

ICE.gov Web Analytics

Jun 1, 2015 - Jun 30, 2015

Total Visits

755,169

% of Total: 100.00% (755,169)



Avg. Visit Duration

00:02:58

Avg for View: 00:02:58 (0.00%)



Pageviews

2,194,299

% of Total: 100.00% (2,194,299)



Unique Visitors

494,862

% of Total: 100.00% (494,862)



Avg. Pages / Visit

2.91

Avg for View: 2.91 (0.00%)



Avg. Time on Page

00:01:33

Avg for View: 00:01:33 (0.00%)



Bounce Rate

47.60%

Avg for View: 47.60% (0.00%)



Top Pages

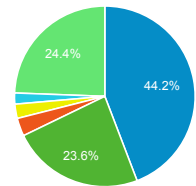
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	661,185	16.24%
Sistema Internet para Localizador de Detenidos	185,359	16.68%
ICE	172,233	44.91%
Student and Exchange Visitor Program ICE	132,454	37.57%
I-901 SEVIS Fee ICE	65,826	32.78%
Student and Exchange Visitor Information System ICE	56,235	52.70%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	54,700	40.84%
SEVIS I-901 Fee Frequently Asked Questions ICE	42,281	64.40%
Detention Facility Locator ICE	37,345	41.17%
General Contact Information ICE	36,140	53.98%

Visits by Social Network

Social Network	Sessions
Facebook	19,507
Twitter	1,926
Naver	183
Blogger	182
LinkedIn	129
wikiHow	77
WordPress	66
Quora	60
Yahoo! Answers	51
Disqus	47

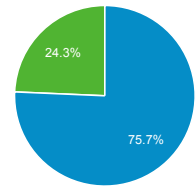
Visits by Source

google (direct) ice.gov
bing m.facebook.com
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,890	113:16:06
sevis	1,332	80:54:56
sevis fee	694	35:57:40
ice locator	343	37:21:38
ice detainee locator	340	52:03:46
ice.gov	267	29:40:37
immigration	255	05:01:13
sevis fee网站	246	22:04:34
i901	231	12:11:25
immigration and customs enforcement	227	15:44:13

ICE.gov Search Web Performance Metrics

Jun 1, 2015 - Jun 30, 2015



All Sessions
100.00%

Total External Searches (Google)

373,678

% of Total: 49.48% (755,169)



Top External Searches (Google - as reported)

Keyword	Sessions
(not provided)	325,171
(not set)	1,948
sevis	1,667
sevis fee	810
ice locator	748
ice detainee locator	698
i901	338
online detainee locator	290
sevis fee网站	288
immigration	278

ICE.gov June 2015

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)	50535	44453	-22.74%	0.00%	11450
Immigration and Customs Enforcement (ICE) (Copy)	1	0	0.00%	0.00%	0
TOTAL	50536	44453	-22.74%	0.00%	11450

Top 10 Internal Searches

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
sevis	820	820
sevis fee	452	452
careers	348	346
jobs	334	331
opt	308	308
i-20	272	272
i-901	245	243
forms	229	228
detainee locator	236	209
stem	188	188

ICE.gov Customer Satisfaction Survey

Time Period: 6/1/2015 - 6/30/2015

Overall Customer Satisfaction Score

71.13

How would you rate your overall experience today?

64.55

Answer Choices	Responses	Points	Score
▪ Outstanding	251	100	25100
▪ Above Average	334	75	25050
▪ Average	334	50	16700
▪ Below Average	81	25	2025
▪ Poor	67	0	0
Total	1067		68875

Were you able to complete the purpose of your visit?

68.04

Answer Choices	Responses	Points	Score
▪ Yes	726	100	72600
▪ No	341	0	0
Total	1067		72600

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

86.55

Answer Choices	Responses	Points	Score
▪ Yes	824	100	82400
▪ No	128	0	0
Total	952		82400

Will you recommend this website to a friend or colleague?

85.06

Answer Choices	Responses	Points	Score
▪ Yes	814	100	81400
▪ No	143	0	0
Total	957		81400

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

59.95

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	530	100	53000
▪ Had technical difficulties (e.g. error messages, broken links)	40	0	0
▪ Links did not take me where I expected	58	0	0
▪ Links / labels are difficult to understand, they are not intuitive	33	0	0
▪ Navigated to general area but couldn't find the specific content needed	129	0	0
▪ Too many links or navigational choices	51	0	0
▪ Would often feel lost, not know where I was	43	0	0
Total	884		53000

How was your experience using our site search?

55.73

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	282	100	28200
▪ I was not sure what words to use in my search	46	0	0
▪ Results were not helpful	63	0	0
▪ Results were not relevant to my search terms or needs	37	0	0
▪ Results were too similar / redundant	25	0	0
▪ Returned not enough or no results	41	0	0
▪ Returned too many results	12	0	0
Total	506		28200

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