

ICE.gov Web Analytics

Dec 1, 2018 - Dec 31, 2018

All Users
100.00% Sessions

Total Visits

945,652
% of Total: 100.00% (945,652)



Avg. Visit Duration

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



Pageviews

1,800,829
% of Total: 100.00% (1,800,829)



Unique Visitors

607,319
% of Total: 100.00% (607,319)



Avg. Pages / Visit

1.90
Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:02:33
Avg for View: 00:02:33 (0.00%)



Bounce Rate

60.79%
Avg for View: 60.79% (0.00%)



Top Pages

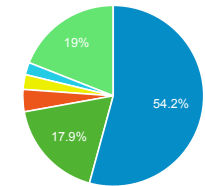
Page Title	Pageviews	Bounce Rate
(not set)	378,101	64.96%
ICE	192,853	39.73%
HSI Tip Form ICE	61,718	73.96%
Detention Facility Locator ICE	44,489	39.54%
Student and Exchange Visitor Program ICE	44,396	50.01%
Working for ICE ICE	35,833	33.12%
News Releases ICE	35,645	59.27%
Enforcement and Removal Operations Field Offices ICE	30,931	51.00%
General Contact Information ICE	27,972	57.87%
I-901 SEVIS Fee ICE	24,447	35.33%

Visits by Social Network

Social Network	Sessions
Facebook	23,821
Twitter	9,298
LinkedIn	753
Quora	246
wikiHow	221
Instagram	209
YouTube	207
reddit	193
Vkontakte	69
Blogger	47

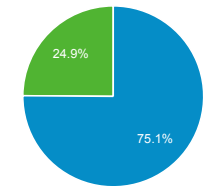
Visits by Source

google (direct) dlvr.it
bing m.facebook.com
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,372	52:43:24
ICE	543	18:24:11
ice detainee locator	493	24:20:02
ice locator	304	23:32:23
amazon	235	00:00:00
sevis fee	229	07:06:12
sevis	175	05:19:55
ice inmate locator	155	09:19:19
immigration and customs enforcement	149	10:21:47
ice locator detainee	133	07:34:25

DHS.gov Customer Satisfaction Survey

121/18- 12/31/18

Overall Customer Satisfaction Score

75.20

How would you rate your overall experience today?

67.36

Answer Choices	Responses	Points	Score
▪ Outstanding	156	100	15600
▪ Above Average	120	75	9000
▪ Average	158	50	7900
▪ Below Average	31	25	775
▪ Poor	29	0	0
Total	494		33275

Were you able to complete the purpose of your visit?

74.90

Answer Choices	Responses	Points	Score
▪ Yes	370	100	37000
▪ No	124	0	0
Total	494		37000

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

90.49

Answer Choices	Responses	Points	Score
▪ Yes	447	100	44700
▪ No	47	0	0
Total	494		44700

Will you recommend this website to a friend or colleague?

85.02

Answer Choices	Responses	Points	Score
▪ Yes	420	100	42000
▪ No	74	0	0
Total	494		42000

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

66.08

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	300	100	30000
▪ Had technical difficulties (e.g. error messages, broken links)	28	0	0
▪ Links did not take me where I expected	27	0	0
▪ Links / labels are difficult to understand, they are not intuitive	12	0	0
▪ Navigated to general area but couldn't find the specific content needed	53	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	15	0	0
Total	454		30000

How was your experience using our site search?

58.85

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	153	100	15300
▪ I was not sure what words to use in my search	24	0	0
▪ Results were not helpful	28	0	0
▪ Results were not relevant to my search terms or needs	18	0	0
▪ Results were too similar / redundant	11	0	0
▪ Returned not enough or no results	20	0	0
▪ Returned too many results	6	0	0
Total	260		15300

DHS.gov Customer Satisfaction Survey

Time Period: 12/01/2018- 12/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	21	4.25%
▪ Student Exchange Visitor	91	1516.67%
▪ Online Detainee	26	5.26%
▪ Investigations	20	333.33%
▪ Contracting opportunities	3	0.61%
▪ Email, RSS feeds, or subscription services	5	1.01%
▪ Forms or publications	17	3.44%
▪ Immigration Enforcement	109	22.06%
▪ Information about ICE (leadership, history, etc.)	29	5.87%
▪ Jobs / career information	74	14.98%
▪ Law enforcement	20	4.05%
▪ News	37	7.49%
▪ Photographs	3	0.61%
▪ Small business resources	5	1.01%
▪ Training	6	1.21%
▪ Videos	1	0.20%
▪ Cybersecurity	6	1.21%
▪ Human trafficking	21	4.25%
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	8	6.72%
▪ Content wasn't easy to understand	55	46.22%
▪ Error on page	15	12.61%
▪ Multimedia / technical problem	23	19.33%
▪ Outdated information	18	15.13%
Total	119	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	41	8.30%
▪ Educator	43	8.70%
▪ Federal government employee	32	6.48%
▪ First responder / law enforcement official	21	4.25%
▪ Government contractor	11	2.23%
▪ International visitor	30	6.07%
▪ Job seeker	77	15.59%
▪ Media representative	16	3.24%
▪ Non-profit staff or volunteer	35	7.09%
▪ State, tribal, territorial or local government representative	16	3.24%
▪ Student	150	30.36%
▪ Traveler (domestic or international)	22	4.45%
▪ Other	0	0.00%
Total	494	100%