


ICE.gov Web Analytics

May 1, 2019 - May 31, 2019

All Users
100.00% Sessions


Total Visits

1,664,132
% of Total: 100.00% (1,664,132)




Avg. Visit Duration

00:02:07
Avg for View: 00:02:07 (0.00%)




Pageviews

3,000,488
% of Total: 100.00% (3,000,488)




Unique Visitors

1,087,491
% of Total: 100.00% (1,087,491)




Avg. Pages / Visit

1.80
Avg for View: 1.80 (0.00%)




Avg. Time on Page

00:02:37
Avg for View: 00:02:37 (0.00%)



Bounce Rate

65.38%
Avg for View: 65.38% (0.00%)



Top Pages

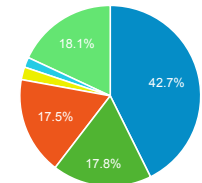
Page Title	Pageviews	Bounce Rate
(not set)	666,413	62.68%
Wife of senator in the Philippines sentenced for bulk cash smuggling ICE	279,066	92.85%
ICE	267,031	36.79%
Student and Exchange Visitor Program ICE	81,978	50.46%
Detention Facility Locator ICE	78,010	33.30%
Nearly 100 people indicted, 50 currently in custody in massive Houston-based marriage fraud conspiracy ICE	76,231	92.14%
HSI Tip Form ICE	72,538	74.60%
Enforcement and Removal Operations Field Offices ICE	52,284	50.73%
I-901 SEVIS Fee ICE	47,854	36.61%
Working for ICE ICE	42,585	33.54%

Visits by Social Network

Social Network	Sessions
Facebook	319,666
Twitter	14,257
YouTube	1,805
LinkedIn	1,289
Instagram Stories	796
Instagram	474
Quora	293
wikiHow	243
reddit	168
Naver	159

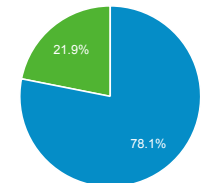
Visits by Source

google (42.7%)
m.facebook.com (17.8%)
(direct) (17.5%)
ice.gov (18.1%)
dlvr.it (3.9%)
Other (0.0%)



New vs. Returned Visitors

New Visitor (78.1%)
Returning Visitor (21.9%)



Top keywords

Keyword	Users	Time on Page
ice	1,216	56:43:59
ice detainee locator	671	37:04:58
sevis	467	16:23:47
ice locator	434	34:16:21
ICE	415	17:26:12
sevis fee	269	09:33:29
amazon	251	00:00:00
sevp	199	02:28:00
ice locator detainee	189	17:47:14
immigration and customs enforcement	167	08:43:37

DHS.gov Customer Satisfaction Survey

5/1/19- 5/31/19

Overall Customer Satisfaction Score

73.01

How would you rate your overall experience today?

66.50

Answer Choices	Responses	Points	Score
▪ Outstanding	304	100	30400
▪ Above Average	288	75	21600
▪ Average	278	50	13900
▪ Below Average	56	25	1400
▪ Poor	86	0	0
Total	1012		67300

Were you able to complete the purpose of your visit?

69.86

Answer Choices	Responses	Points	Score
▪ Yes	707	100	70700
▪ No	305	0	0
Total	1012		70700

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

86.93

Answer Choices	Responses	Points	Score
▪ Yes	758	100	75800
▪ No	114	0	0
Total	872		75800

Will you recommend this website to a friend or colleague?

82.33

Answer Choices	Responses	Points	Score
▪ Yes	727	100	72700
▪ No	156	0	0
Total	883		72700

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

68.12

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	532	100	53200
▪ Had technical difficulties (e.g. error messages, broken links)	30	0	0
▪ Links did not take me where I expected	53	0	0
▪ Links / labels are difficult to understand, they are not intuitive	19	0	0
▪ Navigated to general area but couldn't find the specific content needed	93	0	0
▪ Too many links or navigational choices	30	0	0
▪ Would often feel lost, not know where I was	24	0	0
Total	781		53200

How was your experience using our site search?

57.60

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	254	100	25400
▪ I was not sure what words to use in my search	44	0	0
▪ Results were not helpful	65	0	0
▪ Results were not relevant to my search terms or needs	30	0	0
▪ Results were too similar / redundant	14	0	0
▪ Returned not enough or no results	28	0	0
▪ Returned too many results	6	0	0
Total	441		25400

DHS.gov Customer Satisfaction Survey

Time period: 5/1/19- 5/31/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	69	6.82%
▪ Student Exchange Visitor	197	19.47%
▪ Online Detainee	66	6.52%
▪ Investigations	60	5.93%
▪ Contracting opportunities	4	0.40%
▪ Email, RSS feeds, or subscription services	4	0.40%
▪ Forms or publications	33	3.26%
▪ Immigration Enforcement	257	25.40%
▪ Information about ICE (leadership, history, etc.)	48	4.74%
▪ Jobs / career information	86	8.50%
▪ Law enforcement	44	4.35%
▪ News	66	6.52%
▪ Photographs	7	0.69%
▪ Small business resources	2	0.20%
▪ Training	21	2.08%
▪ Videos	5	0.49%
▪ Cybersecurity	17	1.68%
▪ Human trafficking	26	2.57%
Total	1012	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	25	9.03%
▪ Content wasn't easy to understand	133	48.01%
▪ Error on page	35	12.64%
▪ Multimedia / technical problem	43	15.52%
▪ Outdated information	41	14.80%
Total	277	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	47	5.41%
▪ Educator	52	5.99%
▪ Federal government employee	34	3.92%
▪ First responder / law enforcement official	24	2.76%
▪ Government contractor	13	1.50%
▪ International visitor	44	5.07%
▪ Job seeker	86	9.91%
▪ Media representative	11	1.27%
▪ Non-profit staff or volunteer	41	4.72%
▪ State, tribal, territorial or local government representative	12	1.38%
▪ Student	200	23.04%
▪ Traveler (domestic or international)	20	2.30%
▪ Other	284	32.72%
Total	868	100%