

ICE.gov Web Analytics

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Total Visits

780,168

% of Total: 100.00% (780,168)



Avg. Visit Duration

00:02:53

Avg for View: 00:02:53 (0.00%)



Pageviews

2,251,705

% of Total: 100.00% (2,251,705)



Unique Visitors

513,205

% of Total: 100.00% (513,205)



Avg. Pages / Visit

2.89

Avg for View: 2.89 (0.00%)



Avg. Time on Page

00:01:31

Avg for View: 00:01:31 (0.00%)



Bounce Rate

49.13%

Avg for View: 49.13% (0.00%)



Top Pages

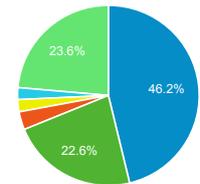
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	669,025	17.13%
ICE	213,792	49.69%
Sistema Internet para Localizador de Detenidos	195,302	20.31%
Student and Exchange Visitor Program ICE	111,390	38.04%
I-901 SEVIS Fee ICE	53,006	32.11%
Student and Exchange Visitor Information System ICE	46,840	53.49%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	46,555	43.36%
Detention Facility Locator ICE	37,673	42.45%
General Contact Information ICE	37,024	54.42%
Enforcement and Removal Operations Field Offices ICE	34,034	53.69%

Visits by Social Network

Social Network	Sessions
Facebook	20,698
Twitter	2,205
LinkedIn	450
Blogger	187
Naver	147
Sina Weibo	90
Oshiet! goo	67
Vkontakte	65
Disqus	50
wikiHow	49

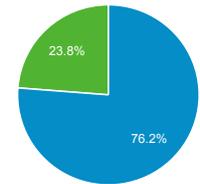
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	2,331	80:59:08
sevis	787	51:44:01
sevis fee	487	23:50:56
ice locator	311	35:50:08
sevis fee网站	309	16:43:10
ice detainee locator	284	38:49:41
immigration and customs enforcement	253	12:17:04
ice.gov	247	25:33:32
immigration	206	05:51:02
ice inmate locator	156	13:08:39

Queries and Clicks

Site	Total Queries (Bots + Humans)	Real Queries (Humans only)	Real Queries vs. Last Month	Real Queries vs. Last Year	Real Clicks
Immigration and Customs Enforcement (ICE)	59778	52033	17.05%	15715.50%	32825
Immigration and Customs Enforcement (ICE) (Copy)	0	0	0.00%	0.00%	0
TOTAL	59778	52033	17.05%	15715.50%	32825

Top 10 Searches for July 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
sevis	829	817
inmate search	596	590
sevis fee	527	495
careers	476	474
jobs	474	469
fraud	995	318
opt	300	298
detainee locator	275	275
employment	259	257
forms	247	247

ICE.gov Customer Satisfaction Survey

Time Period: 7/1/2015 - 7/31/2015

Overall Customer Satisfaction Score

70.52

How would you rate your overall experience today?

66.03

Answer Choices	Responses	Points	Score
▪ Outstanding	291	100	29100
▪ Above Average	276	75	20700
▪ Average	301	50	15050
▪ Below Average	71	25	1775
▪ Poor	70	0	0
Total	1009		66625

Were you able to complete the purpose of your visit?

64.82

Answer Choices	Responses	Points	Score
▪ Yes	654	100	65400
▪ No	355	0	0
Total	1009		65400

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

86.88

Answer Choices	Responses	Points	Score
▪ Yes	748	100	74800
▪ No	113	0	0
Total	861		74800

Will you recommend this website to a friend or colleague?

83.56

Answer Choices	Responses	Points	Score
▪ Yes	727	100	72700
▪ No	143	0	0
Total	870		72700

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

59.64

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	464	100	46400
▪ Had technical difficulties (e.g. error messages, broken links)	39	0	0
▪ Links did not take me where I expected	65	0	0
▪ Links / labels are difficult to understand, they are not intuitive	26	0	0
▪ Navigated to general area but couldn't find the specific content needed	103	0	0
▪ Too many links or navigational choices	43	0	0
▪ Would often feel lost, not know where I was	38	0	0
Total	778		46400

How was your experience using our site search?

55.17

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	240	100	24000
▪ I was not sure what words to use in my search	44	0	0
▪ Results were not helpful	60	0	0
▪ Results were not relevant to my search terms or needs	44	0	0
▪ Results were too similar / redundant	14	0	0
▪ Returned not enough or no results	22	0	0
▪ Returned too many results	11	0	0
Total	435		24000

ICE.gov Customer Satisfaction Survey

Time Period: 7/1/2015 - 7/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	69	6.89%
▪ Contact information	279	27.84%
▪ Contracting opportunities	52	5.19%
▪ Investigations	10	1.00%
▪ Email, RSS feeds, or subscription services	55	5.49%
▪ Forms or publications	10	1.00%
▪ Immigration enforcement	38	3.79%
▪ Information about ICE (leadership, history, etc.)	160	15.97%
▪ Jobs / career information	43	4.29%
▪ Law enforcement	119	11.88%
▪ News	37	3.69%
▪ Photographs	39	3.89%
▪ Small business resources	45	4.49%
▪ Training	17	1.70%
▪ Online Detainee Locator System	24	2.40%
▪ Videos	5	0.50%
Total	1002	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	34	10.97%
▪ Content wasn't easy to understand	174	56.13%
▪ Error on page	37	11.94%
▪ Multimedia / technical problem	35	11.29%
▪ Outdated information	30	9.68%
Total	310	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	31	3.59%
▪ Educator	88	10.19%
▪ Federal government employee	45	5.21%
▪ First responder / law enforcement official	24	2.78%
▪ Government contractor	11	1.27%
▪ International visitor	35	4.05%
▪ Job seeker	86	9.95%
▪ Media representative	8	0.93%
▪ Non-profit staff or volunteer	43	4.98%
▪ State, tribal, territorial or local government representative	15	1.74%
▪ Student	229	26.50%
▪ Traveler (domestic or international)	14	1.62%
▪ Other	235	27.20%
Total	864	100%