

ICE.gov Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015

All Sessions
100.00%

Total Visits

675,924

% of Total: 100.00% (675,924)



Avg. Visit Duration

00:02:49

Avg for View: 00:02:49 (0.00%)



Pageviews

1,893,559

% of Total: 100.00% (1,893,559)



Unique Visitors

453,038

% of Total: 100.00% (453,038)



Avg. Pages / Visit

2.80

Avg for View: 2.80 (0.00%)



Avg. Time on Page

00:01:33

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



Bounce Rate

49.80%

Avg for View: 49.80% (0.00%)



Top Pages

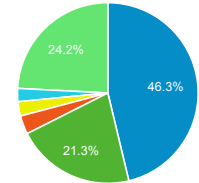
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	584,311	14.78%
ICE	167,832	46.21%
Sistema Internet para Localizador de Detenidos	145,603	16.50%
Student and Exchange Visitor Program ICE	88,459	37.64%
I-901 SEVIS Fee ICE	43,029	36.34%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	38,020	44.66%
Detention Facility Locator ICE	37,702	41.48%
General Contact Information ICE	34,809	52.78%
Student and Exchange Visitor Information System ICE	33,737	51.43%
Enforcement and Removal Operations Field Offices ICE	30,928	53.48%

Visits by Social Network

Social Network	Sessions
Facebook	16,299
Twitter	1,776
reddit	363
WordPress	323
Naver	204
Blogger	185
LinkedIn	141
Yahoo! Answers	82
wikiHow	70
Quora	57

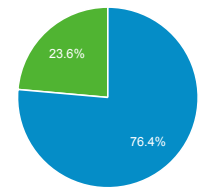
Visits by Source

google (direct) ice.gov
bing yahoo Other



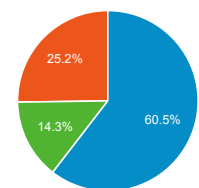
New vs. Returned Visitors

New Visitor Returning Visitor



Users by Count of Sessions

1 2 Other



DHS.gov Search Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015



All Sessions
100.00%

Total External Searches (Google)

350,483

% of Total: 51.85% (675,924)



Top External Searches (Google - as reported)

Keyword	Sessions
(not provided)	305,232
sevis	1,478
sevis fee	922
ice detainee locator	585
ice locator	525
immigration	516
human trafficking	484
(not set)	283
i901	248
ice inmate locator	213

ICE.gov April 2015

Internal Queries and Clicks

Site	Total Queries (Bots + Humans)	Real Queries (Humans only)	Real Queries vs. Last Month	Real Clicks
Immigration and Customs Enforcement (ICE)	48136	41190	-11.19%	9522
TOTAL	48136	41190	-11.19%	9522

Top 10 Internal Searches

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
sevis	521	520
fraud	1115	405
careers	343	341
opt	324	324
detainee locator	304	304
jobs	303	299
sevis fee	306	297
inmates	219	219
stem	210	210
forms	197	197