

# ICE.gov Web Analytics

Nov 1, 2018 - Nov 30, 2018

All Users  
100.00% Sessions

## Total Visits

**973,889**

% of Total: 100.00% (973,889)



## Avg. Visit Duration

**00:02:23**

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



## Pageviews

**1,873,397**

% of Total: 100.00% (1,873,397)



## Unique Visitors

**616,592**

% of Total: 100.00% (616,592)



## Avg. Pages / Visit

**1.92**

Avg for View: 1.92 (0.00%)



## Avg. Time on Page

**00:02:33**

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



## Bounce Rate

**60.37%**

Avg for View: 60.37% (0.00%)



## Top Pages

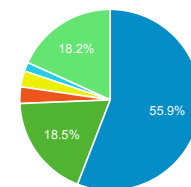
Page Title	Pageviews	Bounce Rate
(not set)	401,499	64.46%
ICE	207,510	41.32%
HSI Tip Form   ICE	62,139	74.44%
Detention Facility Locator   ICE	49,006	38.23%
Student and Exchange Visitor Program   ICE	45,426	50.62%
Working for ICE   ICE	40,140	33.87%
News Releases   ICE	34,335	60.31%
Enforcement and Removal Operations Field Offices   ICE	33,597	50.24%
General Contact Information   ICE	29,941	57.78%
I-901 SEVIS Fee   ICE	22,364	38.28%

## Visits by Social Network

Social Network	Sessions
Facebook	14,897
Twitter	8,956
LinkedIn	637
reddit	252
wikiHow	223
Instagram	216
YouTube	187
Quora	157
Blogger	128
WordPress	41

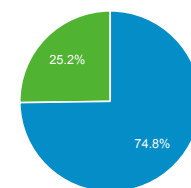
## Visits by Source

■ google
 ■ (direct)
 ■ dlvr.it
 ■ bing
 ■ search.usa.gov
 ■ Other



## New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	1,575	56:47:06
ICE	676	23:35:42
ice detainee locator	471	30:18:23
ice locator	336	34:10:21
sevis	199	07:29:17
immigration and customs enforcement	182	12:59:24
sevis fee	171	04:28:20
ice inmate locator	153	09:57:38
detainee locator	131	09:39:01
ice locator detainee	119	07:30:21

# DHS.gov Customer Satisfaction Survey

11/1/2018- 11/30/2018

## Overall Customer Satisfaction Score

**76.27**

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

**71.61**

Answer Choices	Responses	Points	Score
▪ Outstanding	196	100	19600
▪ Above Average	150	75	11250
▪ Average	144	50	7200
▪ Below Average	22	25	550
▪ Poor	27	0	0
<b>Total</b>	<b>539</b>		<b>38600</b>

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

**75.51**

Answer Choices	Responses	Points	Score
▪ Yes	407	100	40700
▪ No	132	0	0
<b>Total</b>	<b>539</b>		<b>40700</b>

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

**88.43**

Answer Choices	Responses	Points	Score
▪ Yes	474	100	47400
▪ No	62	0	0
<b>Total</b>	<b>536</b>		<b>47400</b>

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

**85.34**

Answer Choices	Responses	Points	Score
▪ Yes	460	100	46000
▪ No	79	0	0
<b>Total</b>	<b>539</b>		<b>46000</b>

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

**70.89**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	397	100	39700
▪ Had technical difficulties (e.g. error messages, broken links)	16	0	0
▪ Links did not take me where I expected	27	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	68	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	17	0	0
<b>Total</b>	<b>560</b>		<b>39700</b>

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

**57.29**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	165	100	16500
▪ I was not sure what words to use in my search	32	0	0
▪ Results were not helpful	38	0	0
▪ Results were not relevant to my search terms or needs	24	0	0
▪ Results were too similar / redundant	5	0	0
▪ Returned not enough or no results	17	0	0
▪ Returned too many results	7	0	0
<b>Total</b>	<b>288</b>		<b>16500</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 11/1/2018- 11/30/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	28	5.19%
▪ Student Exchange Visitor	83	2075.00%
▪ Online Detainee	20	3.71%
▪ Investigations	36	720.00%
▪ Contracting opportunities	5	0.93%
▪ Email, RSS feeds, or subscription services	5	0.93%
▪ Forms or publications	13	2.41%
▪ Immigration Enforcement	129	23.93%
▪ Information about ICE (leadership, history, etc.)	45	8.35%
▪ Jobs / career information	90	16.70%
▪ Law enforcement	22	4.08%
▪ News	41	7.61%
▪ Photographs	2	0.37%
▪ Small business resources	2	0.37%
▪ Training	5	0.93%
▪ Videos	1	0.19%
▪ Cybersecurity	4	0.74%
▪ Human trafficking	8	1.48%
<b>Total</b>	<b>539</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	17	13.39%
▪ Content wasn't easy to understand	74	58.27%
▪ Error on page	8	6.30%
▪ Multimedia / technical problem	12	9.45%
▪ Outdated information	16	12.60%
<b>Total</b>	<b>127</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	52	9.65%
▪ Educator	47	8.72%
▪ Federal government employee	25	4.64%
▪ First responder / law enforcement official	36	6.68%
▪ Government contractor	16	2.97%
▪ International visitor	34	6.31%
▪ Job seeker	88	16.33%
▪ Media representative	6	1.11%
▪ Non-profit staff or volunteer	34	6.31%
▪ State, tribal, territorial or local government representative	12	2.23%
▪ Student	177	32.84%
▪ Traveler (domestic or international)	12	2.23%
▪ Other	0	0.00%
<b>Total</b>	<b>539</b>	<b>100%</b>