

ICE.gov Web Analytics

1 Oct 2022 - 31 Oct 2022

All Users
100.00% Sessions

Total Visits
877,895
% of Total: 100.00% (877,895)

Avg. Visit Duration
00:02:19
Avg for View: 00:02:19 (0.00%)

Pageviews
1,597,834
% of Total: 100.00% (1,597,834)

Unique Visitors
526,385
% of Total: 100.00% (526,385)

Avg. Pages / Visit
1.82
Avg for View: 1.82 (0.00%)

Avg. Time on Page
00:02:49
Avg for View: 00:02:49 (0.00%)

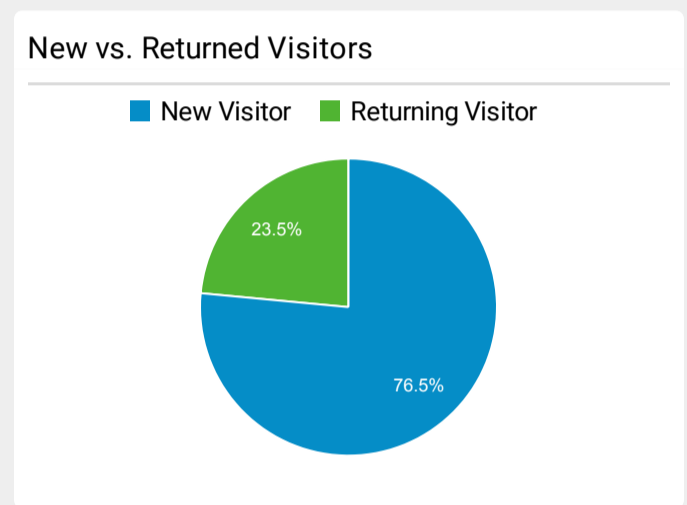
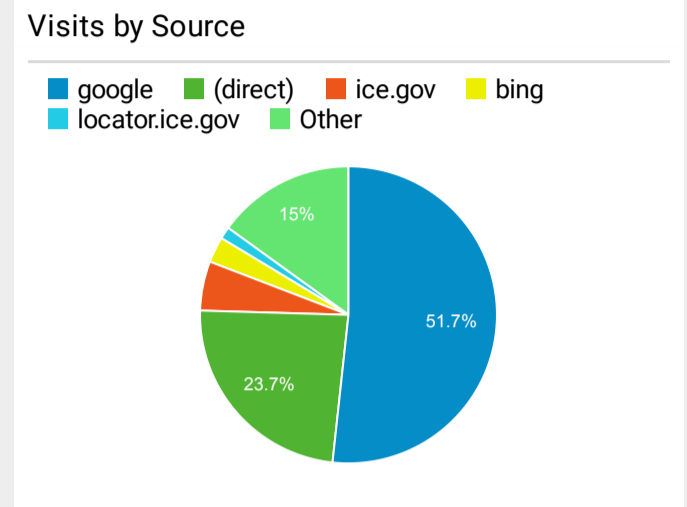
Bounce Rate
67.34%
Avg for View: 67.34% (0.00%)

Top Pages

Page Title	Page Views	Bounce Rate
(not set)	480,398	66.76%
ICE Field Offices ICE	96,641	46.91%
ICE U.S. Immigration and Customs Enforcement	80,619	52.91%
Check-In ICE	72,492	64.00%
Oficina de Detención y Deportación ICE	46,808	58.80%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	39,440	55.09%
Reportarse ICE	37,344	66.67%
ICE Tip Form ICE	30,311	79.28%
Student and Exchange Visitor Program ICE	29,725	65.80%
Detention Facilities ICE	28,935	33.42%

Visits by Social Network

Social Network	Sessions
Facebook	6,501
Twitter	1,991
YouTube	1,291
Instagram	361
reddit	195
LinkedIn	181
Quora	55
Instagram Stories	30
Naver	26
Snapchat	25



Top keywords

Keyword	Users	Time on Page
ice	21	00:24:16
site:www.ice.gov	20	00:00:00
locator.ice.gov	17	02:22:03
https://www.ice.gov/es/sobre-ICE/ero	13	00:35:16
sevis	12	00:04:44
https://locator.ice.gov/	11	02:24:18
https://www.ice.gov/	11	00:10:03
locator ice	11	01:12:26
www.ice.gov locator	10	01:10:45
https://locator.ice.gov/odls/#/index	9	00:22:54

DHS.gov Customer Satisfaction Survey

10/1/22- 10/31/22

Overall Customer Satisfaction Score

63.64

How would you rate your overall experience today?

61.46

Answer Choices	Responses	Points	Score
▪ Outstanding	155	100	15500
▪ Above Average	99	75	7425
▪ Average	124	50	6200
▪ Below Average	47	25	1175
▪ Poor	68	0	0
Total	493		30300

Were you able to complete the purpose of your visit?

57.61

Answer Choices	Responses	Points	Score
▪ Yes	284	100	28400
▪ No	209	0	0
Total	493		28400

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

77.18

Answer Choices	Responses	Points	Score
▪ Yes	301	100	30100
▪ No	89	0	0
Total	390		30100

Will you recommend this website to a friend or colleague?

80.99

Answer Choices	Responses	Points	Score
▪ Yes	277	100	27700
▪ No	65	0	0
Total	342		27700

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

55.62

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	188	100	18800
▪ Had technical difficulties (e.g. error messages, broken links)	18	0	0
▪ Links did not take me where I expected	36	0	0
▪ Links / labels are difficult to understand, they are not intuitive	15	0	0
▪ Navigated to general area but couldn't find the specific content needed	43	0	0
▪ Too many links or navigational choices	18	0	0
▪ Would often feel lost, not know where I was	20	0	0
Total	338		18800

How was your experience using our site search?

43.44

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	96	100	9600
▪ I was not sure what words to use in my search	22	0	0
▪ Results were not helpful	43	0	0
▪ Results were not relevant to my search terms or needs	22	0	0
▪ Results were too similar / redundant	7	0	0
▪ Returned not enough or no results	24	0	0
▪ Returned too many results	7	0	0
Total	221		9600

DHS.gov Customer Satisfaction Survey

Time period :10/1/2022-10/31/2022

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	53	10.73%
▪ Student Exchange Visitor	63	12.75%
▪ Online Detainee	47	9.51%
▪ Investigations	35	7.09%
▪ Contracting opportunities	4	0.81%
▪ Email, RSS feeds, or subscription services	4	0.81%
▪ Forms or publications	19	3.85%
▪ Immigration Enforcement	94	19.03%
▪ Information about ICE (leadership, history, etc.)	45	9.11%
▪ Jobs / career information	46	9.31%
▪ Law enforcement	16	3.24%
▪ News	16	3.24%
▪ Photographs	4	0.81%
▪ Small business resources	5	1.01%
▪ Training	11	2.23%
▪ Videos	4	0.81%
▪ Cybersecurity	9	1.82%
▪ Human trafficking	19	3.85%
Total	494	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	19	9.79%
▪ Content wasn't easy to understand	25	12.89%
▪ Error on page	24	12.37%
▪ Multimedia / technical problem	44	22.68%
▪ Outdated information	82	42.27%
Total	194	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	18	5.26%
▪ Educator	19	5.56%
▪ Federal government employee	14	4.09%
▪ First responder / law enforcement official	20	5.85%
▪ Government contractor	12	3.51%
▪ International visitor	19	5.56%
▪ Job seeker	30	8.77%
▪ Media representative	5	1.46%
▪ Non-profit staff or volunteer	27	7.89%
▪ State, tribal, territorial or local government representative	8	2.34%
▪ Student	74	21.64%
▪ Traveler (domestic or international)	86	25.15%
▪ Other	10	2.92%
Total	342	100%