

ICE.gov Web Analytics

Apr 1, 2019 - Apr 30, 2019

All Users
100.00% Sessions

Total Visits

1,243,409

% of Total: 100.00% (1,243,409)



Avg. Visit Duration

00:02:30

Avg for View: 00:02:30 (0.00%)



Pageviews

2,480,816

% of Total: 100.00% (2,480,816)



Unique Visitors

752,613

% of Total: 100.00% (752,613)



Avg. Pages / Visit

2.00

Avg for View: 2.00 (0.00%)



Avg. Time on Page

00:02:30

Avg for View: 00:02:30 (0.00%)



Bounce Rate

59.09%

Avg for View: 59.09% (0.00%)



Top Pages

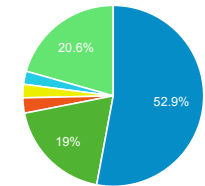
Page Title	Pageviews	Bounce Rate
(not set)	593,957	62.06%
ICE	252,875	37.57%
HSI Tip Form ICE	74,478	74.73%
Student and Exchange Visitor Program ICE	68,562	50.56%
Detention Facility Locator ICE	65,256	33.27%
Working for ICE ICE	47,701	33.73%
Enforcement and Removal Operations Field Offices ICE	46,032	51.07%
News Releases ICE	42,150	60.06%
General Contact Information ICE	35,823	57.81%
I-901 SEVIS Fee ICE	32,351	38.57%

Visits by Social Network

Social Network	Sessions
Facebook	38,098
Twitter	8,081
LinkedIn	1,294
YouTube	303
reddit	296
Instagram	278
Quora	272
wikiHow	217
Instagram Stories	187
Blogger	72

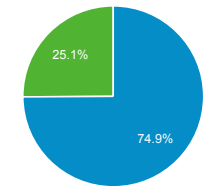
Visits by Source

■ google
 ■ (direct)
 ■ m.facebook.com
 ■ bing
 ■ ice.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,498	66:13:17
ice detainee locator	624	36:32:59
ICE	618	22:11:26
amazon	556	00:00:00
ice locator	418	33:54:47
sevis	381	12:05:10
immigration and customs enforcement	228	15:17:16
sevp	172	02:45:42
ice locator detainee	168	13:38:13
ice inmate locator	167	10:04:34

DHS.gov Customer Satisfaction Survey

4/1/19- 4/30/19

Overall Customer Satisfaction Score

74.54

How would you rate your overall experience today?

68.61

Answer Choices	Responses	Points	Score
▪ Outstanding	166	100	16600
▪ Above Average	164	75	12300
▪ Average	151	50	7550
▪ Below Average	24	25	600
▪ Poor	35	0	0
Total	540		37050

Were you able to complete the purpose of your visit?

72.78

Answer Choices	Responses	Points	Score
▪ Yes	393	100	39300
▪ No	147	0	0
Total	540		39300

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

87.52

Answer Choices	Responses	Points	Score
▪ Yes	470	100	47000
▪ No	67	0	0
Total	537		47000

Will you recommend this website to a friend or colleague?

87.22

Answer Choices	Responses	Points	Score
▪ Yes	471	100	47100
▪ No	69	0	0
Total	540		47100

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

63.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	312	100	31200
▪ Had technical difficulties (e.g. error messages, broken links)	25	0	0
▪ Links did not take me where I expected	36	0	0
▪ Links / labels are difficult to understand, they are not intuitive	16	0	0
▪ Navigated to general area but couldn't find the specific content needed	57	0	0
▪ Too many links or navigational choices	22	0	0
▪ Would often feel lost, not know where I was	23	0	0
Total	491		31200

How was your experience using our site search?

59.72

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	172	100	17200
▪ I was not sure what words to use in my search	26	0	0
▪ Results were not helpful	37	0	0
▪ Results were not relevant to my search terms or needs	22	0	0
▪ Results were too similar / redundant	9	0	0
▪ Returned not enough or no results	13	0	0
▪ Returned too many results	9	0	0
Total	288		17200

DHS.gov Customer Satisfaction Survey

April 1- April 30

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	32	5.93%
▪ Student Exchange Visitor	104	1733.33%
▪ Online Detainee	24	4.44%
▪ Investigations	31	140.91%
▪ Contracting opportunities	8	1.48%
▪ Email, RSS feeds, or subscription services	2	0.37%
▪ Forms or publications	16	2.96%
▪ Immigration Enforcement	105	19.44%
▪ Information about ICE (leadership, history, etc.)	33	6.11%
▪ Jobs / career information	83	15.37%
▪ Law enforcement	36	6.67%
▪ News	21	3.89%
▪ Photographs	0	0.00%
▪ Small business resources	1	0.19%
▪ Training	22	4.07%
▪ Videos	3	0.56%
▪ Cybersecurity	6	1.11%
▪ Human trafficking	13	2.41%
Total	540	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	10	7.25%
▪ Content wasn't easy to understand	84	60.87%
▪ Error on page	16	11.59%
▪ Multimedia / technical problem	8	5.80%
▪ Outdated information	20	14.49%
Total	138	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	45	8.33%
▪ Educator	46	8.52%
▪ Federal government employee	34	6.30%
▪ First responder / law enforcement official	28	5.19%
▪ Government contractor	11	2.04%
▪ International visitor	32	5.93%
▪ Job seeker	87	16.11%
▪ Media representative	16	2.96%
▪ Non-profit staff or volunteer	33	6.11%
▪ State, tribal, territorial or local government representative	17	3.15%
▪ Student	173	32.04%
▪ Traveler (domestic or international)	18	3.33%
▪ Other	0	0.00%
Total	540	100%