

ICE.gov Web Analytics

Nov 1, 2020 - Nov 30, 2020

All Users
100.00% Sessions

Total Visits

892,822

% of Total: 100.00% (892,822)



Avg. Visit Duration

00:01:56

Avg for View: 00:01:56 (0.00%)



Pageviews

1,618,949

% of Total: 100.00% (1,618,949)



Unique Visitors

650,225

% of Total: 100.00% (650,225)



Avg. Pages / Visit

1.81

Avg for View: 1.81 (0.00%)



Avg. Time on Page

00:02:21

Avg for View: 00:02:21 (0.00%)



Bounce Rate

64.55%

Avg for View: 64.55% (0.00%)



Top Pages

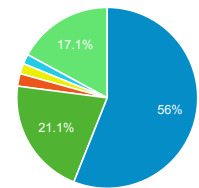
Page Title	Pageviews	Bounce Rate
(not set)	207,775	66.97%
ICE U.S. Immigration and Customs Enforcement	162,220	47.34%
Operation Stolen Promise ICE	45,538	89.02%
HSI Tip Form ICE	45,314	69.94%
News Releases ICE	39,356	68.58%
ICE Guidance on COVID-19 ICE	38,877	68.88%
Student and Exchange Visitor Program ICE	33,087	55.77%
Detention Facility Locator ICE	30,648	41.59%
Working for ICE ICE	26,983	35.79%
General Contact Information ICE	21,955	65.65%

Visits by Social Network

Social Network	Sessions
Facebook	14,766
Twitter	12,552
LinkedIn	1,011
YouTube	871
Instagram	285
reddit	243
Blogger	199
Instagram Stories	183
Quora	164
Sina Weibo	75

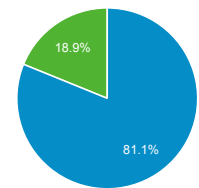
Visits by Source

google (direct) s0.2mdn.net bing Inks.gd Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	197	12:58:44
ice detainee locator	101	04:36:05
ICE	84	09:56:30
ice locator	73	07:07:34
sevis	40	01:32:59
ice.gov	36	01:47:45
undefined	32	04:26:26
ice inmate locator	30	00:54:27
immigration and customs enforcement	30	01:58:24
ice locator detainee	28	01:46:08

DHS.gov Customer Satisfaction Survey

11/1/20- 11/30/20

Overall Customer Satisfaction Score

71.58

How would you rate your overall experience today?

67.52

Answer Choices	Responses	Points	Score
▪ Outstanding	46	100	4600
▪ Above Average	35	75	2625
▪ Average	38	50	1900
▪ Below Average	5	25	125
▪ Poor	13	0	0
Total	137		9250

Were you able to complete the purpose of your visit?

73.72

Answer Choices	Responses	Points	Score
▪ Yes	101	100	10100
▪ No	36	0	0
Total	137		10100

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

85.71

Answer Choices	Responses	Points	Score
▪ Yes	96	100	9600
▪ No	16	0	0
Total	112		9600

Will you recommend this website to a friend or colleague?

78.76

Answer Choices	Responses	Points	Score
▪ Yes	89	100	8900
▪ No	24	0	0
Total	113		8900

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

73.00

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	73	100	7300
▪ Had technical difficulties (e.g. error messages, broken links)	5	0	0
▪ Links did not take me where I expected	5	0	0
▪ Links / labels are difficult to understand, they are not intuitive	3	0	0
▪ Navigated to general area but couldn't find the specific content needed	8	0	0
▪ Too many links or navigational choices	2	0	0
▪ Would often feel lost, not know where I was	4	0	0
Total	100		7300

How was your experience using our site search?

47.92

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	46	100	4600
▪ I was not sure what words to use in my search	33	0	0
▪ Results were not helpful	5	0	0
▪ Results were not relevant to my search terms or needs	5	0	0
▪ Results were too similar / redundant	2	0	0
▪ Returned not enough or no results	4	0	0
▪ Returned too many results	1	0	0
Total	96		4600

DHS.gov Customer Satisfaction Survey

Time period :11/1/2020 -11/30/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	13	9.49%
▪ Student Exchange Visitor	18	13.14%
▪ Online Detainee	3	2.19%
▪ Investigations	14	10.22%
▪ Contracting opportunities	2	1.46%
▪ Email, RSS feeds, or subscription services	1	0.73%
▪ Forms or publications	4	2.92%
▪ Immigration Enforcement	29	21.17%
▪ Information about ICE (leadership, history, etc.)	5	3.65%
▪ Jobs / career information	15	10.95%
▪ Law enforcement	8	5.84%
▪ News	4	2.92%
▪ Photographs	1	0.73%
▪ Small business resources	1	0.73%
▪ Training	3	2.19%
▪ Videos	1	0.73%
▪ Cybersecurity	6	4.38%
▪ Human trafficking	9	6.57%
Total	137	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	3	9.68%
▪ Content wasn't easy to understand	15	48.39%
▪ Error on page	2	6.45%
▪ Multimedia / technical problem	4	12.90%
▪ Outdated information	7	22.58%
Total	31	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	5	3.07%
▪ Educator	6	3.68%
▪ Federal government employee	2	1.23%
▪ First responder / law enforcement official	9	5.52%
▪ Government contractor	2	1.23%
▪ International visitor	6	3.68%
▪ Job seeker	18	11.04%
▪ Media representative	1	0.61%
▪ Non-profit staff or volunteer	8	4.91%
▪ State, tribal, territorial or local government representative	2	1.23%
▪ Student	30	18.40%
▪ Traveler (domestic or international)	3	1.84%
▪ Other	71	43.56%
Total	163	100%