

ICE.gov Web Analytics

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions

Total Visits
887,978
% of Total: 100.00% (887,978)

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

Pageviews
1,599,089
% of Total: 100.00% (1,599,089)

Unique Visitors
609,502
% of Total: 100.00% (609,502)

Avg. Pages / Visit
1.80
Avg for View: 1.80 (0.00%)

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

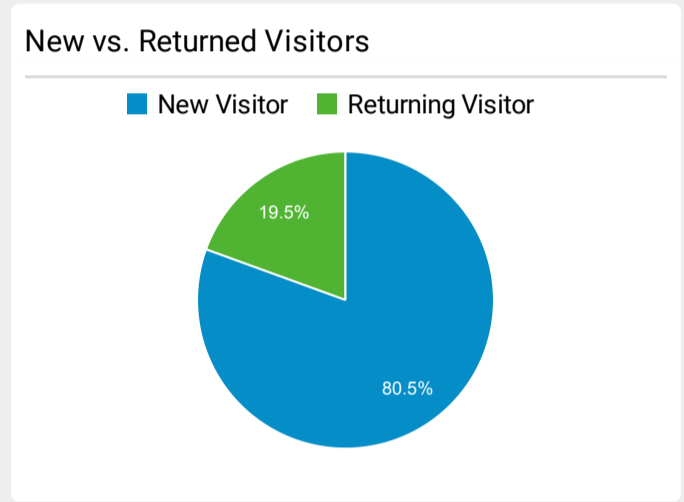
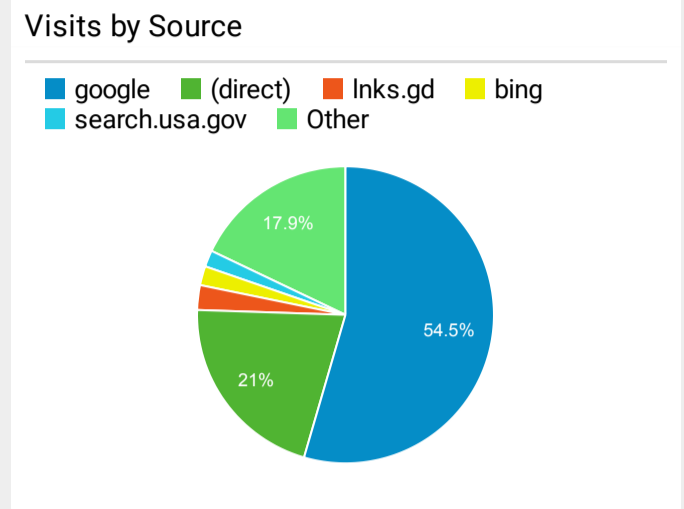
Bounce Rate
64.19%
Avg for View: 64.19% (0.00%)

Top Pages

Page Title	Pageviews	Bounce Rate
(not set)	237,901	68.59%
ICE U.S. Immigration and Customs Enforcement	124,197	49.60%
ICE Field Offices ICE	96,314	39.71%
ICE Tip Form ICE	56,345	79.17%
Detention Facilities ICE	43,867	39.09%
Student and Exchange Visitor Program ICE	41,736	53.61%
Contact ICE	33,520	57.36%
Newsroom ICE	31,238	66.15%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	29,760	41.91%
Page Not Found ICE	28,113	68.13%

Visits by Social Network

Social Network	Sessions
Facebook	14,267
Twitter	3,818
LinkedIn	3,514
YouTube	406
reddit	235
Blogger	188
Quora	149
Instagram	98
Naver	44
Instagram Stories	43



Top keywords

Keyword	Users	Time on Page
ice	140	06:14:45
ICE	81	03:03:55
ice detainee locator	80	07:30:16
ice locator	37	02:10:37
undefined	37	05:48:46
https://www.ice.gov/features/ERO-2020	23	02:48:29
pbnds 2011	23	02:37:14
ice immigration	22	01:19:20
ice.gov	22	02:08:54
immigration and customs enforcement	22	02:09:39

DHS.gov Customer Satisfaction Survey

3/1/21- 3/31/21

Overall Customer Satisfaction Score

69.82

How would you rate your overall experience today?

64.05

Answer Choices	Responses	Points	Score
▪ Outstanding	100	100	10000
▪ Above Average	65	75	4875
▪ Average	74	50	3700
▪ Below Average	23	25	575
▪ Poor	37	0	0
Total	299		19150

Were you able to complete the purpose of your visit?

61.20

Answer Choices	Responses	Points	Score
▪ Yes	183	100	18300
▪ No	116	0	0
Total	299		18300

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

85.88

Answer Choices	Responses	Points	Score
▪ Yes	219	100	21900
▪ No	36	0	0
Total	255		21900

Will you recommend this website to a friend or colleague?

81.01

Answer Choices	Responses	Points	Score
▪ Yes	209	100	20900
▪ No	49	0	0
Total	258		20900

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

66.06

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	146	100	14600
▪ Had technical difficulties (e.g. error messages, broken links)	9	0	0
▪ Links did not take me where I expected	18	0	0
▪ Links / labels are difficult to understand, they are not intuitive	10	0	0
▪ Navigated to general area but couldn't find the specific content needed	26	0	0
▪ Too many links or navigational choices	5	0	0
▪ Would often feel lost, not know where I was	7	0	0
Total	221		14600

How was your experience using our site search?

57.62

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	87	100	8700
▪ I was not sure what words to use in my search	15	0	0
▪ Results were not helpful	18	0	0
▪ Results were not relevant to my search terms or needs	13	0	0
▪ Results were too similar / redundant	5	0	0
▪ Returned not enough or no results	8	0	0
▪ Returned too many results	5	0	0
Total	151		8700

DHS.gov Customer Satisfaction Survey

Time period :3/1/2021 -3/31/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	24	8.03%
▪ Student Exchange Visitor	41	13.71%
▪ Online Detainee	24	8.03%
▪ Investigations	15	5.02%
▪ Contracting opportunities	4	1.34%
▪ Email, RSS feeds, or subscription services	4	1.34%
▪ Forms or publications	7	2.34%
▪ Immigration Enforcement	56	18.73%
▪ Information about ICE (leadership, history, etc.)	23	7.69%
▪ Jobs / career information	34	11.37%
▪ Law enforcement	16	5.35%
▪ News	17	5.69%
▪ Photographs	3	1.00%
▪ Small business resources	0	0.00%
▪ Training	6	2.01%
▪ Videos	0	0.00%
▪ Cybersecurity	7	2.34%
▪ Human trafficking	18	6.02%
Total	299	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	9	8.57%
▪ Content wasn't easy to understand	54	51.43%
▪ Error on page	9	8.57%
▪ Multimedia / technical problem	13	12.38%
▪ Outdated information	20	19.05%
Total	105	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	9	3.56%
▪ Educator	15	5.93%
▪ Federal government employee	11	4.35%
▪ First responder / law enforcement official	6	2.37%
▪ Government contractor	6	2.37%
▪ International visitor	8	3.16%
▪ Job seeker	26	10.28%
▪ Media representative	2	0.79%
▪ Non-profit staff or volunteer	16	6.32%
▪ State, tribal, territorial or local government representative	2	0.79%
▪ Student	62	24.51%
▪ Traveler (domestic or international)	6	2.37%
▪ Other	84	33.20%
Total	253	100%