

# ICE.gov Web Analytics

Jan 1, 2019 - Jan 31, 2019

**All Users**  
100.00% Sessions

## Total Visits

**981,706**

% of Total: 100.00% (981,706)



## Avg. Visit Duration

**00:02:18**

Avg for View: 00:02:18 (0.00%)



## Pageviews

**1,898,959**

% of Total: 100.00% (1,898,959)



## Unique Visitors

**641,265**

% of Total: 100.00% (641,265)



## Avg. Pages / Visit

**1.93**

Avg for View: 1.93 (0.00%)



## Avg. Time on Page

**00:02:27**

Avg for View: 00:02:27 (0.00%)



## Bounce Rate

**59.82%**

Avg for View: 59.82% (0.00%)



## Top Pages

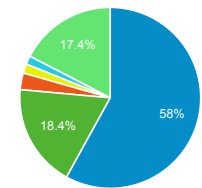
Page Title	Pageviews	Bounce Rate
(not set)	402,772	64.70%
ICE	212,387	42.14%
HSI Tip Form   ICE	66,721	73.49%
Student and Exchange Visitor Program   ICE	44,818	51.84%
Detention Facility Locator   ICE	43,262	39.73%
Working for ICE   ICE	41,113	34.02%
ICE Statistics   ICE	33,027	29.10%
Enforcement and Removal Operations Field Offices   ICE	32,004	51.71%
News Releases   ICE	31,424	60.94%
General Contact Information   ICE	29,384	57.79%

## Visits by Social Network

Social Network	Sessions
Facebook	18,932
Twitter	5,364
LinkedIn	375
wikiHow	248
reddit	235
YouTube	213
Quora	212
Instagram	165
Fark	72
Blogger	59

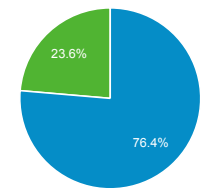
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	1,654	70:02:14
ICE	745	29:10:52
ice detainee locator	551	30:16:28
sevis	363	08:04:13
ice locator	350	24:11:54
immigration and customs enforcement	228	12:58:25
amazon	214	00:00:00
ice inmate locator	168	08:48:41
ice.gov	136	10:20:42
detainee locator	134	08:07:48

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/19- 1/31/19

## Overall Customer Satisfaction Score

**72.50**

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

**66.87**

Answer Choices	Responses	Points	Score
▪ Outstanding	169	100	16900
▪ Above Average	143	75	10725
▪ Average	153	50	7650
▪ Below Average	28	25	700
▪ Poor	45	0	0
<b>Total</b>	<b>538</b>		<b>35975</b>

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

**69.89**

Answer Choices	Responses	Points	Score
▪ Yes	376	100	37600
▪ No	162	0	0
<b>Total</b>	<b>538</b>		<b>37600</b>

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

**85.85**

Answer Choices	Responses	Points	Score
▪ Yes	461	100	46100
▪ No	76	0	0
<b>Total</b>	<b>537</b>		<b>46100</b>

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

**86.89**

Answer Choices	Responses	Points	Score
▪ Yes	212	100	21200
▪ No	32	0	0
<b>Total</b>	<b>244</b>		<b>21200</b>

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

**66.60**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	325	100	32500
▪ Had technical difficulties (e.g. error messages, broken links)	24	0	0
▪ Links did not take me where I expected	40	0	0
▪ Links / labels are difficult to understand, they are not intuitive	17	0	0
▪ Navigated to general area but couldn't find the specific content needed	41	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	22	0	0
<b>Total</b>	<b>488</b>		<b>32500</b>

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

**60.50**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	170	100	17000
▪ I was not sure what words to use in my search	22	0	0
▪ Results were not helpful	40	0	0
▪ Results were not relevant to my search terms or needs	16	0	0
▪ Results were too similar / redundant	6	0	0
▪ Returned not enough or no results	12	0	0
▪ Returned too many results	15	0	0
<b>Total</b>	<b>281</b>		<b>17000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 1/1/19 - 1/31/19

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	25	4.65%
▪ Student Exchange Visitor	84	15.61%
▪ Online Detainee	40	7.43%
▪ Investigations	31	147.62%
▪ Cybersecurity	3	0.56%
▪ Email, RSS feeds, or subscription services	1	0.19%
▪ Forms or publications	12	2.23%
▪ Immigration Enforcement	121	22.49%
▪ Information about ICE (leadership, history, etc.)	38	7.06%
▪ Jobs / career information	88	16.36%
▪ Law enforcement	28	5.20%
▪ News	26	4.83%
▪ Photographs	2	0.37%
▪ Small business resources	2	0.37%
▪ Training	6	1.12%
▪ Videos	1	0.19%
▪ Cybersecurity	9	1.67%
▪ Human trafficking	21	3.90%
<b>Total</b>	<b>538</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	8	5.26%
▪ Content wasn't easy to understand	67	44.08%
▪ Error on page	21	13.82%
▪ Multimedia / technical problem	29	19.08%
▪ Outdated information	27	17.76%
<b>Total</b>	<b>152</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	28	5.20%
▪ Educator	67	12.45%
▪ Federal government employee	24	4.46%
▪ First responder / law enforcement official	23	4.28%
▪ Government contractor	15	2.79%
▪ International visitor	36	6.69%
▪ Job seeker	86	15.99%
▪ Media representative	14	2.60%
▪ Non-profit staff or volunteer	47	8.74%
▪ State, tribal, territorial or local government representative	19	3.53%
▪ Student	161	29.93%
▪ Traveler (domestic or international)	18	3.35%
▪ Other	0	0.00%
<b>Total</b>	<b>538</b>	<b>100%</b>