

# ICE.gov Web Analytics

Feb 1, 2019 - Feb 28, 2019

**All Users**  
100.00% Sessions

## Total Visits

**1,545,621**

% of Total: 100.00% (1,545,621)



## Avg. Visit Duration

**00:01:44**

Avg for View: 00:01:44 (0.00%)



## Pageviews

**2,616,389**

% of Total: 100.00% (2,616,389)



## Unique Visitors

**1,149,835**

% of Total: 100.00% (1,149,835)



## Avg. Pages / Visit

**1.69**

Avg for View: 1.69 (0.00%)



## Avg. Time on Page

**00:02:29**

Avg for View: 00:02:29 (0.00%)



## Bounce Rate

**69.44%**

Avg for View: 69.44% (0.00%)



## Top Pages

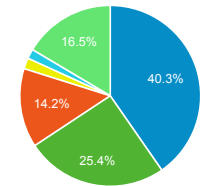
Page Title	Pageviews	Bounce Rate
(not set)	489,247	62.66%
Wife of senator in the Philippines sentenced for bulk cash smuggling   ICE	431,561	92.69%
ICE	250,635	41.03%
HSI Tip Form   ICE	72,045	75.58%
News Releases   ICE	57,080	63.89%
Detention Facility Locator   ICE	50,382	39.45%
Working for ICE   ICE	47,170	34.96%
Student and Exchange Visitor Program   ICE	42,266	50.22%
Enforcement and Removal Operations Field Offices   ICE	37,769	50.41%
General Contact Information   ICE	33,454	57.12%

## Visits by Social Network

Social Network	Sessions
Facebook	419,372
Twitter	21,906
reddit	3,380
YouTube	2,050
LinkedIn	625
Instagram	371
wikiHow	259
Quora	206
WordPress	68
Blogger	61

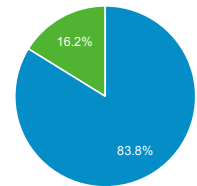
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	1,988	70:04:52
ICE	870	24:32:12
ice detainee locator	576	49:47:59
amazon	523	00:00:00
ice locator	387	30:33:15
sevis	322	11:17:27
immigration and customs enforcement	213	13:42:46
ice inmate locator	174	12:13:46
ice.gov	138	09:11:25
ice locator detainee	136	12:35:26

# DHS.gov Customer Satisfaction Survey

Time Period: 2/1/19- 2/28/19

## Overall Customer Satisfaction Score

**75.47**

### How would you rate your overall experience today?

**71.00**

Answer Choices	Responses	Points	Score
▪ Outstanding	158	100	15800
▪ Above Average	101	75	7575
▪ Average	101	50	5050
▪ Below Average	16	25	400
▪ Poor	30	0	0
<b>Total</b>	<b>406</b>		<b>28825</b>

### Were you able to complete the purpose of your visit?

**76.85**

Answer Choices	Responses	Points	Score
▪ Yes	312	100	31200
▪ No	94	0	0
<b>Total</b>	<b>406</b>		<b>31200</b>

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

**88.52**

Answer Choices	Responses	Points	Score
▪ Yes	216	100	21600
▪ No	28	0	0
<b>Total</b>	<b>244</b>		<b>21600</b>

### Will you recommend this website to a friend or colleague?

**84.73**

Answer Choices	Responses	Points	Score
▪ Yes	344	100	34400
▪ No	62	0	0
<b>Total</b>	<b>406</b>		<b>34400</b>

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

**68.17**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	257	100	25700
▪ Had technical difficulties (e.g. error messages, broken links)	24	0	0
▪ Links did not take me where I expected	20	0	0
▪ Links / labels are difficult to understand, they are not intuitive	13	0	0
▪ Navigated to general area but couldn't find the specific content needed	37	0	0
▪ Too many links or navigational choices	15	0	0
▪ Would often feel lost, not know where I was	11	0	0
<b>Total</b>	<b>377</b>		<b>25700</b>

### How was your experience using our site search?

**62.10**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	136	100	13600
▪ I was not sure what words to use in my search	19	0	0
▪ Results were not helpful	26	0	0
▪ Results were not relevant to my search terms or needs	13	0	0
▪ Results were too similar / redundant	5	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	6	0	0
<b>Total</b>	<b>219</b>		<b>13600</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 2/1/19 - 2/28/19

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	25	6.44%
▪ Student Exchange Visitor	58	14.95%
▪ Online Detainee	26	6.70%
▪ Investigations	24	1200.00%
▪ Cybersecurity	2	0.52%
▪ Email, RSS feeds, or subscription services	2	0.52%
▪ Forms or publications	6	1.55%
▪ Immigration Enforcement	95	24.48%
▪ Information about ICE (leadership, history, etc.)	31	7.99%
▪ Jobs / career information	59	15.21%
▪ Law enforcement	20	5.15%
▪ News	21	5.41%
▪ Photographs	1	0.26%
▪ Small business resources	3	0.77%
▪ Training	7	1.80%
▪ Videos	0	0.00%
▪ Cybersecurity	6	1.55%
▪ Human trafficking	2	0.52%
<b>Total</b>	<b>388</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	9	10.11%
▪ Content wasn't easy to understand	51	57.30%
▪ Error on page	13	14.61%
▪ Multimedia / technical problem	8	8.99%
▪ Outdated information	8	8.99%
<b>Total</b>	<b>89</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	31	7.64%
▪ Educator	46	11.33%
▪ Federal government employee	25	6.16%
▪ First responder / law enforcement official	28	6.90%
▪ Government contractor	10	2.46%
▪ International visitor	29	7.14%
▪ Job seeker	58	14.29%
▪ Media representative	13	3.20%
▪ Non-profit staff or volunteer	31	7.64%
▪ State, tribal, territorial or local government representative	11	2.71%
▪ Student	108	26.60%
▪ Traveler (domestic or international)	16	3.94%
▪ Other	0	0.00%
<b>Total</b>	<b>406</b>	<b>100%</b>