

ICE.gov Web Analytics

Sep 1, 2018 - Sep 30, 2018

All Users
100.00% Sessions

Total Visits

942,094

% of Total: 100.00% (942,094)



Avg. Visit Duration

00:02:31

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



Pageviews

1,859,940

% of Total: 100.00% (1,859,940)



Unique Visitors

603,467

% of Total: 100.00% (603,467)



Avg. Pages / Visit

1.97

Avg for View: 1.97 (0.00%)



Avg. Time on Page

00:02:34

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



Bounce Rate

59.73%

Avg for View: 59.73% (0.00%)



Top Pages

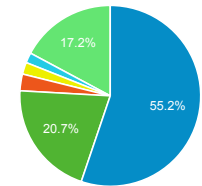
Page Title	Pageviews	Bounce Rate
(not set)	421,707	63.63%
ICE	203,059	38.80%
HSI Tip Form ICE	69,311	73.63%
Detention Facility Locator ICE	49,221	38.80%
Working for ICE ICE	44,006	34.05%
Student and Exchange Visitor Program ICE	36,772	51.72%
Enforcement and Removal Operations Field Offices ICE	35,648	50.63%
News Releases ICE	34,657	59.95%
General Contact Information ICE	32,045	57.87%
Contact ICE Field Offices ICE	23,792	48.25%

Visits by Social Network

Social Network	Sessions
Facebook	14,281
Twitter	11,466
reddit	1,187
LinkedIn	842
Vkontakte	383
wikiHow	244
YouTube	194
Instagram	147
Quora	140
Blogger	102

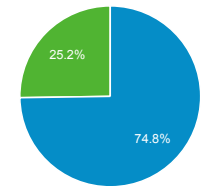
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,546	62:38:37
ICE	640	26:31:29
ice detainee locator	524	37:04:00
ice locator	339	28:09:43
immigration and customs enforcement	227	16:23:11
sevis	208	06:41:00
ice inmate locator	163	08:30:03
ice.gov	156	12:20:09
detainee locator	135	06:17:44
ice locator detainee	95	06:41:06

DHS.gov Customer Satisfaction Survey

9/1/18- 9/30/18

Overall Customer Satisfaction Score

75.59

How would you rate your overall experience today?

72.15

Answer Choices	Responses	Points	Score
▪ Outstanding	234	100	23400
▪ Above Average	148	75	11100
▪ Average	148	50	7400
▪ Below Average	21	25	525
▪ Poor	37	0	0
Total	588		42425

Were you able to complete the purpose of your visit?

75.68

Answer Choices	Responses	Points	Score
▪ Yes	445	100	44500
▪ No	143	0	0
Total	588		44500

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

87.71

Answer Choices	Responses	Points	Score
▪ Yes	514	100	51400
▪ No	72	0	0
Total	586		51400

Will you recommend this website to a friend or colleague?

86.51

Answer Choices	Responses	Points	Score
▪ Yes	635	100	63500
▪ No	99	0	0
Total	734		63500

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

70.33

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	384	100	38400
▪ Had technical difficulties (e.g. error messages, broken links)	25	0	0
▪ Links did not take me where I expected	37	0	0
▪ Links / labels are difficult to understand, they are not intuitive	13	0	0
▪ Navigated to general area but couldn't find the specific content needed	55	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	12	0	0
Total	546		38400

How was your experience using our site search?

14.79

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	25	100	2500
▪ I was not sure what words to use in my search	37	0	0
▪ Results were not helpful	13	0	0
▪ Results were not relevant to my search terms or needs	55	0	0
▪ Results were too similar / redundant	20	0	0
▪ Returned not enough or no results	12	0	0
▪ Returned too many results	7	0	0
Total	169		2500

DHS.gov Customer Satisfaction Survey

Time Period: 09/01/2018- 09/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	37	6.29%
▪ Student Exchange Visitor	75	1250.00%
▪ Online Detainee	29	4.93%
▪ Investigations	34	566.67%
▪ Contracting opportunities	3	0.51%
▪ Email, RSS feeds, or subscription services	4	0.68%
▪ Forms or publications	19	3.23%
▪ Immigration Enforcement	152	25.85%
▪ Information about ICE (leadership, history, etc.)	49	8.33%
▪ Jobs / career information	109	18.54%
▪ Law enforcement	14	2.38%
▪ News	28	4.76%
▪ Photographs	4	0.68%
▪ Small business resources	2	0.34%
▪ Training	6	1.02%
▪ Videos	2	0.34%
▪ Cybersecurity	6	1.02%
▪ Human trafficking	15	2.55%
Total	588	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	20	14.49%
▪ Content wasn't easy to understand	76	55.07%
▪ Error on page	16	11.59%
▪ Multimedia / technical problem	13	9.42%
▪ Outdated information	13	9.42%
Total	138	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	46	7.82%
▪ Educator	51	8.67%
▪ Federal government employee	33	5.61%
▪ First responder / law enforcement official	32	5.44%
▪ Government contractor	16	2.72%
▪ International visitor	30	5.10%
▪ Job seeker	103	17.52%
▪ Media representative	7	1.19%
▪ Non-profit staff or volunteer	45	7.65%
▪ State, tribal, territorial or local government representative	15	2.55%
▪ Student	187	31.80%
▪ Traveler (domestic or international)	23	3.91%
▪ Other	0	0.00%
Total	588	100%