

# ICE.gov Web Analytics

Feb 1, 2018 - Feb 28, 2018

All Users  
100.00% Sessions

## Total Visits

**931,736**  
% of Total: 100.00% (931,736)



## Avg. Visit Duration

**00:02:20**  
Avg for View: 00:02:20 (0.00%)



## Pageviews

**1,825,906**  
% of Total: 100.00% (1,825,906)



## Unique Visitors

**604,849**  
% of Total: 100.00% (604,849)



## Avg. Pages / Visit

**1.96**  
Avg for View: 1.96 (0.00%)



## Avg. Time on Page

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



## Bounce Rate

**60.06%**  
Avg for View: 60.06% (0.00%)



## Top Pages

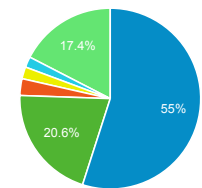
Page Title	Pageviews	Bounce Rate
(not set)	277,356	74.39%
ICE	223,179	37.28%
HSI Tip Form   ICE	72,144	72.21%
Working for ICE   ICE	56,358	34.82%
Detention Facility Locator   ICE	45,025	37.47%
News Releases   ICE	44,593	58.86%
General Contact Information   ICE	42,193	54.47%
Enforcement and Removal Operations Field Offices   ICE	35,471	50.36%
Student and Exchange Visitor Program   ICE	31,599	49.97%
Contact ICE Field Offices   ICE	29,401	46.28%

## Visits by Social Network

Social Network	Sessions
Facebook	16,094
Twitter	6,877
reddit	3,210
LinkedIn	560
YouTube	426
Instagram	203
wikiHow	157
Blogger	126
Quora	99
Google+	49

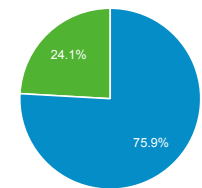
## Visits by Source

google (direct) bing  
search.usa.gov  
links.govdelivery.com Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	400	14:22:12
ICE	174	05:14:13
ICE Cuban national	57	00:05:07
ice detainee locator	51	00:52:48
locator.ice	50	00:55:16
ice immigration	49	00:34:14
sevis	39	00:35:54
ice locator	38	00:09:29
immigration and customs enforcement	35	01:07:27
Ice	32	01:05:12

# DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2018- 02/28/2018

## Overall Customer Satisfaction Score

**73.06**

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

**65.95**

Answer Choices	Responses	Points	Score
▪ Outstanding	426	100	42600
▪ Above Average	314	75	23550
▪ Average	357	50	17850
▪ Below Average	72	25	1800
▪ Poor	132	0	0
<b>Total</b>	<b>1301</b>		<b>85800</b>

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

**69.02**

Answer Choices	Responses	Points	Score
▪ Yes	898	100	89800
▪ No	403	0	0
<b>Total</b>	<b>1301</b>		<b>89800</b>

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

**86.15**

Answer Choices	Responses	Points	Score
▪ Yes	970	100	97000
▪ No	156	0	0
<b>Total</b>	<b>1126</b>		<b>97000</b>

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

**82.11**

Answer Choices	Responses	Points	Score
▪ Yes	932	100	93200
▪ No	203	0	0
<b>Total</b>	<b>1135</b>		<b>93200</b>

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

**69.80**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	691	100	69100
▪ Had technical difficulties (e.g. error messages, broken links)	41	0	0
▪ Links did not take me where I expected	59	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	105	0	0
▪ Too many links or navigational choices	33	0	0
▪ Would often feel lost, not know where I was	33	0	0
<b>Total</b>	<b>990</b>		<b>69100</b>

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

**61.38**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	383	100	38300
▪ I was not sure what words to use in my search	46	0	0
▪ Results were not helpful	76	0	0
▪ Results were not relevant to my search terms or needs	43	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	46	0	0
▪ Returned too many results	14	0	0
<b>Total</b>	<b>624</b>		<b>38300</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 02/01/2018- 02/28/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	123	11.63%
▪ Contracting opportunities	10	0.95%
▪ Cybersecurity	20	1.89%
▪ Email, RSS feeds, or subscription services	20	1.89%
▪ Forms or publications	49	4.63%
▪ Human trafficking	53	5.01%
▪ Information about ICE (leadership, history, etc.)	133	12.57%
▪ Jobs / career information	377	35.63%
▪ Law enforcement	102	9.64%
▪ News	110	10.40%
▪ Photographs	12	1.13%
▪ Small business resources	8	0.76%
▪ Training	36	3.40%
▪ Videos	5	0.47%
<b>Total</b>	<b>1058</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	32	6.71%
▪ Content wasn't easy to understand	236	49.48%
▪ Error on page	67	14.05%
▪ Multimedia / technical problem	73	15.30%
▪ Outdated information	69	14.47%
<b>Total</b>	<b>477</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	167	8.02%
▪ Educator	194	9.32%
▪ Federal government employee	118	5.67%
▪ First responder / law enforcement official	124	5.96%
▪ Government contractor	52	2.50%
▪ International visitor	122	5.86%
▪ Job seeker	359	17.25%
▪ Media representative	37	1.78%
▪ Non-profit staff or volunteer	188	9.03%
▪ State, tribal, territorial or local government representative	48	2.31%
▪ Student	606	29.12%
▪ Traveler (domestic or international)	66	3.17%
▪ Other	0	0.00%
<b>Total</b>	<b>2081</b>	<b>100%</b>