

ICE.gov Web Analytics

Apr 1, 2018 - Apr 30, 2018

All Users
100.00% Sessions

Total Visits

1,064,657

% of Total: 100.00% (1,064,657)



Avg. Visit Duration

00:02:25

Avg for View: 00:02:25 (0.00%)



Pageviews

2,092,684

% of Total: 100.00% (2,092,684)



Unique Visitors

685,158

% of Total: 100.00% (685,158)



Avg. Pages / Visit

1.97

Avg for View: 1.97 (0.00%)



Avg. Time on Page

00:02:28

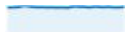
Avg for View: 00:02:28 (0.00%)



Bounce Rate

58.41%

Avg for View: 58.41% (0.00%)



Top Pages

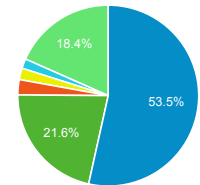
Page Title	Pageviews	Bounce Rate
(not set)	384,849	66.55%
ICE	228,304	39.10%
Student and Exchange Visitor Program ICE	83,689	46.25%
HSI Tip Form ICE	67,155	72.92%
Detention Facility Locator ICE	52,705	36.45%
Working for ICE ICE	51,274	30.22%
General Contact Information ICE	40,800	53.32%
News Releases ICE	40,328	60.34%
Enforcement and Removal Operations Field Offices ICE	36,796	51.50%
I-901 SEVIS Fee ICE	34,956	37.85%

Visits by Social Network

Social Network	Sessions
Facebook	20,677
Twitter	9,597
reddit	848
LinkedIn	659
YouTube	213
Vkontakte	201
Quora	188
Instagram	170
Blogger	141
wikiHow	137

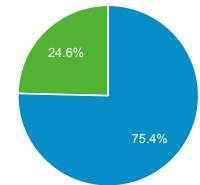
Visits by Source

google (direct) bing
search.usa.gov ice.gov
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	220	08:50:22
https://www.ice.gov/sevis	156	03:25:59
ICE	99	03:55:59
sevis fee	51	01:13:16
sevis	48	01:48:44
ice detainee locator	44	01:35:28
ice locator	37	03:09:35
amazon	32	00:00:00
https://locator.ice.gov/odls/#/index	32	02:54:44
immigration and customs enforcement	30	01:22:17

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2018- 04/30/2018

Overall Customer Satisfaction Score

74.99

How would you rate your overall experience today?

67.33

Answer Choices	Responses	Points	Score
▪ Outstanding	396	100	39600
▪ Above Average	355	75	26625
▪ Average	339	50	16950
▪ Below Average	61	25	1525
▪ Poor	107	0	0
Total	1258		84700

Were you able to complete the purpose of your visit?

72.73

Answer Choices	Responses	Points	Score
▪ Yes	915	100	91500
▪ No	343	0	0
Total	1258		91500

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

88.19

Answer Choices	Responses	Points	Score
▪ Yes	978	100	97800
▪ No	131	0	0
Total	1109		97800

Will you recommend this website to a friend or colleague?

84.95

Answer Choices	Responses	Points	Score
▪ Yes	948	100	94800
▪ No	168	0	0
Total	1116		94800

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

70.87

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	713	100	71300
▪ Had technical difficulties (e.g. error messages, broken links)	32	0	0
▪ Links did not take me where I expected	45	0	0
▪ Links / labels are difficult to understand, they are not intuitive	28	0	0
▪ Navigated to general area but couldn't find the specific content needed	116	0	0
▪ Too many links or navigational choices	49	0	0
▪ Would often feel lost, not know where I was	23	0	0
Total	1006		71300

How was your experience using our site search?

59.13

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	340	100	34000
▪ I was not sure what words to use in my search	54	0	0
▪ Results were not helpful	80	0	0
▪ Results were not relevant to my search terms or needs	37	0	0
▪ Results were too similar / redundant	19	0	0
▪ Returned not enough or no results	29	0	0
▪ Returned too many results	16	0	0
Total	575		34000

DHS.gov Customer Satisfaction Survey

Time Period: 04/01/2018- 04/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	26	3.87%
▪ Contracting opportunities	133	19.79%
▪ Cybersecurity	39	5.80%
▪ Email, RSS feeds, or subscription services	52	7.74%
▪ Forms or publications	2	0.30%
▪ Human trafficking	8	1.19%
▪ Immigration and citizenship	20	2.98%
▪ Information about DHS (leadership, history, etc.)	156	23.21%
▪ Jobs / career information	47	6.99%
▪ Law enforcement	117	17.41%
▪ News	29	4.32%
▪ Photographs	28	4.17%
▪ Small business resources	4	0.60%
▪ Training	1	0.15%
▪ Travel	8	1.19%
▪ Videos	2	0.30%
Total	672	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	8	2.80%
▪ Content wasn't easy to understand	77	26.92%
▪ Could not find what I was looking for	21	7.34%
▪ Error on page	18	6.29%
▪ Multimedia / technical problem	19	6.64%
▪ Outdated information	143	50.00%
Total	286	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	63	9.03%
▪ Educator	57	8.17%
▪ Federal government employee	37	5.30%
▪ First responder / law enforcement official	44	6.30%
▪ Government contractor	14	2.01%
▪ International visitor	43	6.16%
▪ Job seeker	110	15.76%
▪ Media representative	13	1.86%
▪ Non-profit staff or volunteer	59	8.45%
▪ State, tribal, territorial or local government representative	19	2.72%
▪ Student	218	31.23%
▪ Traveler (domestic or international)	21	3.01%
▪ Other	0	0.00%
Total	698	100%