

ICE.gov Web Analytics

Oct 1, 2018 - Oct 31, 2018

All Users
100.00% Sessions

Total Visits

1,002,681
% of Total: 100.00% (1,002,681)

Avg. Visit Duration

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

Pageviews

1,968,321
% of Total: 100.00% (1,968,321)

Unique Visitors

629,411
% of Total: 100.00% (629,411)

Avg. Pages / Visit

1.96
Avg for View: 1.96 (0.00%)

Avg. Time on Page

00:02:34
Avg for View: 00:02:34 (0.00%)

Bounce Rate

59.86%
Avg for View: 59.86% (0.00%)

Top Pages

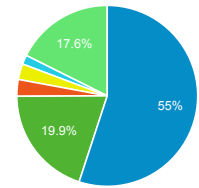
Page Title	Pageviews	Bounce Rate
(not set)	438,857	64.73%
ICE	217,381	39.66%
HSI Tip Form ICE	68,631	73.85%
Detention Facility Locator ICE	52,290	38.84%
Working for ICE ICE	46,922	33.44%
Student and Exchange Visitor Program ICE	41,846	50.62%
Enforcement and Removal Operations Field Offices ICE	36,618	50.70%
General Contact Information ICE	33,944	56.74%
News Releases ICE	33,472	60.47%
Contact ICE Field Offices ICE	24,090	49.32%

Visits by Social Network

Social Network	Sessions
Facebook	14,347
Twitter	7,003
LinkedIn	634
reddit	328
wikiHow	258
Quora	214
Instagram	172
Blogger	151
YouTube	134
Google+	71

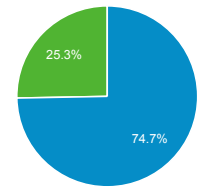
Visits by Source

■ google ■ (direct) ■ bing
■ dlvr.it ■ links.govdelivery.com
■ Other



New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,601	67:16:13
ICE	676	23:56:40
ice detainee locator	502	29:54:47
ice locator	343	35:11:26
immigration and customs enforcement	226	17:21:24
ice inmate locator	198	11:28:28
ice.gov	167	12:33:26
sevis	144	07:43:02
detainee locator	129	05:47:29
ice locator detainee	114	06:33:56

DHS.gov Customer Satisfaction Survey

10/1/18-10/31/18

Overall Customer Satisfaction Score

72.00

How would you rate your overall experience today?

67.68

Answer Choices	Responses	Points	Score
▪ Outstanding	200	100	20000
▪ Above Average	161	75	12075
▪ Average	173	50	8650
▪ Below Average	36	25	900
▪ Poor	45	0	0
Total	615		41625

Were you able to complete the purpose of your visit?

73.98

Answer Choices	Responses	Points	Score
▪ Yes	455	100	45500
▪ No	160	0	0
Total	615		45500

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

86.09

Answer Choices	Responses	Points	Score
▪ Yes	526	100	52600
▪ No	85	0	0
Total	611		52600

Will you recommend this website to a friend or colleague?

84.07

Answer Choices	Responses	Points	Score
▪ Yes	517	100	51700
▪ No	98	0	0
Total	615		51700

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
Total	560		39700

How was your experience using our site search?

47.45

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	270	100	27000
▪ I was not sure what words to use in my search	194	0	0
▪ Results were not helpful	30	0	0
▪ Results were not relevant to my search terms or needs	28	0	0
▪ Results were too similar / redundant	20	0	0
▪ Returned not enough or no results	9	0	0
▪ Returned too many results	18	0	0
Total	569		27000

DHS.gov Customer Satisfaction Survey

10/1/2018- 10/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	38	6.18%
▪ Student Exchange Visitor	89	1271.43%
▪ Online Detainee	32	5.20%
▪ Investigations	27	540.00%
▪ Contracting opportunities	2	0.33%
▪ Email, RSS feeds, or subscription services	2	0.33%
▪ Forms or publications	21	3.41%
▪ Immigration Enforcement	144	23.41%
▪ Information about ICE (leadership, history, etc.)	57	9.27%
▪ Jobs / career information	99	16.10%
▪ Law enforcement	33	5.37%
▪ News	31	5.04%
▪ Photographs	5	0.81%
▪ Small business resources	5	0.81%
▪ Training	5	0.81%
▪ Videos	1	0.16%
▪ Cybersecurity	7	1.14%
▪ Human trafficking	17	2.76%
Total	615	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	14	9.21%
▪ Content wasn't easy to understand	71	46.71%
▪ Error on page	23	15.13%
▪ Multimedia / technical problem	23	15.13%
▪ Outdated information	21	13.82%
Total	152	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	45	7.32%
▪ Educator	50	8.13%
▪ Federal government employee	35	5.69%
▪ First responder / law enforcement official	36	5.85%
▪ Government contractor	11	1.79%
▪ International visitor	35	5.69%
▪ Job seeker	111	18.05%
▪ Media representative	11	1.79%
▪ Non-profit staff or volunteer	57	9.27%
▪ State, tribal, territorial or local government representative	13	2.11%
▪ Student	188	30.57%
▪ Traveler (domestic or international)	23	3.74%
▪ Other	0	0.00%
Total	615	100%