

ICE.gov Web Analytics

1 Nov 2022 - 30 Nov 2022

All Users
100.00% Sessions

Total Visits
733,093
% of Total: 100.00% (733,093)

Avg. Visit Duration
00:02:15
Avg for View: 00:02:15 (0.00%)

Pageviews
1,338,945
% of Total: 100.00% (1,338,945)

Unique Visitors
462,474
% of Total: 100.00% (462,474)

Avg. Pages / Visit
1.83
Avg for View: 1.83 (0.00%)

Avg. Time on Page
00:02:43
Avg for View: 00:02:43 (0.00%)

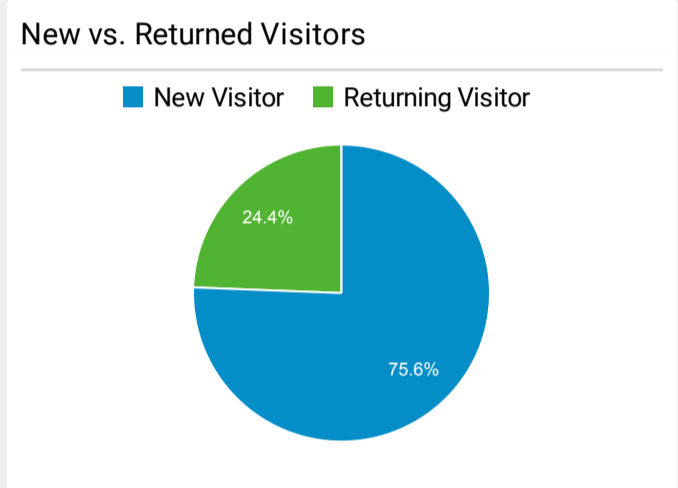
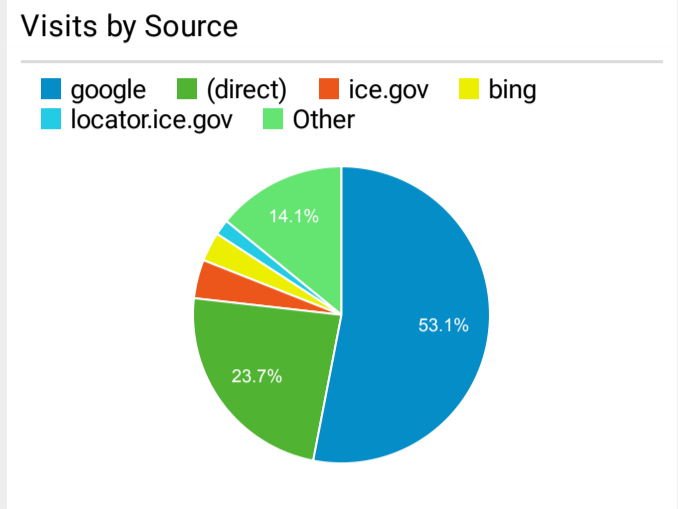
Bounce Rate
67.38%
Avg for View: 67.38% (0.00%)

Top Pages

Page Title	Page Views	Bounce Rate
(not set)	282,779	66.27%
ICE Field Offices ICE	93,680	48.51%
ICE U.S. Immigration and Customs Enforcement	76,518	52.75%
Check-In ICE	71,611	65.46%
Oficina de Detención y Deportación ICE	46,714	56.82%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	38,955	53.76%
Reportarse ICE	31,228	68.07%
Student and Exchange Visitor Program ICE	30,726	66.54%
ICE Tip Form ICE	28,253	79.73%
Detention Facilities ICE	27,708	35.71%

Visits by Social Network

Social Network	Sessions
Facebook	3,943
Twitter	950
YouTube	856
Instagram	235
reddit	85
LinkedIn	76
Quora	68
Naver	40
Vkontakte	14
Blogger	11



Top keywords

Keyword	Users	Time on Page
site:www.ice.gov	60	00:00:00
ice	30	00:39:14
https://www.ice.gov/es/sobre-ICE/ero	22	00:31:33
sevis fee	16	00:10:14
https://locator.ice.gov/odls/#/index	12	01:05:26
https://www.ice.gov/es	10	00:22:44
https://www.ice.gov/es/contactenos/revision-casos-ICE	10	00:05:39
locator ice	10	00:21:04
locator.ice.gov en espanol	10	00:50:22
sevis	10	00:17:31

DHS.gov Customer Satisfaction Survey

11/1/22- 11/30/22

Overall Customer Satisfaction Score **60.88**

How would you rate your overall experience today? **59.29**

Answer Choices	Responses	Points	Score
▪ Outstanding	122	100	12200
▪ Above Average	99	75	7425
▪ Average	128	50	6400
▪ Below Average	50	25	1250
▪ Poor	61	0	0
Total	460		27275

Were you able to complete the purpose of your visit? **53.48**

Answer Choices	Responses	Points	Score
▪ Yes	246	100	24600
▪ No	214	0	0
Total	460		24600

Would you still return to this website if you could get this information or service from another source? **81.97**

Answer Choices	Responses	Points	Score
▪ Yes	291	100	29100
▪ No	64	0	0
Total	355		29100

Will you recommend this website to a friend or colleague? **72.02**

Answer Choices	Responses	Points	Score
▪ Yes	260	100	26000
▪ No	101	0	0
Total	361		26000

Please describe your experience finding your way around (navigating)ICE.gov today. **50.16**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	154	100	15400
▪ Had technical difficulties (e.g. error messages, broken links)	17	0	0
▪ Links did not take me where I expected	35	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	44	0	0
▪ Too many links or navigational choices	21	0	0
▪ Would often feel lost, not know where I was	19	0	0
Total	307		15400

How was your experience using our site search? **42.98**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	98	100	9800
▪ I was not sure what words to use in my search	23	0	0
▪ Results were not helpful	48	0	0
▪ Results were not relevant to my search terms or needs	31	0	0
▪ Results were too similar / redundant	8	0	0
▪ Returned not enough or no results	16	0	0
▪ Returned too many results	4	0	0
Total	228		9800

DHS.gov Customer Satisfaction Survey

Time period :11/1/2022-11/30/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	36	7.83%
▪ Student Exchange Visitor	71	15.43%
▪ Online Detainee	64	13.91%
▪ Investigations	25	5.43%
▪ Contracting opportunities	2	0.43%
▪ Email, RSS feeds, or subscription services	12	2.61%
▪ Forms or publications	12	2.61%
▪ Immigration Enforcement	95	20.65%
▪ Information about ICE (leadership, history, etc.)	29	6.30%
▪ Jobs / career information	26	5.65%
▪ Law enforcement	17	3.70%
▪ News	24	5.22%
▪ Photographs	4	0.87%
▪ Small business resources	0	0.00%
▪ Training	6	1.30%
▪ Videos	3	0.65%
▪ Cybersecurity	12	2.61%
▪ Human trafficking	22	4.78%
Total	460	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	22	11.34%
▪ Content wasn't easy to understand	38	19.59%
▪ Error on page	20	10.31%
▪ Multimedia / technical problem	27	13.92%
▪ Outdated information	87	44.85%
Total	194	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	14	3.98%
▪ Educator	14	3.98%
▪ Federal government employee	12	3.41%
▪ First responder / law enforcement official	14	3.98%
▪ Government contractor	10	2.84%
▪ International visitor	21	5.97%
▪ Job seeker	25	7.10%
▪ Media representative	4	1.14%
▪ Non-profit staff or volunteer	22	6.25%
▪ State, tribal, territorial or local government representative	1	0.28%
▪ Student	90	25.57%
▪ Traveler (domestic or international)	9	2.56%
▪ Other	116	32.95%
Total	352	100%