

ICE.gov Web Analytics

Jan 1, 2018 - Jan 31, 2018

All Users
100.00% Sessions

Total Visits

990,317

% of Total: 100.00% (990,317)



Avg. Visit Duration

00:02:22

Avg for View: 00:02:22 (0.00%)



Pageviews

1,962,758

% of Total: 100.00% (1,962,758)



Unique Visitors

657,186

% of Total: 100.00% (657,186)



Avg. Pages / Visit

1.98

Avg for View: 1.98 (0.00%)



Avg. Time on Page

00:02:23

Avg for View: 00:02:23 (0.00%)



Bounce Rate

59.55%

Avg for View: 59.55% (0.00%)



Top Pages

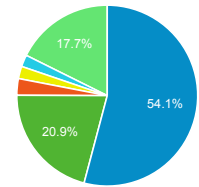
Page Title	Pageviews	Bounce Rate
(not set)	282,004	73.62%
ICE	246,813	38.50%
HSI Tip Form ICE	75,843	72.46%
Working for ICE ICE	65,125	31.60%
News Releases ICE	46,142	58.62%
Detention Facility Locator ICE	45,134	37.92%
General Contact Information ICE	44,705	53.66%
Enforcement and Removal Operations Field Offices ICE	36,292	50.13%
Student and Exchange Visitor Program ICE	35,384	48.18%
Contact ICE Field Offices ICE	30,493	44.71%

Visits by Social Network

Social Network	Sessions
Facebook	27,241
Twitter	14,484
reddit	1,095
YouTube	1,004
LinkedIn	701
Blogger	221
Instagram	185
wikiHow	127
Quora	112
Vkontakte	96

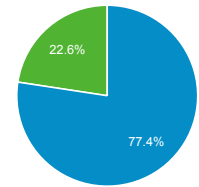
Visits by Source

google (direct) bing
m.facebook.com search.usa.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	620	21:31:21
ICE	351	09:21:54
child porn	62	00:05:23
sevis	61	02:04:05
ice detainee locator	56	03:09:05
ice immigration	51	02:08:25
ice.gov	38	01:40:50
Ice	35	00:28:21
sevis fee	33	01:47:21
amazon	32	00:00:00

DHS.gov Customer Satisfaction Survey

January 1 - January 31

Overall Customer Satisfaction Score

75.43

How would you rate your overall experience today?

69.04

Answer Choices	Responses	Points	Score
▪ Outstanding	258	100	25800
▪ Above Average	186	75	13950
▪ Average	196	50	9800
▪ Below Average	34	25	850
▪ Poor	56	0	0
Total	730		50400

Were you able to complete the purpose of your visit?

75.62

Answer Choices	Responses	Points	Score
▪ Yes	552	100	55200
▪ No	178	0	0
Total	730		55200

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

87.07

Answer Choices	Responses	Points	Score
▪ Yes	633	100	63300
▪ No	94	0	0
Total	727		63300

Will you recommend this website to a friend or colleague?

84.38

Answer Choices	Responses	Points	Score
▪ Yes	616	100	61600
▪ No	114	0	0
Total	730		61600

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

68.37

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	456	100	45600
▪ Had technical difficulties (e.g. error messages, broken links)	33	0	0
▪ Links did not take me where I expected	34	0	0
▪ Links / labels are difficult to understand, they are not intuitive	18	0	0
▪ Navigated to general area but couldn't find the specific content needed	69	0	0
▪ Too many links or navigational choices	28	0	0
▪ Would often feel lost, not know where I was	29	0	0
Total	667		45600

How was your experience using our site search?

61.37

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	251	100	25100
▪ I was not sure what words to use in my search	26	0	0
▪ Results were not helpful	50	0	0
▪ Results were not relevant to my search terms or needs	27	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	24	0	0
▪ Returned too many results	19	0	0
Total	409		25100

DHS.gov Customer Satisfaction Survey

January 1 - January 31

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	55	11.70%
▪ Contracting opportunities	71	15.11%
▪ Cybersecurity	8	1.70%
▪ Email, RSS feeds, or subscription services	11	2.34%
▪ Forms or publications	11	2.34%
▪ Human trafficking	30	6.38%
▪ Information about ICE (leadership, history, etc.)	40	8.51%
▪ Jobs / career information	153	32.55%
▪ Law enforcement	28	5.96%
▪ News	38	8.09%
▪ Photographs	5	1.06%
▪ Small business resources	3	0.64%
▪ Training	15	3.19%
▪ Videos	2	0.43%
Total	470	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	7	4.12%
▪ Content wasn't easy to understand	84	49.41%
▪ Error on page	20	11.76%
▪ Multimedia / technical problem	29	17.06%
▪ Outdated information	30	17.65%
Total	170	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	63	8.63%
▪ Educator	74	10.14%
▪ Federal government employee	40	5.48%
▪ First responder / law enforcement official	49	6.71%
▪ Government contractor	21	2.88%
▪ International visitor	43	5.89%
▪ Job seeker	155	21.23%
▪ Media representative	20	2.74%
▪ Non-profit staff or volunteer	49	6.71%
▪ State, tribal, territorial or local government representative	21	2.88%
▪ Student	168	23.01%
▪ Traveler (domestic or international)	27	3.70%
▪ Other	0	0.00%
Total	730	100%