


ICE.gov Web Analytics

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions


Total Visits

1,011,583
% of Total: 100.00% (1,011,583)



Avg. Visit Duration

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




Pageviews

1,845,073
% of Total: 100.00% (1,845,073)




Unique Visitors

718,947
% of Total: 100.00% (718,947)




Avg. Pages / Visit

1.82
Avg for View: 1.82 (0.00%)




Avg. Time on Page

00:02:20
Avg for View: 00:02:20 (0.00%)



Bounce Rate

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



Top Pages

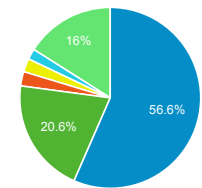
Page Title	Pageviews	Bounce Rate
(not set)	234,586	68.04%
ICE	131,100	43.85%
HSI Tip Form ICE	83,592	74.73%
ICE U.S. Immigration and Customs Enforcement	55,534	44.30%
ICE arrests 15 nonimmigrant students for OPT-related fraud ICE	48,644	87.94%
News Releases ICE	45,300	68.01%
ICE Guidance on COVID-19 ICE	41,287	69.48%
Detention Facility Locator ICE	36,500	43.31%
Student and Exchange Visitor Program ICE	35,702	55.88%
Working for ICE ICE	31,261	36.45%

Visits by Social Network

Social Network	Sessions
Facebook	29,707
Twitter	12,666
YouTube	2,289
Instagram	635
LinkedIn	533
Instagram Stories	452
Blogger	431
reddit	176
Quora	165
TypePad	99

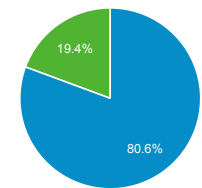
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	316	17:01:13
ice detainee locator	144	06:19:46
ICE	121	15:58:26
ice locator	73	03:55:56
undefined	52	03:02:39
ice inmate locator	43	02:15:30
ice.gov	43	01:42:27
ice locator detainee	37	01:48:23
immigration and customs enforcement	34	02:46:56
pbnds 2011	33	03:41:46

DHS.gov Customer Satisfaction Survey

10/1/20- 10/31/20

Overall Customer Satisfaction Score

70.49

How would you rate your overall experience today?

63.33

Answer Choices	Responses	Points	Score
▪ Outstanding	61	100	6100
▪ Above Average	45	75	3375
▪ Average	49	50	2450
▪ Below Average	17	25	425
▪ Poor	23	0	0
Total	195		12350

Were you able to complete the purpose of your visit?

69.23

Answer Choices	Responses	Points	Score
▪ Yes	135	100	13500
▪ No	60	0	0
Total	195		13500

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

79.52

Answer Choices	Responses	Points	Score
▪ Yes	132	100	13200
▪ No	34	0	0
Total	166		13200

Will you recommend this website to a friend or colleague?

78.92

Answer Choices	Responses	Points	Score
▪ Yes	131	100	13100
▪ No	35	0	0
Total	166		13100

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

65.94

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	91	100	9100
▪ Had technical difficulties (e.g. error messages, broken links)	8	0	0
▪ Links did not take me where I expected	12	0	0
▪ Links / labels are difficult to understand, they are not intuitive	2	0	0
▪ Navigated to general area but couldn't find the specific content needed	13	0	0
▪ Too many links or navigational choices	4	0	0
▪ Would often feel lost, not know where I was	8	0	0
Total	138		9100

How was your experience using our site search?

65.94

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	91	100	9100
▪ I was not sure what words to use in my search	8	0	0
▪ Results were not helpful	12	0	0
▪ Results were not relevant to my search terms or needs	2	0	0
▪ Results were too similar / redundant	13	0	0
▪ Returned not enough or no results	4	0	0
▪ Returned too many results	8	0	0
Total	138		9100

DHS.gov Customer Satisfaction Survey

Time period :10/1/2020 -10/31/2020

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	19	9.74%
▪ Student Exchange Visitor	23	11.79%
▪ Online Detainee	10	5.13%
▪ Investigations	23	11.79%
▪ Contracting opportunities	3	1.54%
▪ Email, RSS feeds, or subscription services	1	0.51%
▪ Forms or publications	5	2.56%
▪ Immigration Enforcement	32	16.41%
▪ Information about ICE (leadership, history, etc.)	15	7.69%
▪ Jobs / career information	11	5.64%
▪ Law enforcement	10	5.13%
▪ News	13	6.67%
▪ Photographs	1	0.51%
▪ Small business resources	3	1.54%
▪ Training	4	2.05%
▪ Videos	0	0.00%
▪ Cybersecurity	2	1.03%
▪ Human trafficking	20	10.26%
Total	195	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	5	9.43%
▪ Content wasn't easy to understand	21	39.62%
▪ Error on page	3	5.66%
▪ Multimedia / technical problem	16	30.19%
▪ Outdated information	8	15.09%
Total	53	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%