

ICE.gov Web Analytics

Feb 1, 2016 - Feb 29, 2016

All Users
100.00% Sessions

Total Visits

636,648

% of Total: 100.00% (636,648)



Avg. Visit Duration

00:02:55

Avg for View: 00:02:55 (0.00%)



Pageviews

1,938,194

% of Total: 100.00% (1,938,194)



Unique Visitors

413,095

% of Total: 100.00% (413,095)



Avg. Pages / Visit

3.04

Avg for View: 3.04 (0.00%)



Avg. Time on Page

00:01:25

Avg for View: 00:01:25 (0.00%)



Bounce Rate

47.97%

Avg for View: 47.97% (0.00%)



Top Pages

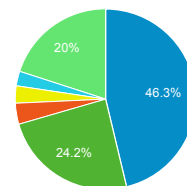
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	662,117	16.57%
Sistema Internet para Localizador de Detenidos	210,572	19.69%
ICE	141,518	40.32%
Student and Exchange Visitor Program ICE	50,747	41.98%
Detention Facility Locator ICE	44,738	32.40%
General Contact Information ICE	35,194	53.61%
Enforcement and Removal Operations Field Offices ICE	32,395	51.23%
Careers ICE	25,352	22.70%
News Releases ICE	24,836	53.50%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	19,578	47.78%

Visits by Social Network

Social Network	Sessions
Facebook	12,721
Twitter	2,527
LinkedIn	498
reddit	162
Blogger	156
YouTube	61
Naver	52
WordPress	41
Disqus	37
Oshiet! goo	32

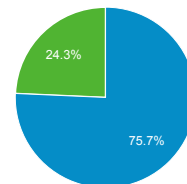
Visits by Source

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	1,537	54:35:57
immigration and customs enforcement	289	11:29:53
sevis	282	10:00:18
ice detainee locator	215	36:36:22
ice.gov	215	23:13:54
ice locator	196	44:29:54
ice immigration	144	04:33:04
immigration	115	02:56:23
sevis fee	113	02:50:55
www.ice.gov	107	08:01:29

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)	70476	46496	1.44%	18.37%	21952
TOTAL	70476	46496	1.44%	18.37%	21952

Top 10 Searches for February 2016

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
news	2254	1267
about dro contact	794	739
detention facilities facilities lrdicdf	695	694
inmate search	577	577
sevis	465	450
factsheets detainer faq	421	413
report illegal immigrants	322	319
detainee locator	362	312
careers	317	307
jobs	299	296

ICE.gov Customer Satisfaction Survey

Time Period: 2/1/2016 - 2/29/2016

Overall Customer Satisfaction Score

71.84

How would you rate your overall experience today?

65.34

Answer Choices	Responses	Points	Score
▪ Outstanding	198	100	19800
▪ Above Average	194	75	14550
▪ Average	212	50	10600
▪ Below Average	42	25	1050
▪ Poor	58	0	0
Total	704		46000

Were you able to complete the purpose of your visit?

66.90

Answer Choices	Responses	Points	Score
▪ Yes	471	100	47100
▪ No	233	0	0
Total	704		47100

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

87.99

Answer Choices	Responses	Points	Score
▪ Yes	557	100	55700
▪ No	76	0	0
Total	633		55700

Will you recommend this website to a friend or colleague?

83.83

Answer Choices	Responses	Points	Score
▪ Yes	534	100	53400
▪ No	103	0	0
Total	637		53400

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

65.45

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	375	100	37500
▪ Had technical difficulties (e.g. error messages, broken links)	23	0	0
▪ Links did not take me where I expected	47	0	0
▪ Links / labels are difficult to understand, they are not intuitive	19	0	0
▪ Navigated to general area but couldn't find the specific content needed	73	0	0
▪ Too many links or navigational choices	20	0	0
▪ Would often feel lost, not know where I was	16	0	0
Total	573		37500

How was your experience using our site search?

54.52

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	193	100	19300
▪ I was not sure what words to use in my search	45	0	0
▪ Results were not helpful	45	0	0
▪ Results were not relevant to my search terms or needs	30	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	11	0	0
Total	354		19300

ICE.gov Customer Satisfaction Survey

Time Period: 2/1/2016 - 2/29/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	40	5.77%
▪ Contact information	145	20.92%
▪ Contracting opportunities	44	6.35%
▪ Investigations	5	0.72%
▪ Email, RSS feeds, or subscription services	55	7.94%
▪ Forms or publications	3	0.43%
▪ Immigration enforcement	16	2.31%
▪ Information about ICE (leadership, history, etc.)	125	18.04%
▪ Jobs / career information	43	6.20%
▪ Law enforcement	98	14.14%
▪ News	29	4.18%
▪ Photographs	32	4.62%
▪ Small business resources	33	4.76%
▪ Training	9	1.30%
▪ Online Detainee Locator System	13	1.88%
▪ Videos	3	0.43%
Total	693	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	7	3.29%
▪ Content wasn't easy to understand	116	54.46%
▪ Error on page	24	11.27%
▪ Multimedia / technical problem	27	12.68%
▪ Outdated information	39	18.31%
Total	213	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	27	4.29%
▪ Educator	56	8.89%
▪ Federal government employee	32	5.08%
▪ First responder / law enforcement official	15	2.38%
▪ Government contractor	9	1.43%
▪ International visitor	36	5.71%
▪ Job seeker	72	11.43%
▪ Media representative	7	1.11%
▪ Non-profit staff or volunteer	28	4.44%
▪ State, tribal, territorial or local government representative	9	1.43%
▪ Student	153	24.29%
▪ Traveler (domestic or international)	11	1.75%
▪ Other	175	27.78%
Total	630	100%