

ICE.gov Web Analytics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Total Visits

980,311
% of Total: 100.00% (980,311)

Avg. Visit Duration

00:02:13
Avg for View: 00:02:13 (0.00%)

Pageviews

1,857,069
% of Total: 100.00% (1,857,069)

Unique Visitors

642,173
% of Total: 100.00% (642,173)

Avg. Pages / Visit

1.89
Avg for View: 1.89 (0.00%)

Avg. Time on Page

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

Bounce Rate

61.55%
Avg for View: 61.55% (0.00%)

Top Pages

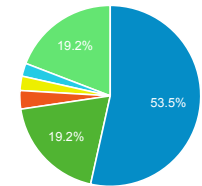
Page Title	Pageviews	Bounce Rate
(not set)	381,005	65.10%
ICE	201,987	44.64%
HSI Tip Form ICE	73,498	69.25%
Student and Exchange Visitor Program ICE	45,633	52.18%
Detention Facility Locator ICE	40,438	36.03%
News Releases ICE	34,659	61.43%
Working for ICE ICE	34,553	33.70%
General Contact Information ICE	32,309	71.88%
Enforcement and Removal Operations Field Offices ICE	26,293	51.46%
I-901 SEVIS Fee ICE	20,522	39.83%

Visits by Social Network

Social Network	Sessions
Facebook	28,270
Twitter	10,670
LinkedIn	1,392
YouTube	342
reddit	326
wikiHow	226
Instagram	215
Quora	187
Blogger	75
Naver	48

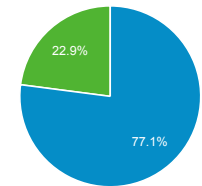
Visits by Source

■ google
 ■ (direct)
 ■ Inks.gd
 ■ m.facebook.com
 ■ bing
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	906	45:16:30
amazon	585	00:00:15
ice detainee locator	463	29:02:29
ICE	371	15:18:07
ice locator	333	20:37:10
ice inmate locator	137	06:24:38
detainee locator	126	04:01:05
sevis fee	121	03:45:08
ice locator detainee	120	08:57:29
immigration and customs enforcement	110	08:48:59

DHS.gov Customer Satisfaction Survey

11/1/19- 11/30/19

Overall Customer Satisfaction Score

73.60

How would you rate your overall experience today?

68.27

Answer Choices	Responses	Points	Score
▪ Outstanding	270	100	27000
▪ Above Average	174	75	13050
▪ Average	214	50	10700
▪ Below Average	40	25	1000
▪ Poor	60	0	0
Total	758		51750

Were you able to complete the purpose of your visit?

70.13

Answer Choices	Responses	Points	Score
▪ Yes	561	100	56100
▪ No	239	0	0
Total	800		56100

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

86.04

Answer Choices	Responses	Points	Score
▪ Yes	567	100	56700
▪ No	92	0	0
Total	659		56700

Will you recommend this website to a friend or colleague?

83.38

Answer Choices	Responses	Points	Score
▪ Yes	552	100	55200
▪ No	110	0	0
Total	662		55200

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

68.97

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	409	100	40900
▪ Had technical difficulties (e.g. error messages, broken links)	27	0	0
▪ Links did not take me where I expected	35	0	0
▪ Links / labels are difficult to understand, they are not intuitive	11	0	0
▪ Navigated to general area but couldn't find the specific content needed	65	0	0
▪ Too many links or navigational choices	23	0	0
▪ Would often feel lost, not know where I was	23	0	0
Total	593		40900

How was your experience using our site search?

58.72

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	202	100	20200
▪ I was not sure what words to use in my search	24	0	0
▪ Results were not helpful	39	0	0
▪ Results were not relevant to my search terms or needs	30	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	24	0	0
▪ Returned too many results	13	0	0
Total	344		20200

DHS.gov Customer Satisfaction Survey

Time period :11/1/2019 -11/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	37	4.88%
▪ Student Exchange Visitor	92	12.14%
▪ Online Detainee	41	5.41%
▪ Investigations	62	8.18%
▪ Contracting opportunities	6	0.79%
▪ Email, RSS feeds, or subscription services	7	0.92%
▪ Forms or publications	26	3.43%
▪ Immigration Enforcement	201	26.52%
▪ Information about ICE (leadership, history, etc.)	40	5.28%
▪ Jobs / career information	80	10.55%
▪ Law enforcement	44	5.80%
▪ News	60	7.92%
▪ Photographs	2	0.26%
▪ Small business resources	5	0.66%
▪ Training	10	1.32%
▪ Videos	2	0.26%
▪ Cybersecurity	15	1.98%
▪ Human trafficking	28	3.69%
Total	758	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	22	11.46%
▪ Content wasn't easy to understand	93	48.44%
▪ Error on page	22	11.46%
▪ Multimedia / technical problem	25	13.02%
▪ Outdated information	30	15.63%
Total	192	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	31	4.74%
▪ Educator	37	5.66%
▪ Federal government employee	19	2.91%
▪ First responder / law enforcement official	30	4.59%
▪ Government contractor	16	2.45%
▪ International visitor	27	4.13%
▪ Job seeker	69	10.55%
▪ Media representative	7	1.07%
▪ Non-profit staff or volunteer	43	6.57%
▪ State, tribal, territorial or local government representative	7	1.07%
▪ Student	141	21.56%
▪ Traveler (domestic or international)	19	2.91%
▪ Other	208	31.80%
Total	654	100%