13	0	0
▪ Links did not take me where I expected	26	0	0
▪ Links / labels are difficult to understand, they are not intuitive	8	0	0
▪ Navigated to general area but couldn't find the specific content needed	44	0	0
▪ Too many links or navigational choices	22	0	0
▪ Would often feel lost, not know where I was	15	0	0
Total	303		17500

How was your experience using our site search?

36.71

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	116	100	11600
▪ I was not sure what words to use in my search	104	0	0
▪ Results were not helpful	17	0	0
▪ Results were not relevant to my search terms or needs	32	0	0
▪ Results were too similar / redundant	19	0	0
▪ Returned not enough or no results	10	0	0
▪ Returned too many results	18	0	0
Total	316		11600

DHS.gov Customer Satisfaction Survey

Time period 2/1/2023-2/28/2023

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	58	12.86%
▪ Student Exchange Visitor	53	11.75%
▪ Online Detainee	45	9.98%
▪ Investigations	21	4.66%
▪ Contracting opportunities	6	1.33%
▪ Email, RSS feeds, or subscription services	9	2.00%
▪ Forms or publications	16	3.55%
▪ Immigration Enforcement	81	17.96%
▪ Information about ICE (leadership, history, etc.)	43	9.53%
▪ Jobs / career information	34	7.54%
▪ Law enforcement	20	4.43%
▪ News	16	3.55%
▪ Photographs	3	0.67%
▪ Small business resources	5	1.11%
▪ Training	10	2.22%
▪ Videos	0	0.00%
▪ Cybersecurity	13	2.88%
▪ Human trafficking	18	3.99%
Total	451	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	8	4.73%
▪ Content wasn't easy to understand	20	11.83%
▪ Error on page	29	17.16%
▪ Multimedia / technical problem	18	10.65%
▪ Outdated information	94	55.62%
Total	169	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	15	4.31%
▪ Educator	17	4.89%
▪ Federal government employee	20	5.75%
▪ First responder / law enforcement official	12	3.45%
▪ Government contractor	2	0.57%
▪ International visitor	22	6.32%
▪ Job seeker	23	6.61%
▪ Media representative	4	1.15%
▪ Non-profit staff or volunteer	21	6.03%
▪ State, tribal, territorial or local government representative	7	2.01%
▪ Student	72	20.69%
▪ Traveler (domestic or international)	7	2.01%
▪ Other	126	36.21%
Total	348	100%