

# ICE.gov Web Analytics

Jan 1, 2021 - Jan 31, 2021

**All Users**  
100.00% Sessions

## Total Visits

**808,351**

% of Total: 100.00% (808,351)



## Avg. Visit Duration

**00:01:43**

Avg for View: 00:01:43 (0.00%)



## Pageviews

**1,526,026**

% of Total: 100.00% (1,526,026)



## Unique Visitors

**587,291**

% of Total: 100.00% (587,291)



## Avg. Pages / Visit

**1.89**

Avg for View: 1.89 (0.00%)



## Avg. Time on Page

**00:01:56**

Avg for View: 00:01:56 (0.00%)



## Bounce Rate

**62.59%**

Avg for View: 62.59% (0.00%)



## Top Pages

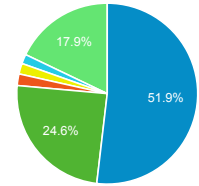
Page Title	Pageviews	Bounce Rate
(not set)	192,843	69.78%
ICE   U.S. Immigration and Customs Enforcement	156,701	50.41%
ICE Tip Form   ICE	89,386	69.21%
ICE Field Offices   ICE	59,513	40.36%
ICE Guidance on COVID-19   ICE	53,671	26.70%
Page Not Found   ICE	50,161	64.31%
Most Wanted   ICE	41,570	35.07%
Detention Facilities   ICE	34,705	39.43%
Student and Exchange Visitor Program   ICE	32,375	55.80%
Working for ICE   ICE	22,408	42.13%

## Visits by Social Network

Social Network	Sessions
Facebook	14,212
Twitter	5,558
LinkedIn	354
YouTube	282
reddit	262
Blogger	168
Quora	131
Instagram Stories	95
Instagram	94
Naver	38

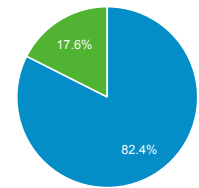
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	213	08:28:56
ice detainee locator	77	02:49:20
ICE	70	02:47:06
ice locator	43	02:08:46
ice.gov	34	03:26:56
sevis fee	33	01:01:27
undefined	32	02:39:04
immigration and customs enforcement	28	01:21:11
https://insight.ice.dhs.gov	23	00:02:20
hsi	22	00:49:35

# DHS.gov Customer Satisfaction Survey

1/1/21- 1/31/21

## Overall Customer Satisfaction Score

**63.28**

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

**59.82**

Answer Choices	Responses	Points	Score
▪ Outstanding	67	100	6700
▪ Above Average	65	75	4875
▪ Average	54	50	2700
▪ Below Average	20	25	500
▪ Poor	41	0	0
<b>Total</b>	<b>247</b>		<b>14775</b>

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

**56.68**

Answer Choices	Responses	Points	Score
▪ Yes	140	100	14000
▪ No	107	0	0
<b>Total</b>	<b>247</b>		<b>14000</b>

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

**82.86**

Answer Choices	Responses	Points	Score
▪ Yes	174	100	17400
▪ No	36	0	0
<b>Total</b>	<b>210</b>		<b>17400</b>

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

**76.67**

Answer Choices	Responses	Points	Score
▪ Yes	161	100	16100
▪ No	49	0	0
<b>Total</b>	<b>210</b>		<b>16100</b>

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

**57.80**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	100	100	10000
▪ Had technical difficulties (e.g. error messages, broken links)	22	0	0
▪ Links did not take me where I expected	13	0	0
▪ Links / labels are difficult to understand, they are not intuitive	4	0	0
▪ Navigated to general area but couldn't find the specific content needed	20	0	0
▪ Too many links or navigational choices	6	0	0
▪ Would often feel lost, not know where I was	8	0	0
<b>Total</b>	<b>173</b>		<b>10000</b>

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

**43.89**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	79	100	7900
▪ I was not sure what words to use in my search	57	0	0
▪ Results were not helpful	6	0	0
▪ Results were not relevant to my search terms or needs	17	0	0
▪ Results were too similar / redundant	13	0	0
▪ Returned not enough or no results	2	0	0
▪ Returned too many results	6	0	0
<b>Total</b>	<b>180</b>		<b>7900</b>

# DHS.gov Customer Satisfaction Survey

1/1/21- 1/31/21

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	17	6.88%
▪ Student Exchange Visitor	22	8.91%
▪ Online Detainee	9	3.64%
▪ Investigations	18	7.29%
▪ Contracting opportunities	3	1.21%
▪ Email, RSS feeds, or subscription services	4	1.62%
▪ Forms or publications	7	2.83%
▪ Immigration Enforcement	53	21.46%
▪ Information about ICE (leadership, history, etc.)	13	5.26%
▪ Jobs / career information	34	13.77%
▪ Law enforcement	14	5.67%
▪ News	13	5.26%
▪ Photographs	1	0.40%
▪ Small business resources	5	2.02%
▪ Training	4	1.62%
▪ Videos	2	0.81%
▪ Cybersecurity	10	4.05%
▪ Human trafficking	18	7.29%
<b>Total</b>	<b>247</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	8	8.33%
▪ Content wasn't easy to understand	39	40.63%
▪ Error on page	26	27.08%
▪ Multimedia / technical problem	9	9.38%
▪ Outdated information	14	14.58%
<b>Total</b>	<b>96</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	7	3.35%
▪ Educator	15	7.18%
▪ Federal government employee	13	6.22%
▪ First responder / law enforcement official	8	3.83%
▪ Government contractor	8	3.83%
▪ International visitor	7	3.35%
▪ Job seeker	15	7.18%
▪ Media representative	1	0.48%
▪ Non-profit staff or volunteer	15	7.18%
▪ State, tribal, territorial or local government representative	5	2.39%
▪ Student	29	13.88%
▪ Traveler (domestic or international)	3	1.44%
▪ Other	83	39.71%
<b>Total</b>	<b>209</b>	<b>100%</b>