

# ICE.gov Web Analytics

Jan 1, 2020 - Jan 31, 2020

**All Users**  
100.00% Sessions

## Total Visits

**1,059,239**

% of Total: 100.00% (1,059,239)



## Avg. Visit Duration

**00:02:11**

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



## Pageviews

**2,036,154**

% of Total: 100.00% (2,036,154)



## Unique Visitors

**692,556**

% of Total: 100.00% (692,556)



## Avg. Pages / Visit

**1.92**

Avg for View: 1.92 (0.00%)



## Avg. Time on Page

**00:02:21**

Avg for View: 00:02:21 (0.00%)



## Bounce Rate

**61.06%**

Avg for View: 61.06% (0.00%)



## Top Pages

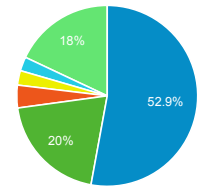
Page Title	Pageviews	Bounce Rate
(not set)	403,425	64.82%
ICE	226,485	43.68%
HSI Tip Form   ICE	87,534	68.51%
Detention Facility Locator   ICE	43,794	35.34%
Student and Exchange Visitor Program   ICE	43,469	53.16%
Working for ICE   ICE	40,820	31.37%
News Releases   ICE	39,057	59.17%
General Contact Information   ICE	36,121	71.43%
Enforcement and Removal Operations Field Offices   ICE	29,748	52.52%
Office of the Principal Legal Advisor Field Locations   ICE	21,139	86.33%

## Visits by Social Network

Social Network	Sessions
Facebook	30,264
Twitter	11,650
LinkedIn	789
YouTube	380
wikiHow	367
reddit	212
Instagram	159
Quora	142
Blogger	73
WordPress	41

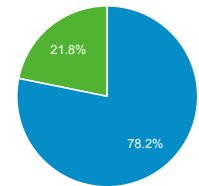
## Visits by Source

google (direct) Inks.gd  
m.facebook.com Bing Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
amazon	1,114	00:00:16
ice	928	42:57:48
ice detainee locator	504	25:09:47
ice locator	422	24:25:29
ICE	353	13:55:46
ice inmate locator	152	06:38:52
detainee locator	143	09:03:31
ice.gov	111	10:04:44
immigration and customs enforcement	110	11:29:16
ice locator detainee	104	07:31:50

# DHS.gov Customer Satisfaction Survey

1/1/20- 1/31/20

## Overall Customer Satisfaction Score

**75.01**

### How would you rate your overall experience today?

**67.46**

Answer Choices	Responses	Points	Score
▪ Outstanding	256	100	25600
▪ Above Average	157	75	11775
▪ Average	197	50	9850
▪ Below Average	35	25	875
▪ Poor	68	0	0
<b>Total</b>	<b>713</b>		<b>48100</b>

### Were you able to complete the purpose of your visit?

**71.95**

Answer Choices	Responses	Points	Score
▪ Yes	513	100	51300
▪ No	200	0	0
<b>Total</b>	<b>713</b>		<b>51300</b>

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

**85.35**

Answer Choices	Responses	Points	Score
▪ Yes	530	100	53000
▪ No	91	0	0
<b>Total</b>	<b>621</b>		<b>53000</b>

### Will you recommend this website to a friend or colleague?

**83.28**

Answer Choices	Responses	Points	Score
▪ Yes	518	100	51800
▪ No	104	0	0
<b>Total</b>	<b>622</b>		<b>51800</b>

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

**72.68**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	407	100	40700
▪ Had technical difficulties (e.g. error messages, broken links)	24	0	0
▪ Links did not take me where I expected	28	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	52	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	17	0	0
<b>Total</b>	<b>560</b>		<b>40700</b>

### How was your experience using our site search?

**66.87**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	222	100	22200
▪ I was not sure what words to use in my search	24	0	0
▪ Results were not helpful	34	0	0
▪ Results were not relevant to my search terms or needs	25	0	0
▪ Results were too similar / redundant	7	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	6	0	0
<b>Total</b>	<b>332</b>		<b>22200</b>

# DHS.gov Customer Satisfaction Survey

Time period :1/1/2020 -1/31/2020

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	49	6.87%
▪ Student Exchange Visitor	86	12.06%
▪ Online Detainee	44	6.17%
▪ Investigations	52	7.29%
▪ Contracting opportunities	5	0.70%
▪ Email, RSS feeds, or subscription services	7	0.98%
▪ Forms or publications	27	3.79%
▪ Immigration Enforcement	152	21.32%
▪ Information about ICE (leadership, history, etc.)	34	4.77%
▪ Jobs / career information	76	10.66%
▪ Law enforcement	46	6.45%
▪ News	62	8.70%
▪ Photographs	10	1.40%
▪ Small business resources	6	0.84%
▪ Training	6	0.84%
▪ Videos	5	0.70%
▪ Cybersecurity	13	1.82%
▪ Human trafficking	33	4.63%
<b>Total</b>	<b>713</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	17	8.90%
▪ Content wasn't easy to understand	89	46.60%
▪ Error on page	24	12.57%
▪ Multimedia / technical problem	36	18.85%
▪ Outdated information	25	13.09%
<b>Total</b>	<b>191</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	32	5.21%
▪ Educator	41	6.68%
▪ Federal government employee	28	4.56%
▪ First responder / law enforcement official	25	4.07%
▪ Government contractor	13	2.12%
▪ International visitor	34	5.54%
▪ Job seeker	55	8.96%
▪ Media representative	7	1.14%
▪ Non-profit staff or volunteer	37	6.03%
▪ State, tribal, territorial or local government representative	10	1.63%
▪ Student	101	16.45%
▪ Traveler (domestic or international)	20	3.26%
▪ Other	211	34.36%
<b>Total</b>	<b>614</b>	<b>100%</b>