

# ICE.gov Web Analytics

May 1, 2020 - May 31, 2020

All Users  
100.00% Sessions

## Total Visits

**836,236**

% of Total: 100.00% (836,236)



## Avg. Visit Duration

**00:01:58**

Avg for View: 00:01:58 (0.00%)



## Pageviews

**1,550,117**

% of Total: 100.00% (1,550,117)



## Unique Visitors

**579,161**

% of Total: 100.00% (579,161)



## Avg. Pages / Visit

**1.85**

Avg for View: 1.85 (0.00%)



## Avg. Time on Page

**00:02:17**

Avg for View: 00:02:17 (0.00%)



## Bounce Rate

**63.04%**

Avg for View: 63.04% (0.00%)



## Top Pages

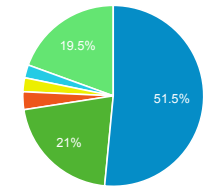
Page Title	Pageviews	Bounce Rate
(not set)	180,852	69.65%
ICE	156,488	41.92%
ICE Guidance on COVID-19   ICE	93,212	67.06%
HSI Tip Form   ICE	65,057	69.70%
News Releases   ICE	39,966	64.29%
Student and Exchange Visitor Program   ICE	37,423	48.62%
DHS announces flexibility in requirements related to Form I-9 compliance   ICE	32,705	81.10%
Working for ICE   ICE	30,323	33.46%
Detention Facility Locator   ICE	25,867	42.40%
General Contact Information   ICE	24,471	68.00%

## Visits by Social Network

Social Network	Sessions
Facebook	22,036
Twitter	8,822
YouTube	1,826
LinkedIn	1,389
Blogger	1,090
wikiHow	403
Instagram	193
reddit	147
Naver	131
Quora	111

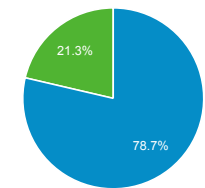
## Visits by Source

■ google
 ■ (direct)
 ■ Inks.gd
 ■ bing
 ■ m.facebook.com
 ■ Other



## New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



## Top keywords

Keyword	Users	Time on Page
amazon	2,555	00:00:36
ice	524	27:43:42
ice detainee locator	240	13:23:57
ICE	170	06:43:33
ice locator	152	08:51:38
ice.gov	114	10:15:05
ice inmate locator	92	05:31:36
https://www.ice.gov/coronavirus	72	04:05:14
immigration and customs enforcement	61	04:50:41
detainee locator	54	03:20:27

# DHS.gov Customer Satisfaction Survey

5/1/20- 5/31/20

## Overall Customer Satisfaction Score

**71.20**

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

**63.25**

Answer Choices	Responses	Points	Score
▪ Outstanding	186	100	18600
▪ Above Average	137	75	10275
▪ Average	178	50	8900
▪ Below Average	40	25	1000
▪ Poor	72	0	0
<b>Total</b>	<b>613</b>		<b>38775</b>

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

**67.54**

Answer Choices	Responses	Points	Score
▪ Yes	414	100	41400
▪ No	199	0	0
<b>Total</b>	<b>613</b>		<b>41400</b>

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

**87.07**

Answer Choices	Responses	Points	Score
▪ Yes	458	100	45800
▪ No	68	0	0
<b>Total</b>	<b>526</b>		<b>45800</b>

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

**82.33**

Answer Choices	Responses	Points	Score
▪ Yes	438	100	43800
▪ No	94	0	0
<b>Total</b>	<b>532</b>		<b>43800</b>

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

**64.36**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	298	100	29800
▪ Had technical difficulties (e.g. error messages, broken links)	21	0	0
▪ Links did not take me where I expected	29	0	0
▪ Links / labels are difficult to understand, they are not intuitive	17	0	0
▪ Navigated to general area but couldn't find the specific content needed	58	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	20	0	0
<b>Total</b>	<b>463</b>		<b>29800</b>

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

**56.34**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	151	100	15100
▪ I was not sure what words to use in my search	20	0	0
▪ Results were not helpful	41	0	0
▪ Results were not relevant to my search terms or needs	18	0	0
▪ Results were too similar / redundant	9	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	15	0	0
<b>Total</b>	<b>268</b>		<b>15100</b>

# DHS.gov Customer Satisfaction Survey

Time period :5/1/2020 -5/31/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	45	7.34%
▪ Student Exchange Visitor	68	11.09%
▪ Online Detainee	31	5.06%
▪ Investigations	48	7.83%
▪ Contracting opportunities	2	0.33%
▪ Email, RSS feeds, or subscription services	8	1.31%
▪ Forms or publications	27	4.40%
▪ Immigration Enforcement	157	25.61%
▪ Information about ICE (leadership, history, etc.)	34	5.55%
▪ Jobs / career information	62	10.11%
▪ Law enforcement	31	5.06%
▪ News	43	7.01%
▪ Photographs	4	0.65%
▪ Small business resources	2	0.33%
▪ Training	5	0.82%
▪ Videos	2	0.33%
▪ Cybersecurity	12	1.96%
▪ Human trafficking	32	5.22%
<b>Total</b>	<b>613</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	15	8.24%
▪ Content wasn't easy to understand	85	46.70%
▪ Error on page	22	12.09%
▪ Multimedia / technical problem	26	14.29%
▪ Outdated information	34	18.68%
<b>Total</b>	<b>182</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	26	4.92%
▪ Educator	38	7.20%
▪ Federal government employee	22	4.17%
▪ First responder / law enforcement official	19	3.60%
▪ Government contractor	17	3.22%
▪ International visitor	20	3.79%
▪ Job seeker	50	9.47%
▪ Media representative	6	1.14%
▪ Non-profit staff or volunteer	32	6.06%
▪ State, tribal, territorial or local government representative	8	1.52%
▪ Student	81	15.34%
▪ Traveler (domestic or international)	9	1.70%
▪ Other	200	37.88%
<b>Total</b>	<b>528</b>	<b>100%</b>