

ICE.gov Web Analytics

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Total Visits

973,574

% of Total: 100.00% (973,574)



Avg. Visit Duration

00:02:11

Avg for View: 00:02:11 (0.00%)



Pageviews

1,832,306

% of Total: 100.00% (1,832,306)



Unique Visitors

648,928

% of Total: 100.00% (648,928)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:02:27

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



Bounce Rate

61.87%

Avg for View: 61.87% (0.00%)



Top Pages

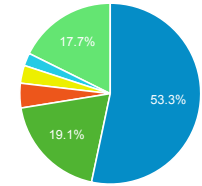
Page Title	Pageviews	Bounce Rate
(not set)	378,500	64.87%
ICE	200,958	45.87%
HSI Tip Form ICE	78,381	69.20%
Student and Exchange Visitor Program ICE	41,437	52.53%
Detention Facility Locator ICE	39,545	35.61%
News Releases ICE	34,628	60.58%
Working for ICE ICE	34,177	31.76%
General Contact Information ICE	32,980	71.43%
ICE honors Human Rights Day ICE	27,017	93.98%
Enforcement and Removal Operations Field Offices ICE	25,935	50.38%

Visits by Social Network

Social Network	Sessions
Facebook	18,353
Twitter	7,437
LinkedIn	1,268
reddit	896
YouTube	285
wikiHow	246
Instagram	187
Quora	135
Blogger	55
Naver	49

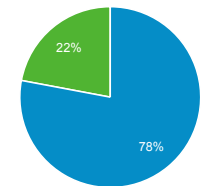
Visits by Source

■ google
 ■ (direct)
 ■ Inks.gd
 ■ dlvr.it
 ■ bing
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	886	40:48:40
amazon	850	00:00:07
ice detainee locator	449	24:27:07
ICE	344	15:38:24
ice locator	338	27:19:29
ice inmate locator	124	05:35:46
ice locator detainee	116	11:08:23
immigration and customs enforcement	109	04:39:30
detainee locator	107	07:09:22
ice.gov	104	08:21:10

DHS.gov Customer Satisfaction Survey

12/1/19- 12/31/20

Overall Customer Satisfaction Score

74.30

How would you rate your overall experience today?

66.18

Answer Choices	Responses	Points	Score
▪ Outstanding	234	100	23400
▪ Above Average	156	75	11700
▪ Average	189	50	9450
▪ Below Average	42	25	1050
▪ Poor	68	0	0
Total	689		45600

Were you able to complete the purpose of your visit?

74.46

Answer Choices	Responses	Points	Score
▪ Yes	513	100	51300
▪ No	176	0	0
Total	689		51300

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

86.77

Answer Choices	Responses	Points	Score
▪ Yes	505	100	50500
▪ No	77	0	0
Total	582		50500

Will you recommend this website to a friend or colleague?

82.68

Answer Choices	Responses	Points	Score
▪ Yes	487	100	48700
▪ No	102	0	0
Total	589		48700

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

69.35

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	362	100	36200
▪ Had technical difficulties (e.g. error messages, broken links)	21	0	0
▪ Links did not take me where I expected	29	0	0
▪ Links / labels are difficult to understand, they are not intuitive	12	0	0
▪ Navigated to general area but couldn't find the specific content needed	60	0	0
▪ Too many links or navigational choices	16	0	0
▪ Would often feel lost, not know where I was	22	0	0
Total	522		36200

How was your experience using our site search?

60.91

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	187	100	18700
▪ I was not sure what words to use in my search	24	0	0
▪ Results were not helpful	37	0	0
▪ Results were not relevant to my search terms or needs	17	0	0
▪ Results were too similar / redundant	13	0	0
▪ Returned not enough or no results	18	0	0
▪ Returned too many results	11	0	0
Total	307		18700

DHS.gov Customer Satisfaction Survey

Time period :12/1/2019 -12/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	52	7.55%
▪ Student Exchange Visitor	73	10.60%
▪ Online Detainee	31	4.50%
▪ Investigations	53	7.69%
▪ Contracting opportunities	1	0.15%
▪ Email, RSS feeds, or subscription services	7	1.02%
▪ Forms or publications	15	2.18%
▪ Immigration Enforcement	190	27.58%
▪ Information about ICE (leadership, history, etc.)	47	6.82%
▪ Jobs / career information	75	10.89%
▪ Law enforcement	46	6.68%
▪ News	49	7.11%
▪ Photographs	6	0.87%
▪ Small business resources	2	0.29%
▪ Training	6	0.87%
▪ Videos	2	0.29%
▪ Cybersecurity	7	1.02%
▪ Human trafficking	27	3.92%
Total	689	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	7	4.35%
▪ Content wasn't easy to understand	77	47.83%
▪ Error on page	23	14.29%
▪ Multimedia / technical problem	20	12.42%
▪ Outdated information	34	21.12%
Total	161	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	35	5.99%
▪ Educator	30	5.14%
▪ Federal government employee	20	3.42%
▪ First responder / law enforcement official	24	4.11%
▪ Government contractor	12	2.05%
▪ International visitor	23	3.94%
▪ Job seeker	68	11.64%
▪ Media representative	8	1.37%
▪ Non-profit staff or volunteer	34	5.82%
▪ State, tribal, territorial or local government representative	7	1.20%
▪ Student	115	19.69%
▪ Traveler (domestic or international)	10	1.71%
▪ Other	198	33.90%
Total	584	100%