

# ICE.gov Web Analytics

Jun 1, 2020 - Jun 30, 2020

All Users  
100.00% Sessions

## Total Visits

**892,537**

% of Total: 100.00% (892,537)



## Avg. Visit Duration

**00:01:54**

Avg for View: 00:01:54 (0.00%)



## Pageviews

**1,650,201**

% of Total: 100.00% (1,650,201)



## Unique Visitors

**618,233**

% of Total: 100.00% (618,233)



## Avg. Pages / Visit

**1.85**

Avg for View: 1.85 (0.00%)



## Avg. Time on Page

**00:02:14**

Avg for View: 00:02:14 (0.00%)



## Bounce Rate

**62.46%**

Avg for View: 62.46% (0.00%)



## Top Pages

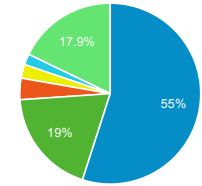
| Page Title   | Pageviews | Bounce Rate |
|--|-----------|-------------|
| (not set)  | 179,597   | 69.76%      |
| ICE  | 173,846   | 44.41%      |
| ICE Guidance on COVID-19   ICE   | 88,379    | 63.42%      |
| HSI Tip Form   ICE   | 71,101    | 70.33%      |
| Student and Exchange Visitor Program   ICE                                     | 42,345    | 51.29%      |
| News Releases   ICE  | 39,815    | 64.78%      |
| Detention Facility Locator   ICE   | 39,158    | 52.05%      |
| DHS announces flexibility in requirements related to Form I-9 compliance   ICE | 37,134    | 79.25%      |
| Working for ICE   ICE  | 33,074    | 35.33%      |
| General Contact Information   ICE  | 27,107    | 68.21%      |

## Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 17,623   |
| Twitter        | 5,711    |
| LinkedIn       | 2,107    |
| Blogger        | 893      |
| YouTube        | 738      |
| wikiHow        | 441      |
| reddit         | 369      |
| Naver          | 247      |
| Instagram      | 192      |
| Quora          | 167      |

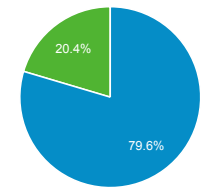
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

| Keyword                             | Users | Time on Page |
|-------------------------------------|-------|--------------|
| amazon                              | 2,652 | 00:01:56     |
| ice                                 | 496   | 18:22:10     |
| ice detainee locator                | 214   | 16:19:37     |
| ICE                                 | 179   | 07:47:26     |
| ice locator                         | 131   | 08:02:29     |
| daca                                | 115   | 01:15:12     |
| ice.gov                             | 91    | 10:26:33     |
| ice inmate locator                  | 73    | 02:45:44     |
| immigration and customs enforcement | 63    | 03:11:09     |
| sevis fee                           | 56    | 01:33:41     |

# DHS.gov Customer Satisfaction Survey

6/1/20- 6/30/20

## Overall Customer Satisfaction Score

**71.84**

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

**63.87**

| Answer Choices  | Responses   | Points | Score        |
|-----------------|-------------|--------|--------------|
| ▪ Outstanding   | 367         | 100    | 36700        |
| ▪ Above Average | 309         | 75     | 23175        |
| ▪ Average       | 355         | 50     | 17750        |
| ▪ Below Average | 81          | 25     | 2025         |
| ▪ Poor          | 135         | 0      | 0            |
| <b>Total</b>    | <b>1247</b> |        | <b>79650</b> |

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

**67.92**

| Answer Choices | Responses   | Points | Score        |
|----------------|-------------|--------|--------------|
| ▪ Yes          | 847         | 100    | 84700        |
| ▪ No           | 400         | 0      | 0            |
| <b>Total</b>   | <b>1247</b> |        | <b>84700</b> |

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

**86.12**

| Answer Choices | Responses   | Points | Score        |
|----------------|-------------|--------|--------------|
| ▪ Yes          | 931         | 100    | 93100        |
| ▪ No           | 150         | 0      | 0            |
| <b>Total</b>   | <b>1081</b> |        | <b>93100</b> |

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

**83.10**

| Answer Choices | Responses   | Points | Score        |
|----------------|-------------|--------|--------------|
| ▪ Yes          | 905         | 100    | 90500        |
| ▪ No           | 184         | 0      | 0            |
| <b>Total</b>   | <b>1089</b> |        | <b>90500</b> |

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

**66.07**

NOTE: Excludes "Other" responses

| Answer Choices  | Responses  | Points | Score        |
|---|------------|--------|--------------|
| ▪ Encountered no difficulties   | 625        | 100    | 62500        |
| ▪ Had technical difficulties (e.g. error messages, broken links)          | 37         | 0      | 0            |
| ▪ Links did not take me where I expected                                  | 55         | 0      | 0            |
| ▪ Links / labels are difficult to understand, they are not intuitive      | 34         | 0      | 0            |
| ▪ Navigated to general area but couldn't find the specific content needed | 119        | 0      | 0            |
| ▪ Too many links or navigational choices                                  | 35         | 0      | 0            |
| ▪ Would often feel lost, not know where I was                             | 41         | 0      | 0            |
| <b>Total</b>  | <b>946</b> |        | <b>62500</b> |

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

**58.48**

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

| Answer Choices  | Responses  | Points | Score        |
|---|------------|--------|--------------|
| ▪ Encountered no difficulties                           | 324        | 100    | 32400        |
| ▪ I was not sure what words to use in my search         | 45         | 0      | 0            |
| ▪ Results were not helpful                              | 84         | 0      | 0            |
| ▪ Results were not relevant to my search terms or needs | 35         | 0      | 0            |
| ▪ Results were too similar / redundant                  | 18         | 0      | 0            |
| ▪ Returned not enough or no results                     | 27         | 0      | 0            |
| ▪ Returned too many results                             | 21         | 0      | 0            |
| <b>Total</b>  | <b>554</b> |        | <b>32400</b> |

# DHS.gov Customer Satisfaction Survey

Time period :6/1/2020 -6/30/2020

## Demographic Information

### What Information were you looking for today?

| Answer Choices                                      | Responses   | Percentage  |
|---|-------------|-------------|
| ▪ Contact information                               | 89          | 7.14%       |
| ▪ Student Exchange Visitor                          | 154         | 12.35%      |
| ▪ Online Detainee                                   | 64          | 5.13%       |
| ▪ Investigations                                    | 115         | 9.22%       |
| ▪ Contracting opportunities                         | 6           | 0.48%       |
| ▪ Email, RSS feeds, or subscription services        | 18          | 1.44%       |
| ▪ Forms or publications                             | 47          | 3.77%       |
| ▪ Immigration Enforcement                           | 302         | 24.22%      |
| ▪ Information about ICE (leadership, history, etc.) | 68          | 5.45%       |
| ▪ Jobs / career information                         | 114         | 9.14%       |
| ▪ Law enforcement                                   | 64          | 5.13%       |
| ▪ News  | 95          | 7.62%       |
| ▪ Photographs                                       | 6           | 0.48%       |
| ▪ Small business resources                          | 3           | 0.24%       |
| ▪ Training  | 9           | 0.72%       |
| ▪ Videos  | 2           | 0.16%       |
| ▪ Cybersecurity                                     | 33          | 2.65%       |
| ▪ Human trafficking                                 | 58          | 4.65%       |
| <b>Total</b>  | <b>1247</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                          | 32         | 8.82%       |
| ▪ Content wasn't easy to understand | 174        | 47.93%      |
| ▪ Error on page                     | 39         | 10.74%      |
| ▪ Multimedia / technical problem    | 45         | 12.40%      |
| ▪ Outdated information              | 73         | 20.11%      |
| <b>Total</b>                        | <b>363</b> | <b>100%</b> |

### Which of the following best describes you?

| Answer Choices  | Responses   | Percentage  |
|---|-------------|-------------|
| ▪ Business representative                                       | 69          | 6.39%       |
| ▪ Educator  | 70          | 6.48%       |
| ▪ Federal government employee                                   | 49          | 4.54%       |
| ▪ First responder / law enforcement official                    | 38          | 3.52%       |
| ▪ Government contractor   | 26          | 2.41%       |
| ▪ International visitor   | 52          | 4.81%       |
| ▪ Job seeker  | 98          | 9.07%       |
| ▪ Media representative  | 13          | 1.20%       |
| ▪ Non-profit staff or volunteer                                 | 68          | 6.30%       |
| ▪ State, tribal, territorial or local government representative | 10          | 0.93%       |
| ▪ Student   | 177         | 16.39%      |
| ▪ Traveler (domestic or international)                          | 15          | 1.39%       |
| ▪ Other   | 395         | 36.57%      |
| <b>Total</b>  | <b>1080</b> | <b>100%</b> |