

ICE.gov Web Performance Metrics

May 1, 2015 - May 31, 2015

All Sessions
100.00%

Total Visits

717,171

% of Total: 100.00% (717,171)



Avg. Visit Duration

00:02:57

Avg for View: 00:02:57 (0.00%)



Pageviews

2,010,122

% of Total: 100.00% (2,010,122)



Unique Visitors

475,484

% of Total: 100.00% (475,484)



Avg. Pages / Visit

2.80

Avg for View: 2.80 (0.00%)



Avg. Time on Page

00:01:37

Avg for View: 00:01:37 (0.00%)



Bounce Rate

48.14%

Avg for View: 48.14% (0.00%)



Top Pages

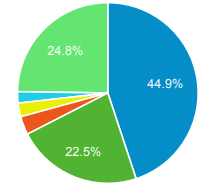
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	579,616	15.44%
Sistema Internet para Localizador de Detenidos	168,506	16.17%
ICE	164,677	45.98%
Student and Exchange Visitor Program ICE	119,911	37.42%
I-901 SEVIS Fee ICE	69,627	31.38%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	52,466	40.79%
Student and Exchange Visitor Information System ICE	49,818	52.22%
SEVIS I-901 Fee Frequently Asked Questions ICE	39,201	65.76%
Detention Facility Locator ICE	36,888	42.55%
General Contact Information ICE	34,495	54.51%

Visits by Social Network

Social Network	Sessions
Facebook	12,938
Twitter	793
reddit	391
Naver	221
Blogger	197
LinkedIn	109
wikiHow	76
Yahoo! Answers	65
WordPress	57
Quora	44

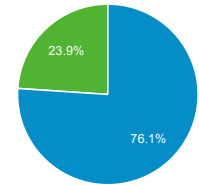
Visits by Source

google (direct) ice.gov
bing yahoo Other



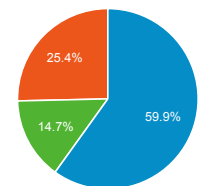
New vs. Returned Visitors

New Visitor Returning Visitor



Users by Count of Sessions

1 2 Other



ICE.gov Search Web Performance Metrics

May 1, 2015 - May 31, 2015



All Sessions
100.00%

Total External Searches (Google)

363,888

% of Total: 50.74% (717,171)



Top External Searches (Google - as reported)

Keyword	Sessions
(not provided)	311,200
sevis	2,525
(not set)	2,456
sevis fee	1,984
sevis fee网站	643
ice locator	611
immigration	593
human trafficking	545
ice detainee locator	527
i901	395

ICE.gov May 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)	66862	57534	39.68%	2876600.00%	13400
Immigration and Customs Enforcement (ICE) (Copy)	0	0	0.00%	0.00%	0
TOTAL	66862	57534	39.68%	2876600.00%	13400

Top 10 Internal Searches

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
sevis	1118	1109
sevis fee	744	744
jobs	463	460
careers	444	437
opt	399	399
detainee locator	406	388
i-901	330	299
forms	280	277
inmates	274	274
stem	266	266

ICE.gov Customer Satisfaction Survey

Time Period: 5/1/2015 - 5/31/2015

Overall Customer Satisfaction Score

74.55

How would you rate your overall experience today?

67.75

Answer Choices	Responses	Points	Score
▪ Outstanding	151	100	15100
▪ Above Average	152	75	11400
▪ Average	148	50	7400
▪ Below Average	18	25	450
▪ Poor	38	0	0
Total	507		34350

Were you able to complete the purpose of your visit?

71.40

Answer Choices	Responses	Points	Score
▪ Yes	362	100	36200
▪ No	145	0	0
Total	507		36200

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

90.24

Answer Choices	Responses	Points	Score
▪ Yes	379	100	37900
▪ No	41	0	0
Total	420		37900

Will you recommend this website to a friend or colleague?

86.82

Answer Choices	Responses	Points	Score
▪ Yes	369	100	36900
▪ No	56	0	0
Total	425		36900

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

65.06

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	257	100	25700
▪ Had technical difficulties (e.g. error messages, broken links)	11	0	0
▪ Links did not take me where I expected	29	0	0
▪ Links / labels are difficult to understand, they are not intuitive	14	0	0
▪ Navigated to general area but couldn't find the specific content needed	51	0	0
▪ Too many links or navigational choices	19	0	0
▪ Would often feel lost, not know where I was	14	0	0
Total	395		25700

How was your experience using our site search?

60.38

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	128	100	12800
▪ I was not sure what words to use in my search	24	0	0
▪ Results were not helpful	22	0	0
▪ Results were not relevant to my search terms or needs	13	0	0
▪ Results were too similar / redundant	7	0	0
▪ Returned not enough or no results	14	0	0
▪ Returned too many results	4	0	0
Total	212		12800

ICE.gov Customer Satisfaction Survey

Time Period: 5/1/2015 - 5/31/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	159	31.36%
▪ Contact information	48	9.47%
▪ Contracting opportunities	2	0.39%
▪ Investigations	27	5.33%
▪ Email, RSS feeds, or subscription services	5	0.99%
▪ Forms or publications	30	5.92%
▪ Immigration enforcement	68	13.41%
▪ Information about ICE (leadership, history, etc.)	13	2.56%
▪ Jobs / career information	51	10.06%
▪ Law enforcement	32	6.31%
▪ News	24	4.73%
▪ Photographs	6	1.18%
▪ Small business resources	1	0.20%
▪ Training	11	2.17%
▪ Online Detainee Locator System	29	5.72%
▪ Videos	1	0.20%
Total	507	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	13	12.04%
▪ Content wasn't easy to understand	57	52.78%
▪ Error on page	12	11.11%
▪ Multimedia / technical problem	13	12.04%
▪ Outdated information	13	12.04%
Total	108	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	18	4.28%
▪ Educator	40	9.50%
▪ Federal government employee	23	5.46%
▪ First responder / law enforcement official	12	2.85%
▪ Government contractor	5	1.19%
▪ International visitor	26	6.18%
▪ Job seeker	32	7.60%
▪ Media representative	5	1.19%
▪ Non-profit staff or volunteer	16	3.80%
▪ State, tribal, territorial or local government representative	10	2.38%
▪ Student	132	31.35%
▪ Traveler (domestic or international)	12	2.85%
▪ Other	90	21.38%
Total	421	100%