

ICE.gov Web Analytics

Jun 1, 2018 - Jun 30, 2018

All Users
100.00% Sessions

Total Visits

1,459,841

% of Total: 100.00% (1,459,841)



Avg. Visit Duration

00:02:07

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



Pageviews

2,745,800

% of Total: 100.00% (2,745,800)



Unique Visitors

1,000,925

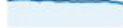
% of Total: 100.00% (1,000,925)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:02:23

Avg for View: 00:02:23 (0.00%)



Bounce Rate

61.21%

Avg for View: 61.21% (0.00%)



Top Pages

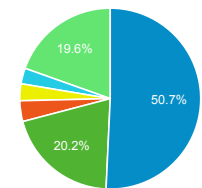
Page Title	Pageviews	Bounce Rate
(not set)	431,152	67.18%
ICE	289,923	41.16%
Detention Facility Locator ICE	194,967	65.60%
HSI Tip Form ICE	75,409	73.42%
Student and Exchange Visitor Program ICE	75,088	48.27%
Working for ICE ICE	71,600	31.65%
News Releases ICE	50,670	60.19%
Enforcement and Removal Operations Field Offices ICE	49,666	54.55%
General Contact Information ICE	49,110	55.77%
I-901 SEVIS Fee ICE	46,149	34.53%

Visits by Social Network

Social Network	Sessions
Facebook	58,412
Twitter	54,322
reddit	2,442
LinkedIn	371
Quora	295
wikiHow	255
Instagram	232
YouTube	205
Blogger	191
Tumblr	88

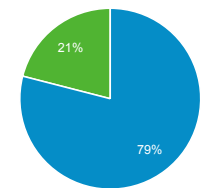
Visits by Source

google (direct) t.co
m.facebook.com bing
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
https://www.ice.gov/detention-facilities	610	07:10:26
ice	315	09:06:12
ICE	174	04:45:14
sevis fee	154	03:16:35
sevis	113	04:34:33
ice.gov	97	03:39:05
ice detainee locator	50	03:24:46
https://www.ice.gov/contact/field-offices	48	00:11:42
https://locator.ice.gov/odls/#/index	45	02:46:55
ice locator	29	02:01:36

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2018- 06/30/2018

Overall Customer Satisfaction Score **67.82**

How would you rate your overall experience today? **60.20**

Answer Choices	Responses	Points	Score
▪ Outstanding	271	100	27100
▪ Above Average	270	75	20250
▪ Average	278	50	13900
▪ Below Average	52	25	1300
▪ Poor	168	0	0
Total	1039		62550

Were you able to complete the purpose of your visit? **67.66**

Answer Choices	Responses	Points	Score
▪ Yes	703	100	70300
▪ No	336	0	0
Total	1039		70300

Would you still return to this website if you could get this information or service from another source? **76.41**

Answer Choices	Responses	Points	Score
▪ Yes	787	100	78700
▪ No	243	0	0
Total	1030		78700

Will you recommend this website to a friend or colleague? **74.01**

Answer Choices	Responses	Points	Score
▪ Yes	769	100	76900
▪ No	270	0	0
Total	1039		76900

Please describe your experience finding your way around (navigating) ICE.gov today. **65.37**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	606	100	60600
▪ Had technical difficulties (e.g. error messages, broken links)	34	0	0
▪ Links did not take me where I expected	58	0	0
▪ Links / labels are difficult to understand, they are not intuitive	36	0	0
▪ Navigated to general area but couldn't find the specific content needed	119	0	0
▪ Too many links or navigational choices	34	0	0
▪ Would often feel lost, not know where I was	40	0	0
Total	927		60600

How was your experience using our site search? **58.83**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	323	100	32300
▪ I was not sure what words to use in my search	38	0	0
▪ Results were not helpful	77	0	0
▪ Results were not relevant to my search terms or needs	34	0	0
▪ Results were too similar / redundant	22	0	0
▪ Returned not enough or no results	38	0	0
▪ Returned too many results	17	0	0
Total	549		32300

DHS.gov Customer Satisfaction Survey

Time Period: 06/01/2018- 06/30/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	64	9.04%
▪ Contracting opportunities	11	1.55%
▪ Cybersecurity	10	1.41%
▪ Email, RSS feeds, or subscription services	4	0.56%
▪ Forms or publications	2	0.28%
▪ Human trafficking	1	0.14%
▪ Immigration Enforcement	242	34.18%
▪ Information about ICE (leadership, history, etc.)	86	12.15%
▪ Jobs / career information	171	24.15%
▪ Law enforcement	39	5.51%
▪ News	58	8.19%
▪ Photographs	4	0.56%
▪ Small business resources	4	0.56%
▪ Training	12	1.69%
▪ Videos	0	0.00%
Total	708	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	16	5.14%
▪ Content wasn't easy to understand	163	52.41%
▪ Error on page	27	8.68%
▪ Multimedia / technical problem	35	11.25%
▪ Outdated information	70	22.51%
Total	311	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	81	8.16%
▪ Educator	164	16.52%
▪ Federal government employee	43	4.33%
▪ First responder / law enforcement official	58	5.84%
▪ Government contractor	25	2.52%
▪ International visitor	35	3.52%
▪ Job seeker	128	12.89%
▪ Media representative	27	2.72%
▪ Non-profit staff or volunteer	75	7.55%
▪ State, tribal, territorial or local government representative	25	2.52%
▪ Student	299	30.11%
▪ Traveler (domestic or international)	33	3.32%
▪ Other	0	0.00%
Total	993	100%