

ICE.gov Web Analytics

Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Total Visits
1,005,802
% of Total: 100.00% (1,005,802)

Avg. Visit Duration
00:02:06
Avg for View: 00:02:06 (0.00%)

Pageviews
1,826,323
% of Total: 100.00% (1,826,323)

Unique Visitors
653,815
% of Total: 100.00% (653,815)

Avg. Pages / Visit
1.82
Avg for View: 1.82 (0.00%)

Avg. Time on Page
00:02:34
Avg for View: 00:02:34 (0.00%)

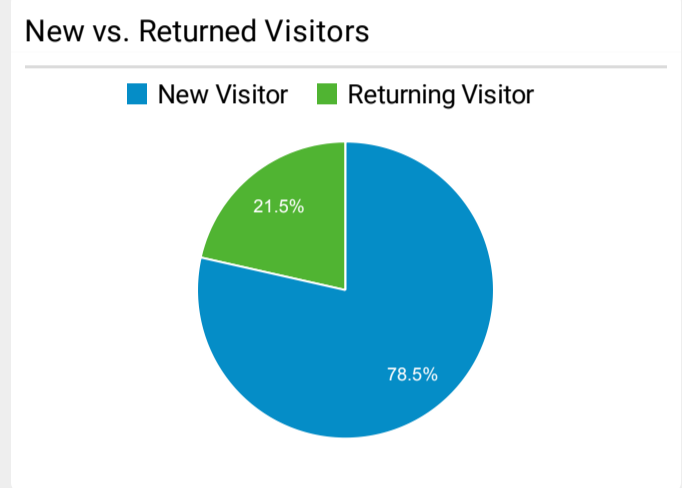
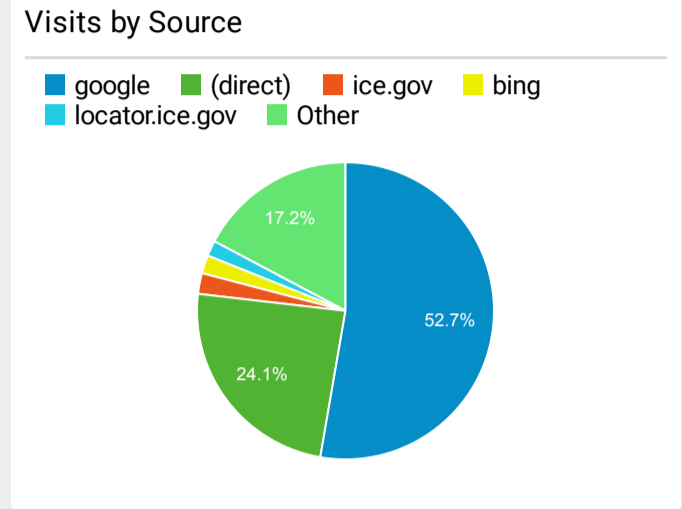
Bounce Rate
62.53%
Avg for View: 62.53% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	354,792	67.80%
ICE U.S. Immigration and Customs Enforcement	126,798	50.28%
ICE Field Offices ICE	114,480	38.94%
Student and Exchange Visitor Program ICE	68,112	53.06%
ICE Tip Form ICE	56,280	77.82%
I-901 SEVIS Fee ICE	53,156	46.25%
Detention Facilities ICE	48,437	33.93%
Oficina de Detención y Deportación ICE	44,128	17.14%
ICE Servicio de Inmigración y Control de Aduanas d e Estados Unidos	43,485	34.86%
Contact ICE	35,561	57.22%

Visits by Social Network

Social Network	Sessions
Facebook	9,341
Twitter	1,760
LinkedIn	1,222
YouTube	508
Quora	207
Instagram	175
reddit	136
Naver	75
Instagram Stories	44
Vkontakte	36



Top keywords

Keyword	Users	Time on Page
ice	137	04:51:57
ice detainee locator	59	01:44:42
undefined	46	04:04:18
ICE	45	02:39:48
human trafficking	39	00:19:21
ice locator	34	00:57:41
sevis	32	00:43:49
sevis fee	32	00:29:50
enforcement centre	28	00:00:00
internal trafficking	25	00:03:08

DHS.gov Customer Satisfaction Survey

6/1/21- 6/30/21

Overall Customer Satisfaction Score

66.45

How would you rate your overall experience today?

64.16

Answer Choices	Responses	Points	Score
▪ Outstanding	82	100	8200
▪ Above Average	71	75	5325
▪ Average	96	50	4800
▪ Below Average	19	25	475
▪ Poor	25	0	0
Total	293		18800

Were you able to complete the purpose of your visit?

55.97

Answer Choices	Responses	Points	Score
▪ Yes	164	100	16400
▪ No	129	0	0
Total	293		16400

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

84.09

Answer Choices	Responses	Points	Score
▪ Yes	185	100	18500
▪ No	35	0	0
Total	220		18500

Will you recommend this website to a friend or colleague?

87.11

Answer Choices	Responses	Points	Score
▪ Yes	196	100	19600
▪ No	29	0	0
Total	225		19600

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

56.50

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	113	100	11300
▪ Had technical difficulties (e.g. error messages, broken links)	11	0	0
▪ Links did not take me where I expected	19	0	0
▪ Links / labels are difficult to understand, they are not intuitive	2	0	0
▪ Navigated to general area but couldn't find the specific content needed	34	0	0
▪ Too many links or navigational choices	4	0	0
▪ Would often feel lost, not know where I was	17	0	0
Total	200		11300

How was your experience using our site search?

45.04

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	59	100	5900
▪ I was not sure what words to use in my search	11	0	0
▪ Results were not helpful	25	0	0
▪ Results were not relevant to my search terms or needs	12	0	0
▪ Results were too similar / redundant	6	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	4	0	0
Total	131		5900

DHS.gov Customer Satisfaction Survey

Time period :6/1/2021 -6/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	24	8.19%
▪ Student Exchange Visitor	56	19.11%
▪ Online Detainee	27	9.22%
▪ Investigations	23	7.85%
▪ Contracting opportunities	5	1.71%
▪ Email, RSS feeds, or subscription services	6	2.05%
▪ Forms or publications	9	3.07%
▪ Immigration Enforcement	38	12.97%
▪ Information about ICE (leadership, history, etc.)	17	5.80%
▪ Jobs / career information	32	10.92%
▪ Law enforcement	10	3.41%
▪ News	21	7.17%
▪ Photographs	3	1.02%
▪ Small business resources	1	0.34%
▪ Training	7	2.39%
▪ Videos	4	1.37%
▪ Cybersecurity	3	1.02%
▪ Human trafficking	7	2.39%
Total	293	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	7	5.98%
▪ Content wasn't easy to understand	69	58.97%
▪ Error on page	9	7.69%
▪ Multimedia / technical problem	22	18.80%
▪ Outdated information	10	8.55%
Total	117	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	12	7.02%
▪ Educator	9	5.26%
▪ Federal government employee	6	3.51%
▪ First responder / law enforcement official	9	5.26%
▪ Government contractor	3	1.75%
▪ International visitor	9	5.26%
▪ Job seeker	27	15.79%
▪ Media representative	3	1.75%
▪ Non-profit staff or volunteer	14	8.19%
▪ State, tribal, territorial or local government representative	4	2.34%
▪ Student	4	2.34%
▪ Traveler (domestic or international)	63	36.84%
▪ Other	8	4.68%
Total	171	100%