

ICE.gov Web Analytics

Oct 30, 2019 - Nov 5, 2019

All Users
100.00% Sessions

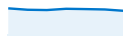
Total Visits

225,039
% of Total: 100.00% (225,039)



Avg. Visit Duration

00:02:16
Avg for View: 00:02:16 (0.00%)



Pageviews

425,985
% of Total: 100.00% (425,985)



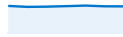
Unique Visitors

160,579
% of Total: 100.00% (160,579)



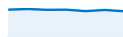
Avg. Pages / Visit

1.89
Avg for View: 1.89 (0.00%)



Avg. Time on Page

00:02:31
Avg for View: 00:02:31 (0.00%)



Bounce Rate

61.64%
Avg for View: 61.64% (0.00%)



Top Pages

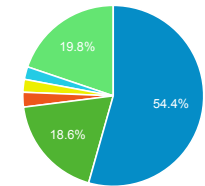
Page Title	Pageviews	Bounce Rate
(not set)	93,093	65.59%
ICE	46,372	44.17%
HSI Tip Form ICE	16,421	71.13%
Student and Exchange Visitor Program ICE	11,230	51.05%
Detention Facility Locator ICE	9,452	36.53%
News Releases ICE	8,169	61.90%
Working for ICE ICE	8,158	32.02%
General Contact Information ICE	7,594	70.78%
ICE captures Salvadoran illegal alien released by Buncombe County despite conviction for child sex offense ICE	6,694	90.99%
Enforcement and Removal Operations Field Offices ICE	6,135	52.02%

Visits by Social Network

Social Network	Sessions
Facebook	5,786
Twitter	3,880
LinkedIn	511
wikiHow	77
Quora	40
YouTube	37
Instagram	36
Blogger	35
reddit	29
Naver	20

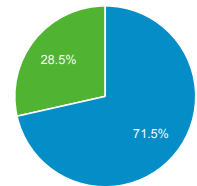
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
amazon	318	00:00:04
ice	240	10:01:42
ice detainee locator	168	08:33:45
ice locator	109	05:45:13
ICE	80	04:59:19
detainee locator	38	02:06:38
sevis fee	32	00:21:07
ice locator detainee	30	01:20:09
immigration and customs enforcement	29	01:45:55
ice.gov	26	04:09:38

DHS.gov Customer Satisfaction Survey

10/1/19- 10/30/19

Overall Customer Satisfaction Score

72.56

How would you rate your overall experience today?

65.38

Answer Choices	Responses	Points	Score
▪ Outstanding	253	100	25300
▪ Above Average	206	75	15450
▪ Average	210	50	10500
▪ Below Average	42	25	1050
▪ Poor	89	0	0
Total	800		52300

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?

84.19

Answer Choices	Responses	Points	Score
▪ Yes	570	100	57000
▪ No	107	0	0
Total	677		57000

Will you recommend this website to a friend or colleague?

82.11

Answer Choices	Responses	Points	Score
▪ Yes	560	100	56000
▪ No	122	0	0
Total	682		56000

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

69.59

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	421	100	42100
▪ Had technical difficulties (e.g. error messages, broken links)	22	0	0
▪ Links did not take me where I expected	35	0	0
▪ Links / labels are difficult to understand, they are not intuitive	20	0	0
▪ Navigated to general area but couldn't find the specific content needed	60	0	0
▪ Too many links or navigational choices	30	0	0
▪ Would often feel lost, not know where I was	17	0	0
Total	605		42100

How was your experience using our site search?

59.24

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	218	100	21800
▪ I was not sure what words to use in my search	38	0	0
▪ Results were not helpful	50	0	0
▪ Results were not relevant to my search terms or needs	27	0	0
▪ Results were too similar / redundant	10	0	0
▪ Returned not enough or no results	16	0	0
▪ Returned too many results	9	0	0
Total	368		21800

DHS.gov Customer Satisfaction Survey

Time period :10/1/2019 -10/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	46	5.75%
▪ Student Exchange Vistor	91	11.38%
▪ Online Detainee	47	5.88%
▪ Investigations	61	7.63%
▪ Contracting opportunities	1	0.13%
▪ Email, RSS feeds, or subscription services	8	1.00%
▪ Forms or publications	18	2.25%
▪ Immigration Enforcement	200	25.00%
▪ Information about ICE (leadership, history, etc.)	71	8.88%
▪ Jobs / career information	100	12.50%
▪ Law enforcement	36	4.50%
▪ News	61	7.63%
▪ Photographs	4	0.50%
▪ Small business resources	5	0.63%
▪ Training	9	1.13%
▪ Videos	4	0.50%
▪ Cybersecurity	9	1.13%
▪ Human trafficking	29	3.63%
Total	800	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	18	8.41%
▪ Content wasn't easy to understand	96	44.86%
▪ Error on page	34	15.89%
▪ Multimedia / technical problem	34	15.89%
▪ Outdated information	32	14.95%
Total	214	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	41	6.07%
▪ Educator	44	6.52%
▪ Federal government employee	18	2.67%
▪ First responder / law enforcement official	33	4.89%
▪ Government contractor	12	1.78%
▪ International visitor	24	3.56%
▪ Job seeker	64	9.48%
▪ Media representative	8	1.19%
▪ Non-profit staff or volunteer	37	5.48%
▪ State, tribal, territorial or local government representative	12	1.78%
▪ Student	149	22.07%
▪ Traveler (domestic or international)	11	1.63%
▪ Other	222	32.89%
Total	675	100%