

ICE.gov Web Analytics

Oct 1, 2015 - Oct 31, 2015

All Sessions
100.00%

Total Visits

705,676

% of Total: 100.00% (705,676)



Avg. Visit Duration

00:02:59

Avg for View: 00 02 59 (0.00%)



Pageviews

2,190,997

% of Total: 100.00% (2,190,997)



Unique Visitors

454,103

% of Total: 100.00% (454,103)



Avg. Pages / Visit

3.10

Avg for View: 3.10 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00 01 24 (0.00%)



Bounce Rate

49.22%

Avg for View: 49.22% (0.00%)



Top Pages

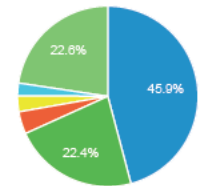
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	729,314	17.02%
Sistema Internet para Localizador de Detenidos	228,470	20.91%
ICE	200,360	45.55%
Student and Exchange Visitor Program ICE	59,704	41.19%
Detention Facility Locator ICE	51,563	32.80%
General Contact Information ICE	35,694	53.82%
Enforcement and Removal Operations Field Offices ICE	33,836	52.27%
Careers ICE	27,207	21.25%
News Releases ICE	25,430	52.13%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	25,220	46.44%

Visits by Social Network

Social Network	Sessions
Facebook	21,702
Twitter	1,918
LinkedIn	760
Blogger	212
reddit	106
BuzzFeed	94
TripAdvisor	65
Naver	60
wikiHow	57
WordPress	48

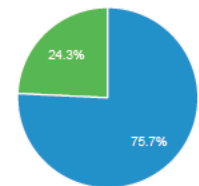
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,625	84:26:41
sevis	294	13:00:39
ice locator	275	21:40:56
immigration and customs enforcement	243	16:58:31
ice detainee locator	216	31:15:54
sevis fee	185	10:52:50
ice.gov	176	15:41:46
immigration	162	06:52:39
www.ice.gov	133	14:52:49
ice inmate locator	122	18:38:54

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)	43563	37918	2.15%	61.85%	23047
TOTAL	43563	37918	2.15%	61.85%	23047

Top 10 Searches for October 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
child soldiers	523	505
inmate search	460	460
jobs	340	337
careers	311	306
sevis	298	298
detainee locator	274	274
fraud	815	269
opt	268	268
stem	227	226
marriage fraud	166	166

ICE.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

Overall Customer Satisfaction Score

72.05

How would you rate your overall experience today?

64.81

Answer Choices	Responses	Points	Score
▪ Outstanding	210	100	21000
▪ Above Average	280	75	21000
▪ Average	244	50	12200
▪ Below Average	51	25	1275
▪ Poor	71	0	0
Total	856		55475

Were you able to complete the purpose of your visit?

67.76

Answer Choices	Responses	Points	Score
▪ Yes	580	100	58000
▪ No	276	0	0
Total	856		58000

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

89.08

Answer Choices	Responses	Points	Score
▪ Yes	669	100	66900
▪ No	82	0	0
Total	751		66900

Will you recommend this website to a friend or colleague?

85.56

Answer Choices	Responses	Points	Score
▪ Yes	646	100	64600
▪ No	109	0	0
Total	755		64600

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

63.99

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	430	100	43000
▪ Had technical difficulties (e.g. error messages, broken links)	29	0	0
▪ Links did not take me where I expected	56	0	0
▪ Links / labels are difficult to understand, they are not intuitive	20	0	0
▪ Navigated to general area but couldn't find the specific content needed	85	0	0
▪ Too many links or navigational choices	29	0	0
▪ Would often feel lost, not know where I was	23	0	0
Total	672		43000

How was your experience using our site search?

53.19

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	217	100	21700
▪ I was not sure what words to use in my search	43	0	0
▪ Results were not helpful	63	0	0
▪ Results were not relevant to my search terms or needs	29	0	0
▪ Results were too similar / redundant	13	0	0
▪ Returned not enough or no results	28	0	0
▪ Returned too many results	15	0	0
Total	408		21700

ICE.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	51	6.06%
▪ Contact information	175	20.78%
▪ Contracting opportunities	58	6.89%
▪ Investigations	3	0.36%
▪ Email, RSS feeds, or subscription services	59	7.01%
▪ Forms or publications	5	0.59%
▪ Immigration enforcement	29	3.44%
▪ Information about ICE (leadership, history, etc.)	139	16.51%
▪ Jobs / career information	52	6.18%
▪ Law enforcement	99	11.76%
▪ News	46	5.46%
▪ Photographs	66	7.84%
▪ Small business resources	30	3.56%
▪ Training	13	1.54%
▪ Online Detainee Locator System	13	1.54%
▪ Videos	4	0.48%
Total	842	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	25	9.84%
▪ Content wasn't easy to understand	130	51.18%
▪ Error on page	30	11.81%
▪ Multimedia / technical problem	34	13.39%
▪ Outdated information	35	13.78%
Total	254	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	30	4.03%
▪ Educator	60	8.06%
▪ Federal government employee	41	5.51%
▪ First responder / law enforcement official	20	2.69%
▪ Government contractor	20	2.69%
▪ International visitor	37	4.97%
▪ Job seeker	66	8.87%
▪ Media representative	11	1.48%
▪ Non-profit staff or volunteer	35	4.70%
▪ State, tribal, territorial or local government representative	14	1.88%
▪ Student	206	27.69%
▪ Traveler (domestic or international)	12	1.61%
▪ Other	192	25.81%
Total	744	100%