

ICE.gov Web Analytics

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Total Visits

340,052

% of Total: 100.00% (340,052)

Avg. Visit Duration

00:02:45

Avg for View: 00:02:45 (0.00%)

Pageviews

569,418

% of Total: 100.00% (569,418)

Unique Visitors

164,933

% of Total: 100.00% (164,933)

Avg. Pages / Visit

1.67

Avg for View: 1.67 (0.00%)

Avg. Time on Page

00:04:05

Avg for View: 00:04:05 (0.00%)

Bounce Rate

66.91%

Avg for View: 66.91% (0.00%)

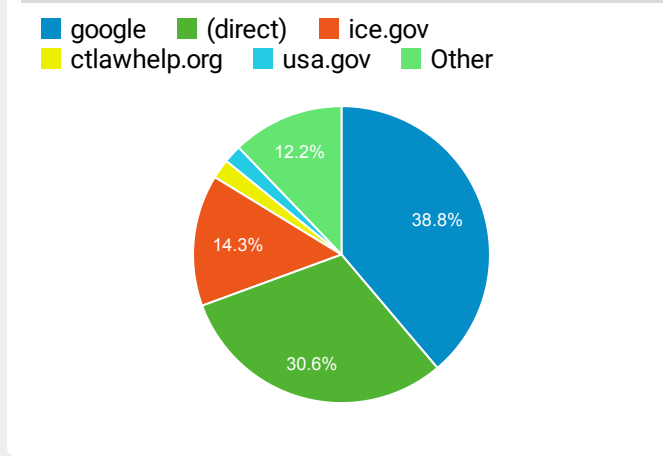
Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	509,321	65.53%
ICE U.S. Immigration and Customs Enforcement	4,209	63.75%
ICE Field Offices ICE	3,873	81.61%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	2,769	73.72%
ICE Tip Form ICE	2,524	85.45%
Check-In ICE	2,085	78.16%
Student and Exchange Visitor Program ICE	2,070	73.45%
I-901 SEVIS Fee ICE	1,710	75.82%
Oficina de Detención y Deportación ICE	1,421	62.10%
Reportarse ICE	1,373	81.90%

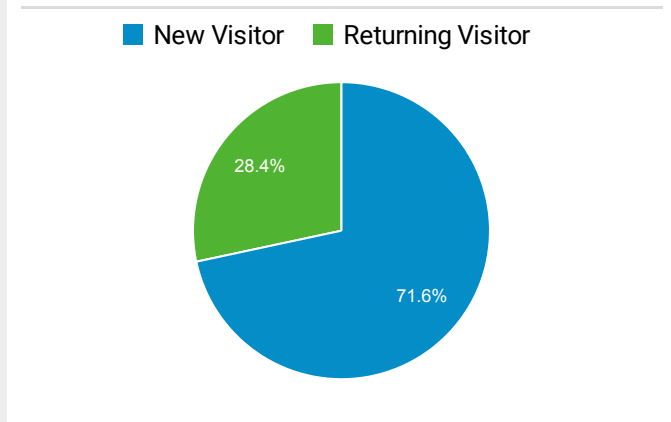
Visits by Social Network

Social Network	Sessions
Facebook	5,260
YouTube	1,037
Instagram	165
Twitter	117
Vkontakte	58
reddit	14
LinkedIn	13
WordPress	7
Quora	4
Instagram Stories	3

Visits by Source



New vs. Returned Visitors



Top keywords

Keyword	Users	Time on Page
ice collective bargaining agreement	43	01:35:33
uscis telework agreement	22	00:43:26
ice	18	01:19:08
ice locator	17	00:11:39
ICE	11	00:40:47
ice detainee locator	11	00:25:45
Ice	8	00:11:13
sevis fee	8	00:03:49
sevis	7	00:02:42
www.ice.gov/locator	7	01:01:12

DHS.gov Customer Satisfaction Survey

6/1/22- 6/31/22

Overall Customer Satisfaction Score

73.46

How would you rate your overall experience today?

62.01

Answer Choices	Responses	Points	Score
▪ Outstanding	116	100	11600
▪ Above Average	97	75	7275
▪ Average	111	50	5550
▪ Below Average	30	25	750
▪ Poor	52	0	0
Total	406		25175

Were you able to complete the purpose of your visit?

59.11

Answer Choices	Responses	Points	Score
▪ Yes	240	100	24000
▪ No	166	0	0
Total	406		24000

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

82.93

Answer Choices	Responses	Points	Score
▪ Yes	272	100	27200
▪ No	56	0	0
Total	328		27200

Will you recommend this website to a friend or colleague?

79.12

Answer Choices	Responses	Points	Score
▪ Yes	2327	100	232700
▪ No	614	0	0
Total	2941		232700

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

58.25

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	166	100	16600
▪ Had technical difficulties (e.g. error messages, broken links)	17	0	0
▪ Links did not take me where I expected	27	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	43	0	0
▪ Too many links or navigational choices	8	0	0
▪ Would often feel lost, not know where I was	18	0	0
Total	285		16600

How was your experience using our site search?

49.76

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	104	100	10400
▪ I was not sure what words to use in my search	21	0	0
▪ Results were not helpful	37	0	0
▪ Results were not relevant to my search terms or needs	18	0	0
▪ Results were too similar / redundant	7	0	0
▪ Returned not enough or no results	15	0	0
▪ Returned too many results	7	0	0
Total	209		10400

DHS.gov Customer Satisfaction Survey

Time period :6/1/2022-6/30/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	38	9.36%
▪ Student Exchange Visitor	87	21.43%
▪ Online Detainee	32	7.88%
▪ Investigations	19	4.68%
▪ Contracting opportunities	4	0.99%
▪ Email, RSS feeds, or subscription services	7	1.72%
▪ Forms or publications	15	3.69%
▪ Immigration Enforcement	74	18.23%
▪ Information about ICE (leadership, history, etc.)	16	3.94%
▪ Jobs / career information	45	11.08%
▪ Law enforcement	12	2.96%
▪ News	19	4.68%
▪ Photographs	2	0.49%
▪ Small business resources	5	1.23%
▪ Training	8	1.97%
▪ Videos	2	0.49%
▪ Cybersecurity	6	1.48%
▪ Human trafficking	15	3.69%
Total	406	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	15	10.00%
▪ Content wasn't easy to understand	16	10.67%
▪ Error on page	20	13.33%
▪ Multimedia / technical problem	26	17.33%
▪ Outdated information	73	48.67%
Total	150	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	13	4.00%
▪ Educator	24	7.38%
▪ Federal government employee	15	4.62%
▪ First responder / law enforcement official	14	4.31%
▪ Government contractor	7	2.15%
▪ International visitor	9	2.77%
▪ Job seeker	29	8.92%
▪ Media representative	1	0.31%
▪ Non-profit staff or volunteer	21	6.46%
▪ State, tribal, territorial or local government representative	9	2.77%
▪ Student	85	26.15%
▪ Traveler (domestic or international)	10	3.08%
▪ Other	88	27.08%
Total	325	100%