

# ICE.gov Web Analytics

May 1, 2018 - May 31, 2018

All Users  
100.00% Sessions

## Total Visits

**1,175,630**

% of Total: 100.00% (1,175,630)



## Avg. Visit Duration

**00:02:25**

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



## Pageviews

**2,273,666**

% of Total: 100.00% (2,273,666)



## Unique Visitors

**756,886**

% of Total: 100.00% (756,886)



## Avg. Pages / Visit

**1.93**

Avg for View: 1.93 (0.00%)



## Avg. Time on Page

**00:02:33**

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



## Bounce Rate

**58.58%**

Avg for View: 58.58% (0.00%)



## Top Pages

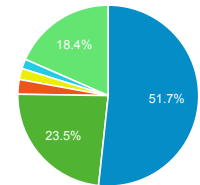
Page Title	Pageviews	Bounce Rate
(not set)	421,792	65.82%
ICE	243,673	39.93%
Student and Exchange Visitor Program   ICE	80,869	47.76%
HSI Tip Form   ICE	68,768	73.22%
Detention Facility Locator   ICE	60,602	39.93%
Working for ICE   ICE	52,622	31.90%
I-901 SEVIS Fee   ICE	50,159	35.84%
General Contact Information   ICE	43,333	55.00%
News Releases   ICE	41,912	61.45%
Enforcement and Removal Operations Field Offices   ICE	40,634	50.64%

## Visits by Social Network

Social Network	Sessions
Facebook	20,688
Twitter	20,012
LinkedIn	710
reddit	606
Quora	270
YouTube	233
wikiHow	210
Instagram	190
Blogger	140
Naver	109

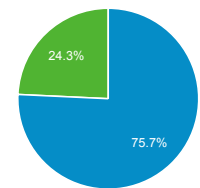
## Visits by Source

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	222	10:38:53
sevis fee	109	04:44:42
ICE	101	02:39:43
ice.gov	68	03:27:12
sevis	67	01:49:29
ice detainee locator	54	05:13:52
ICE Midwest arrest	48	00:07:29
https://locator.ice.gov/odls/#/index	45	07:56:36
ice locator	38	01:36:55
Ice	36	00:12:59

# DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2018- 05/28/2018

## Overall Customer Satisfaction Score

**72.27**

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

**66.81**

Answer Choices	Responses	Points	Score
▪ Outstanding	227	100	22700
▪ Above Average	218	75	16350
▪ Average	179	50	8950
▪ Below Average	47	25	1175
▪ Poor	65	0	0
<b>Total</b>	<b>736</b>		<b>49175</b>

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

**70.24**

Answer Choices	Responses	Points	Score
▪ Yes	517	100	51700
▪ No	219	0	0
<b>Total</b>	<b>736</b>		<b>51700</b>

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

**85.64**

Answer Choices	Responses	Points	Score
▪ Yes	626	100	62600
▪ No	105	0	0
<b>Total</b>	<b>731</b>		<b>62600</b>

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

**82.74**

Answer Choices	Responses	Points	Score
▪ Yes	609	100	60900
▪ No	127	0	0
<b>Total</b>	<b>736</b>		<b>60900</b>

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

**63.68**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	433	100	43300
▪ Had technical difficulties (e.g. error messages, broken links)	35	0	0
▪ Links did not take me where I expected	48	0	0
▪ Links / labels are difficult to understand, they are not intuitive	24	0	0
▪ Navigated to general area but couldn't find the specific content needed	80	0	0
▪ Too many links or navigational choices	29	0	0
▪ Would often feel lost, not know where I was	31	0	0
<b>Total</b>	<b>680</b>		<b>43300</b>

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

**56.56**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	220	100	22000
▪ I was not sure what words to use in my search	32	0	0
▪ Results were not helpful	56	0	0
▪ Results were not relevant to my search terms or needs	34	0	0
▪ Results were too similar / redundant	15	0	0
▪ Returned not enough or no results	16	0	0
▪ Returned too many results	16	0	0
<b>Total</b>	<b>389</b>		<b>22000</b>

# DHS.gov Customer Satisfaction Survey

Time Period: 05/01/2018- 05/28/2018

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Contact information	29	5.38%
▪ Contracting opportunities	177	32.84%
▪ Cybersecurity	34	6.31%
▪ Disaster assistance	50	9.28%
▪ Email, RSS feeds, or subscription services	5	0.93%
▪ Forms or publications	7	1.30%
▪ Human trafficking	20	3.71%
▪ Immigration and citizenship	104	19.29%
▪ Information about DHS (leadership, history, etc.)	41	7.61%
▪ Jobs / career information	26	4.82%
▪ Law enforcement	7	1.30%
▪ News	3	0.56%
▪ Photographs	4	0.74%
▪ Small business resources	24	4.45%
▪ Training	7	1.30%
▪ Videos	1	0.19%
<b>Total</b>	<b>539</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	18	8.65%
▪ Content wasn't easy to understand	111	53.37%
▪ Error on page	23	11.06%
▪ Multimedia / technical problem	28	13.46%
▪ Outdated information	28	13.46%
<b>Total</b>	<b>208</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	52	7.07%
▪ Educator	67	9.10%
▪ Federal government employee	51	6.93%
▪ First responder / law enforcement official	31	4.21%
▪ Government contractor	18	2.45%
▪ International visitor	46	6.25%
▪ Job seeker	99	13.45%
▪ Media representative	13	1.77%
▪ Non-profit staff or volunteer	80	10.87%
▪ State, tribal, territorial or local government representative	21	2.85%
▪ Student	233	31.66%
▪ Traveler (domestic or international)	25	3.40%
▪ Other	0	0.00%
<b>Total</b>	<b>736</b>	<b>100%</b>