

ICE.gov Web Analytics

Aug 1, 2015 - Aug 31, 2015

All Sessions
100.00%

Total Visits

720,568

% of Total: 100.00% (720,568)



Avg. Visit Duration

00:03:00

Avg for View: 00:03:00 (0.00%)



Pageviews

2,209,501

% of Total: 100.00% (2,209,501)



Unique Visitors

464,568

% of Total: 100.00% (464,568)



Avg. Pages / Visit

3.07

Avg for View: 3.07 (0.00%)



Avg. Time on Page

00:01:26

Avg for View: 00:01:26 (0.00%)



Bounce Rate

48.45%

Avg for View: 48.45% (0.00%)



Top Pages

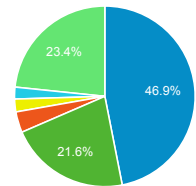
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	686,504	18.07%
Sistema Internet para Localizador de Detenidos	218,284	22.15%
ICE	208,243	46.43%
Student and Exchange Visitor Program ICE	83,984	39.40%
Detention Facility Locator ICE	47,784	34.13%
General Contact Information ICE	37,567	54.33%
I-901 SEVIS Fee ICE	36,557	34.20%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	34,919	46.68%
Enforcement and Removal Operations Field Offices ICE	33,595	51.68%
Student and Exchange Visitor Information System ICE	32,046	50.08%

Visits by Social Network

Social Network	Sessions
Facebook	19,595
Twitter	2,100
reddit	267
Blogger	170
LinkedIn	150
Naver	90
wikiHow	85
Disqus	73
Sina Weibo	62
WordPress	56

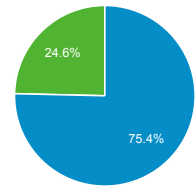
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Top keywords

Keyword	Users	Time on Page
ice	1,380	67:11:21
sevis	490	30:15:39
sevis fee	317	09:42:24
ice locator	231	25:47:56
immigration	216	07:13:12
sevis fee网站	187	15:20:01
immigration and customs enforcement	181	06:04:42
ice detainee locator	179	28:20:37
ice.gov	144	12:02:06
ice immigration	115	06:33:21

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)	58533	50082	-3.75%	87763.16%	33956
Immigration and Customs Enforcement (ICE) (Copy)	0	0	0.00%	0.00%	0
TOTAL	58533	50082	-3.75%	87763.16%	33956

Top 10 Searches for August 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
sevis	586	580
inmate search	576	575
careers	517	510
jobs	469	465
sevis fee	363	363
report illegal immigrants	344	329
opt	291	291
detainee locator	291	289
employment	291	272
forms	201	196

ICE.gov Customer Satisfaction Survey

Time Period: 8/1/2015 - 8/31/2015

Overall Customer Satisfaction Score

71.33

How would you rate your overall experience today?

66.95

Answer Choices	Responses	Points	Score
▪ Outstanding	273	100	27300
▪ Above Average	233	75	17475
▪ Average	253	50	12650
▪ Below Average	65	25	1625
▪ Poor	58	0	0
Total	882		59050

Were you able to complete the purpose of your visit?

66.44

Answer Choices	Responses	Points	Score
▪ Yes	586	100	58600
▪ No	296	0	0
Total	882		58600

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

84.34

Answer Choices	Responses	Points	Score
▪ Yes	641	100	64100
▪ No	119	0	0
Total	760		64100

Will you recommend this website to a friend or colleague?

83.96

Answer Choices	Responses	Points	Score
▪ Yes	644	100	64400
▪ No	123	0	0
Total	767		64400

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

64.34

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	451	100	45100
▪ Had technical difficulties (e.g. error messages, broken links)	32	0	0
▪ Links did not take me where I expected	56	0	0
▪ Links / labels are difficult to understand, they are not intuitive	18	0	0
▪ Navigated to general area but couldn't find the specific content needed	90	0	0
▪ Too many links or navigational choices	25	0	0
▪ Would often feel lost, not know where I was	29	0	0
Total	701		45100

How was your experience using our site search?

56.18

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	241	100	24100
▪ I was not sure what words to use in my search	42	0	0
▪ Results were not helpful	51	0	0
▪ Results were not relevant to my search terms or needs	40	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	27	0	0
▪ Returned too many results	16	0	0
Total	429		24100

ICE.gov Customer Satisfaction Survey

Time Period: 8/1/2015 - 8/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	71	8.21%
▪ Contact information	223	25.78%
▪ Contracting opportunities	35	4.05%
▪ Investigations	5	0.58%
▪ Email, RSS feeds, or subscription services	50	5.78%
▪ Forms or publications	7	0.81%
▪ Immigration enforcement	33	3.82%
▪ Information about ICE (leadership, history, etc.)	136	15.72%
▪ Jobs / career information	36	4.16%
▪ Law enforcement	126	14.57%
▪ News	37	4.28%
▪ Photographs	40	4.62%
▪ Small business resources	29	3.35%
▪ Training	12	1.39%
▪ Online Detainee Locator System	24	2.77%
▪ Videos	1	0.12%
Total	865	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	32	12.40%
▪ Content wasn't easy to understand	138	53.49%
▪ Error on page	20	7.75%
▪ Multimedia / technical problem	30	11.63%
▪ Outdated information	38	14.73%
Total	258	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	39	5.11%
▪ Educator	73	9.57%
▪ Federal government employee	32	4.19%
▪ First responder / law enforcement official	22	2.88%
▪ Government contractor	12	1.57%
▪ International visitor	51	6.68%
▪ Job seeker	76	9.96%
▪ Media representative	12	1.57%
▪ Non-profit staff or volunteer	34	4.46%
▪ State, tribal, territorial or local government representative	15	1.97%
▪ Student	160	20.97%
▪ Traveler (domestic or international)	16	2.10%
▪ Other	221	28.96%
Total	763	100%