

ICE.gov Web Analytics

Sep 30, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Total Visits

39,124
% of Total: 100.00% (39,124)

Avg. Visit Duration

00:02:16
Avg for View: 00:02:16 (0.00%)

Pageviews

73,887
% of Total: 100.00% (73,887)

Unique Visitors

31,437
% of Total: 100.00% (31,437)

Avg. Pages / Visit

1.89
Avg for View: 1.89 (0.00%)

Avg. Time on Page

00:02:32
Avg for View: 00:02:32 (0.00%)

Bounce Rate

61.29%
Avg for View: 61.29% (0.00%)

Top Pages

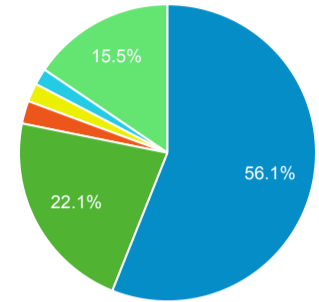
Page Title	Pageviews	Bounce Rate
(not set)	14,284	68.08%
ICE U.S. Immigration and Customs Enforcement	5,954	50.27%
ICE Field Offices ICE	4,929	35.09%
Check-In ICE	3,073	35.76%
ICE Tip Form ICE	2,635	82.89%
ICE Servicio de Inmigración y Control de Aduanas de Estados Unidos	2,131	32.92%
Reportarse ICE	1,671	43.73%
Contact ICE	1,664	56.54%
Oficina de Detención y Deportación ICE	1,629	16.15%
Student and Exchange Visitor Program ICE	1,600	51.02%

Visits by Social Network

Social Network	Sessions
Facebook	502
Twitter	54
LinkedIn	33
YouTube	29
Instagram	10
Quora	7
Naver	2
reddit	2
Blogger	1
Pinterest	1

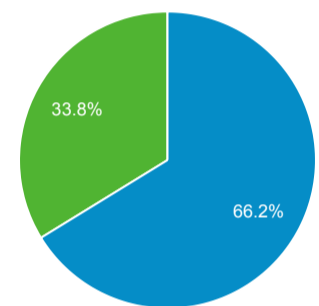
Visits by Source

google (direct) bing ice.gov
Inks.gd Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	4	00:18:20
ICE	2	00:02:50
ice.gov	2	00:00:38
- Willie Lopez, Miguel Angel Calderon and Juan Carlos Rodriguez. Each of whom pleaded guilty to narcotics offenses and received sentences ranging from 10 to 20 years in prison.	1	00:02:11
"IPR Center" "Chamber of Commerce" MOU	1	00:00:00
"IPR Center" "Kings College"	1	00:00:00
"IPR Center" Michigan A-CAPP	1	00:00:00
"IPR Center" MOU	1	00:00:00
1000 District Ave, Burlington, MA	1	00:00:00
126 northpoint dr	1	00:00:00

DHS.gov Customer Satisfaction Survey

9/1/21- 9/31/21

Overall Customer Satisfaction Score

63.22

How would you rate your overall experience today?

59.90

Answer Choices	Responses	Points	Score
▪ Outstanding	85	100	8500
▪ Above Average	56	75	4200
▪ Average	80	50	4000
▪ Below Average	22	25	550
▪ Poor	45	0	0
Total	288		17250

Were you able to complete the purpose of your visit?

61.46

Answer Choices	Responses	Points	Score
▪ Yes	177	100	17700
▪ No	111	0	0
Total	288		17700

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

80.65

Answer Choices	Responses	Points	Score
▪ Yes	175	100	17500
▪ No	42	0	0
Total	217		17500

Will you recommend this website to a friend or colleague?

79.19

Answer Choices	Responses	Points	Score
▪ Yes	175	100	17500
▪ No	46	0	0
Total	221		17500

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

57.67

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	109	100	10900
▪ Had technical difficulties (e.g. error messages, broken links)	11	0	0
▪ Links did not take me where I expected	13	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	33	0	0
▪ Too many links or navigational choices	14	0	0
▪ Would often feel lost, not know where I was	7	0	0
Total	189		10900

How was your experience using our site search?

38.34

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	74	100	7400
▪ I was not sure what words to use in my search	54	0	0
▪ Results were not helpful	21	0	0
▪ Results were not relevant to my search terms or needs	19	0	0
▪ Results were too similar / redundant	11	0	0
▪ Returned not enough or no results	6	0	0
▪ Returned too many results	8	0	0
Total	193		7400

DHS.gov Customer Satisfaction Survey

Time period :9/1/2021 -9/30/2021

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	33	11.66%
▪ Student Exchange Visitor	46	16.25%
▪ Online Detainee	27	9.54%
▪ Investigations	17	6.01%
▪ Contracting opportunities	7	2.47%
▪ Email, RSS feeds, or subscription services	11	3.89%
▪ Forms or publications	8	2.83%
▪ Immigration Enforcement	47	16.61%
▪ Information about ICE (leadership, history, etc.)	19	6.71%
▪ Jobs / career information	21	7.42%
▪ Law enforcement	13	4.59%
▪ News	9	3.18%
▪ Photographs	2	0.71%
▪ Small business resources	4	1.41%
▪ Training	2	0.71%
▪ Videos	4	1.41%
▪ Cybersecurity	2	0.71%
▪ Human trafficking	11	3.89%
Total	283	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	4.81%
▪ Content wasn't easy to understand	49	47.12%
▪ Error on page	16	15.38%
▪ Multimedia / technical problem	16	15.38%
▪ Outdated information	18	17.31%
Total	104	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	8	3.67%
▪ Educator	13	5.96%
▪ Federal government employee	8	3.67%
▪ First responder / law enforcement official	11	5.05%
▪ Government contractor	2	0.92%
▪ International visitor	12	5.50%
▪ Job seeker	24	11.01%
▪ Media representative	2	0.92%
▪ Non-profit staff or volunteer	6	2.75%
▪ State, tribal, territorial or local government representative	5	2.29%
▪ Student	50	22.94%
▪ Traveler (domestic or international)	5	2.29%
▪ Other	72	33.03%
Total	218	100%