

ICE.gov Web Analytics

Mar 1, 2018 - Mar 31, 2018

All Users
100.00% Sessions

Total Visits

1,086,162

% of Total: 100.00% (1,086,162)



Avg. Visit Duration

00:02:17

Avg for View: 00:02:17 (0.00%)



Pageviews

2,066,654

% of Total: 100.00% (2,066,654)



Unique Visitors

707,922

% of Total: 100.00% (707,922)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:02:31

Avg for View: 00:02:31 (0.00%)



Bounce Rate

60.77%

Avg for View: 60.77% (0.00%)



Top Pages

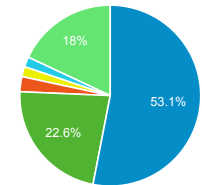
Page Title	Pageviews	Bounce Rate
(not set)	347,105	70.55%
ICE	248,051	44.01%
HSI Tip Form ICE	72,446	73.26%
Working for ICE ICE	54,580	31.97%
Detention Facility Locator ICE	51,140	36.64%
Student and Exchange Visitor Program ICE	48,157	50.78%
News Releases ICE	44,283	58.54%
General Contact Information ICE	43,000	53.20%
Enforcement and Removal Operations Field Offices ICE	39,412	50.29%
Contact ICE Field Offices ICE	31,200	46.29%

Visits by Social Network

Social Network	Sessions
Facebook	22,873
Twitter	9,387
reddit	5,211
LinkedIn	1,650
YouTube	481
Instagram	249
Quora	183
wikiHow	177
Blogger	144
WordPress	72

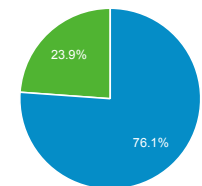
Visits by Source

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	384	11:27:56
https://www.ice.gov/sevis	183	02:12:16
ICE	176	04:06:23
ice detainee locator	56	02:45:52
https://www.ice.gov/news/releases/paya-and-two-canadian-brothers-accused-operating-unlicensed-money-service-businesses	53	01:43:22
sevis	51	02:33:20
https://www.ice.gov/news/releases/paya-and-2-canadian-brothers-accused-operating-unlicensed-money-service-business-and	46	00:47:49
ice locator	43	02:06:22
sevis fee	41	01:29:01
ice immigration	35	00:32:08

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2018- 03/31/2018

Overall Customer Satisfaction Score

76.99

How would you rate your overall experience today?

69.76

Answer Choices	Responses	Points	Score
▪ Outstanding	237	100	23700
▪ Above Average	202	75	15150
▪ Average	210	50	10500
▪ Below Average	24	25	600
▪ Poor	43	0	0
Total	716		49950

Were you able to complete the purpose of your visit?

74.58

Answer Choices	Responses	Points	Score
▪ Yes	534	100	53400
▪ No	182	0	0
Total	716		53400

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

88.94

Answer Choices	Responses	Points	Score
▪ Yes	635	100	63500
▪ No	79	0	0
Total	714		63500

Will you recommend this website to a friend or colleague?

86.49

Answer Choices	Responses	Points	Score
▪ Yes	621	100	62100
▪ No	97	0	0
Total	718		62100

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

72.50

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	472	100	47200
▪ Had technical difficulties (e.g. error messages, broken links)	23	0	0
▪ Links did not take me where I expected	40	0	0
▪ Links / labels are difficult to understand, they are not intuitive	10	0	0
▪ Navigated to general area but couldn't find the specific content needed	70	0	0
▪ Too many links or navigational choices	14	0	0
▪ Would often feel lost, not know where I was	22	0	0
Total	651		47200

How was your experience using our site search?

61.67

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	222	100	22200
▪ I was not sure what words to use in my search	31	0	0
▪ Results were not helpful	39	0	0
▪ Results were not relevant to my search terms or needs	31	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	17	0	0
▪ Returned too many results	8	0	0
Total	360		22200

DHS.gov Customer Satisfaction Survey

Time Period: 03/01/2018- 03/31/2018

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	49	13.10%
▪ Contracting opportunities	2	0.53%
▪ Cybersecurity	5	1.34%
▪ Email, RSS feeds, or subscription services	5	1.34%
▪ Forms or publications	13	3.48%
▪ Human trafficking	14	3.74%
▪ Information about ICE (leadership, history, etc.)	41	10.96%
▪ Jobs / career information	125	33.42%
▪ Law enforcement	45	12.03%
▪ News	47	12.57%
▪ Photographs	6	1.60%
▪ Small business resources	5	1.34%
▪ Training	14	3.74%
▪ Videos	3	0.80%
Total	374	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	13	3.82%
▪ Content wasn't easy to understand	78	22.94%
▪ Error on page	23	6.76%
▪ Multimedia / technical problem	28	8.24%
▪ Outdated information	28	8.24%
▪ Other	170	50.00%
Total	340	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	54	7.52%
▪ Educator	68	9.47%
▪ Federal government employee	41	5.71%
▪ First responder / law enforcement official	47	6.55%
▪ Government contractor	18	2.51%
▪ International visitor	41	5.71%
▪ Job seeker	128	17.83%
▪ Media representative	18	2.51%
▪ Non-profit staff or volunteer	66	9.19%
▪ Seeking citizenship or immigration information	14	1.95%
▪ State, tribal, territorial or local government representative	198	27.58%
▪ Student	25	3.48%
Total	718	100%