

ICE.gov Web Analytics

Sep 1, 2015 - Sep 30, 2015

All Sessions
100.00%

Total Visits

686,222

% of Total: 100.00% (686,222)



Avg. Visit Duration

00:03:01

Avg for View: 00:03:01 (0.00%)



Pageviews

2,142,045

% of Total: 100.00% (2,142,045)



Unique Visitors

442,426

% of Total: 100.00% (442,426)



Avg. Pages / Visit

3.12

Avg for View: 3.12 (0.00%)



Avg. Time on Page

00:01:25

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



Bounce Rate

49.24%

Avg for View: 49.24% (0.00%)



Top Pages

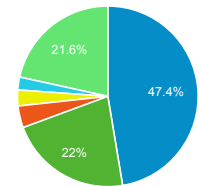
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	715,183	18.07%
Sistema Internet para Localizador de Detenidos	227,944	21.36%
ICE	201,671	46.88%
Student and Exchange Visitor Program ICE	57,487	41.26%
Detention Facility Locator ICE	49,787	33.54%
General Contact Information ICE	37,524	54.64%
Enforcement and Removal Operations Field Offices ICE	33,287	50.99%
Careers ICE	28,669	21.23%
News Releases ICE	24,160	52.22%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	23,258	50.06%

Visits by Social Network

Social Network	Sessions
Facebook	20,561
Twitter	2,185
Blogger	197
LinkedIn	132
wikiHow	58
Disqus	49
Naver	46
Sina Weibo	33
Oshiet! goo	32
reddit	32

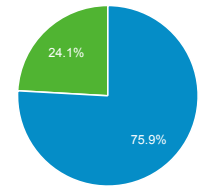
Visits by Source

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	1,285	75:39:40
sevis	300	23:45:08
ice.gov	177	32:01:42
immigration	171	06:27:49
ice detainee locator	160	27:21:44
sevis fee	152	07:25:40
ice locator	149	16:58:09
immigration and customs enforcement	141	12:18:08
ice inmate locator	102	17:19:29
www.ice.gov	99	06:14:25

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)	42647	37121	-25.88%	26995.62%	23255
TOTAL	42647	37121	-25.88%	26995.62%	23255

Top 10 Searches for September 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
inmate search	447	447
jobs	347	345
careers	316	313
opt	267	266
sevis	261	260
detainee locator	236	236
report illegal immigrants	193	193
forms	171	171
employment	153	153
internship	142	142

ICE.gov Customer Satisfaction Survey

Time Period: 9/1/2015 - 9/30/2015

Overall Customer Satisfaction Score

69.93

How would you rate your overall experience today?

64.35

Answer Choices	Responses	Points	Score
▪ Outstanding	212	100	21200
▪ Above Average	219	75	16425
▪ Average	265	50	13250
▪ Below Average	50	25	1250
▪ Poor	64	0	0
Total	810		52125

Were you able to complete the purpose of your visit?

63.46

Answer Choices	Responses	Points	Score
▪ Yes	514	100	51400
▪ No	296	0	0
Total	810		51400

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

86.29

Answer Choices	Responses	Points	Score
▪ Yes	604	100	60400
▪ No	96	0	0
Total	700		60400

Will you recommend this website to a friend or colleague?

83.99

Answer Choices	Responses	Points	Score
▪ Yes	593	100	59300
▪ No	113	0	0
Total	706		59300

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

62.54

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	394	100	39400
▪ Had technical difficulties (e.g. error messages, broken links)	20	0	0
▪ Links did not take me where I expected	44	0	0
▪ Links / labels are difficult to understand, they are not intuitive	20	0	0
▪ Navigated to general area but couldn't find the specific content needed	82	0	0
▪ Too many links or navigational choices	37	0	0
▪ Would often feel lost, not know where I was	33	0	0
Total	630		39400

How was your experience using our site search?

52.39

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	208	100	20800
▪ I was not sure what words to use in my search	40	0	0
▪ Results were not helpful	53	0	0
▪ Results were not relevant to my search terms or needs	45	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	25	0	0
▪ Returned too many results	10	0	0
Total	397		20800

ICE.gov Customer Satisfaction Survey

Time Period: 9/1/2015 - 9/30/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	77	9.63%
▪ Contact information	171	21.38%
▪ Contracting opportunities	50	6.25%
▪ Investigations	6	0.75%
▪ Email, RSS feeds, or subscription services	55	6.88%
▪ Forms or publications	7	0.88%
▪ Immigration enforcement	27	3.38%
▪ Information about ICE (leadership, history, etc.)	131	16.38%
▪ Jobs / career information	33	4.13%
▪ Law enforcement	109	13.63%
▪ News	36	4.50%
▪ Photographs	28	3.50%
▪ Small business resources	39	4.88%
▪ Training	11	1.38%
▪ Online Detainee Locator System	15	1.88%
▪ Videos	5	0.63%
Total	800	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	19	6.99%
▪ Content wasn't easy to understand	158	58.09%
▪ Error on page	22	8.09%
▪ Multimedia / technical problem	37	13.60%
▪ Outdated information	36	13.24%
Total	272	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	39	5.58%
▪ Educator	60	8.58%
▪ Federal government employee	38	5.44%
▪ First responder / law enforcement official	16	2.29%
▪ Government contractor	11	1.57%
▪ International visitor	21	3.00%
▪ Job seeker	81	11.59%
▪ Media representative	8	1.14%
▪ Non-profit staff or volunteer	31	4.43%
▪ State, tribal, territorial or local government representative	14	2.00%
▪ Student	183	26.18%
▪ Traveler (domestic or international)	17	2.43%
▪ Other	180	25.75%
Total	699	100%