

ICE.gov Web Analytics

Sep 1, 2019 - Sep 30, 2019

All Users
100.00% Sessions

Total Visits

1,137,175
% of Total: 100.00% (1,137,175)

Avg. Visit Duration

00:02:14
Avg for View: 00:02:14 (0.00%)

Pageviews

2,122,164
% of Total: 100.00% (2,122,164)

Unique Visitors

731,238
% of Total: 100.00% (731,238)

Avg. Pages / Visit

1.87
Avg for View: 1.87 (0.00%)

Avg. Time on Page

00:02:33
Avg for View: 00:02:33 (0.00%)

Bounce Rate

62.25%
Avg for View: 62.25% (0.00%)

Top Pages

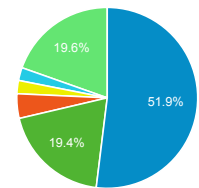
Page Title	Pageviews	Bounce Rate
(not set)	475,363	64.86%
ICE	225,579	38.80%
HSI Tip Form ICE	72,118	73.78%
Detention Facility Locator ICE	50,707	36.66%
Indian management consulting firm agrees to \$2.5 million global settlement in North Texas for visa fraud, inducing aliens to enter US ICE	47,002	84.30%
Working for ICE ICE	39,819	33.24%
Student and Exchange Visitor Program ICE	37,916	52.73%
News Releases ICE	37,231	61.00%
General Contact Information ICE	35,265	67.08%
Enforcement and Removal Operations Field Offices ICE	32,702	52.23%

Visits by Social Network

Social Network	Sessions
Facebook	56,316
Twitter	18,078
LinkedIn	2,134
wikiHow	381
reddit	341
YouTube	319
Instagram	258
Sina Weibo	237
Quora	94
Blogger	50

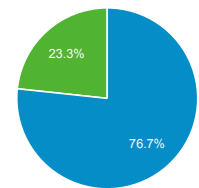
Visits by Source

■ google
 ■ (direct)
 ■ m.facebook.com
 ■ bing
 ■ ice.gov
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Top keywords

Keyword	Users	Time on Page
amazon	1,067	00:00:13
ice	1,059	36:23:39
ice detainee locator	582	38:15:22
ICE	459	17:12:26
ice locator	430	30:03:33
immigration and customs enforcement	185	14:39:13
ice inmate locator	142	07:08:57
ice locator detainee	131	10:09:22
detainee locator	128	06:58:17
ice.gov	106	14:51:50

DHS.gov Customer Satisfaction Survey

9/1/19- 9/30/19

Overall Customer Satisfaction Score

72.14

How would you rate your overall experience today?

65.34

Answer Choices	Responses	Points	Score
▪ Outstanding	297	100	29700
▪ Above Average	187	75	14025
▪ Average	234	50	11700
▪ Below Average	49	25	1225
▪ Poor	100	0	0
Total	867		56650

Were you able to complete the purpose of your visit?

70.47

Answer Choices	Responses	Points	Score
▪ Yes	611	100	61100
▪ No	256	0	0
Total	867		61100

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

84.01

Answer Choices	Responses	Points	Score
▪ Yes	620	100	62000
▪ No	118	0	0
Total	738		62000

Will you recommend this website to a friend or colleague?

81.02

Answer Choices	Responses	Points	Score
▪ Yes	602	100	60200
▪ No	141	0	0
Total	743		60200

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

67.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	439	100	43900
▪ Had technical difficulties (e.g. error messages, broken links)	28	0	0
▪ Links did not take me where I expected	35	0	0
▪ Links / labels are difficult to understand, they are not intuitive	21	0	0
▪ Navigated to general area but couldn't find the specific content needed	71	0	0
▪ Too many links or navigational choices	27	0	0
▪ Would often feel lost, not know where I was	29	0	0
Total	650		43900

How was your experience using our site search?

58.54

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	216	100	21600
▪ I was not sure what words to use in my search	27	0	0
▪ Results were not helpful	56	0	0
▪ Results were not relevant to my search terms or needs	29	0	0
▪ Results were too similar / redundant	9	0	0
▪ Returned not enough or no results	22	0	0
▪ Returned too many results	10	0	0
Total	369		21600

DHS.gov Customer Satisfaction Survey

Time period : 9/1/2019 - 9/30/2019

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	64	7.38%
▪ Student Exchange Visitor	62	7.15%
▪ Online Detainee	62	7.15%
▪ Investigations	71	8.19%
▪ Contracting opportunities	8	0.92%
▪ Email, RSS feeds, or subscription services	5	0.58%
▪ Forms or publications	21	2.42%
▪ Immigration Enforcement	242	27.91%
▪ Information about ICE (leadership, history, etc.)	60	6.92%
▪ Jobs / career information	93	10.73%
▪ Law enforcement	50	5.77%
▪ News	62	7.15%
▪ Photographs	9	1.04%
▪ Small business resources	5	0.58%
▪ Training	8	0.92%
▪ Videos	5	0.58%
▪ Cybersecurity	12	1.38%
▪ Human trafficking	28	3.23%
Total	867	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	17	7.26%
▪ Content wasn't easy to understand	106	45.30%
▪ Error on page	41	17.52%
▪ Multimedia / technical problem	45	19.23%
▪ Outdated information	25	10.68%
Total	234	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	35	4.76%
▪ Educator	42	5.71%
▪ Federal government employee	34	4.63%
▪ First responder / law enforcement official	23	3.13%
▪ Government contractor	6	0.82%
▪ International visitor	24	3.27%
▪ Job seeker	79	10.75%
▪ Media representative	11	1.50%
▪ Non-profit staff or volunteer	45	6.12%
▪ State, tribal, territorial or local government representative	9	1.22%
▪ Student	116	15.78%
▪ Traveler (domestic or international)	19	2.59%
▪ Other	292	39.73%
Total	735	100%