

# ICE.gov Web Analytics

Jul 1, 2019 - Jul 31, 2019

**All Users**  
100.00% Sessions

## Total Visits

**1,527,841**

% of Total: 100.00% (1,527,841)



## Avg. Visit Duration

**00:02:16**

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



## Pageviews

**2,942,474**

% of Total: 100.00% (2,942,474)



## Unique Visitors

**973,626**

% of Total: 100.00% (973,626)



## Avg. Pages / Visit

**1.93**

Avg for View: 1.93 (0.00%)



## Avg. Time on Page

**00:02:26**

Avg for View: 00:02:26 (0.00%)



## Bounce Rate

**60.19%**

Avg for View: 60.19% (0.00%)



## Top Pages

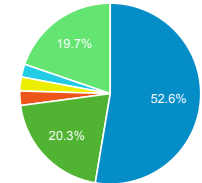
Page Title	Pageviews	Bounce Rate
(not set)	644,168	65.83%
ICE	346,299	37.82%
HSI Tip Form   ICE	107,622	75.93%
Detention Facility Locator   ICE	92,274	45.77%
Working for ICE   ICE	64,154	34.13%
Student and Exchange Visitor Program   ICE	61,791	52.00%
News Releases   ICE	59,036	66.03%
Enforcement and Removal Operations Field Offices   ICE	51,708	52.43%
General Contact Information   ICE	47,050	62.42%
I-901 SEVIS Fee   ICE	33,532	37.69%

## Visits by Social Network

Social Network	Sessions
Facebook	37,844
Twitter	23,073
Instagram	2,054
reddit	1,268
LinkedIn	1,123
YouTube	750
wikiHow	322
Quora	205
Blogger	163
WordPress	41

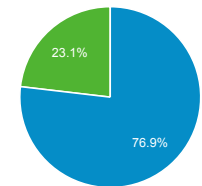
## Visits by Source

google (direct) ice.gov  
bing dlvr.it Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	2,372	93:44:00
amazon	1,677	00:00:00
ICE	988	24:41:25
ice detainee locator	572	41:31:06
ice locator	458	23:34:49
sevis fee	232	08:11:23
immigration and customs enforcement	219	12:23:15
sevis	209	09:09:13
detainee locator	172	11:32:54
ice locator detainee	172	09:38:54

# DHS.gov Customer Satisfaction Survey

7/1/19- 7/31/19

## Overall Customer Satisfaction Score

**74.40**

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

**67.21**

Answer Choices	Responses	Points	Score
▪ Outstanding	511	100	51100
▪ Above Average	342	75	25650
▪ Average	408	50	20400
▪ Below Average	66	25	1650
▪ Poor	143	0	0
<b>Total</b>	<b>1470</b>		<b>98800</b>

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

**71.29**

Answer Choices	Responses	Points	Score
▪ Yes	1048	100	104800
▪ No	422	0	0
<b>Total</b>	<b>1470</b>		<b>104800</b>

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

**85.67**

Answer Choices	Responses	Points	Score
▪ Yes	1076	100	107600
▪ No	180	0	0
<b>Total</b>	<b>1256</b>		<b>107600</b>

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

**82.70**

Answer Choices	Responses	Points	Score
▪ Yes	1052	100	105200
▪ No	220	0	0
<b>Total</b>	<b>1272</b>		<b>105200</b>

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

**73.19**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	808	100	80800
▪ Had technical difficulties (e.g. error messages, broken links)	28	0	0
▪ Links did not take me where I expected	79	0	0
▪ Links / labels are difficult to understand, they are not intuitive	37	0	0
▪ Navigated to general area but couldn't find the specific content needed	81	0	0
▪ Too many links or navigational choices	30	0	0
▪ Would often feel lost, not know where I was	41	0	0
<b>Total</b>	<b>1104</b>		<b>80800</b>

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

**61.39**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	388	100	38800
▪ I was not sure what words to use in my search	50	0	0
▪ Results were not helpful	86	0	0
▪ Results were not relevant to my search terms or needs	46	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	37	0	0
▪ Returned too many results	9	0	0
<b>Total</b>	<b>632</b>		<b>38800</b>

# DHS.gov Customer Satisfaction Survey

Time period : 7/1/2019 - 7/31/2019

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	99	6.73%
▪ Student Exchange Visitor	141	9.59%
▪ Online Detainee	63	4.29%
▪ Investigations	85	5.78%
▪ Contracting opportunities	5	0.34%
▪ Email, RSS feeds, or subscription services	7	0.48%
▪ Forms or publications	43	2.93%
▪ Immigration Enforcement	474	32.24%
▪ Information about ICE (leadership, history, etc.)	110	7.48%
▪ Jobs / career information	138	9.39%
▪ Law enforcement	73	2.59%
▪ News	141	4.97%
▪ Photographs	12	9.59%
▪ Small business resources	6	0.82%
▪ Training	21	0.41%
▪ Videos	5	1.43%
▪ Cybersecurity	9	0.34%
▪ Human trafficking	38	0.61%
<b>Total</b>	<b>1470</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	22	5.77%
▪ Content wasn't easy to understand	217	56.96%
▪ Error on page	29	7.61%
▪ Multimedia / technical problem	51	13.39%
▪ Outdated information	62	16.27%
<b>Total</b>	<b>381</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	69	5.52%
▪ Educator	65	5.20%
▪ Federal government employee	40	3.20%
▪ First responder / law enforcement official	32	2.56%
▪ Government contractor	18	1.44%
▪ International visitor	43	3.44%
▪ Job seeker	129	10.32%
▪ Media representative	13	1.04%
▪ Non-profit staff or volunteer	48	3.84%
▪ State, tribal, territorial or local government representative	14	1.12%
▪ Student	208	16.64%
▪ Traveler (domestic or international)	23	1.84%
▪ Other	548	43.84%
<b>Total</b>	<b>1250</b>	<b>100%</b>