

# ICE.gov Web Analytics

Dec 1, 2015 - Dec 31, 2015

All Sessions  
100.00%

## Total Visits

**640,920**

% of Total: 100.00% (640,920)



## Avg. Visit Duration

**00:03:08**

Avg for View: 00:03:08 (0.00%)



## Pageviews

**2,064,473**

% of Total: 100.00% (2,064,473)



## Unique Visitors

**407,155**

% of Total: 100.00% (407,155)



## Avg. Pages / Visit

**3.22**

Avg for View: 3.22 (0.00%)



## Avg. Time on Page

**00:01:24**

Avg for View: 00:01:24 (0.00%)



## Bounce Rate

**46.89%**

Avg for View: 46.89% (0.00%)



## Top Pages

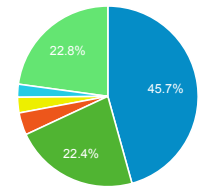
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	701,544	16.12%
Sistema Internet para Localizador de Detenidos	237,618	20.37%
ICE	175,062	43.91%
Student and Exchange Visitor Program   ICE	68,278	39.81%
Detention Facility Locator   ICE	47,754	31.78%
General Contact Information   ICE	32,603	52.80%
I-901 SEVIS Fee   ICE	32,221	34.01%
Enforcement and Removal Operations Field Offices   ICE	31,837	50.68%
Student and Exchange Visitor Information System   ICE	26,118	52.93%
Student Process Steps: How to Navigate the U.S. Immigration System   ICE	25,781	46.81%

## Visits by Social Network

Social Network	Sessions
Facebook	12,505
LinkedIn	1,825
Twitter	1,561
Tumblr	117
reddit	108
Blogger	107
Naver	66
Sina Weibo	57
Yahoo! Answers	45
Disqus	44

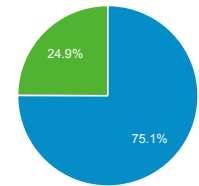
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Top keywords

Keyword	Users	Time on Page
ice	1,355	76:32:26
sevis	395	18:08:51
ice detainee locator	284	55:40:43
sevis fee	247	08:40:46
ice.gov	213	12:10:34
ice locator	209	41:56:47
immigration and customs enforcement	208	09:27:00
ice immigration	143	08:59:19
us immigration and customs enforcement	117	05:14:35
hsi	95	02:44:15

## 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)	419850	272068	19.44%	647.17%	22942
TOTAL	419850	272068	19.44%	647.17%	22942

## Top 10 Searches for December 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
favicon ico	352038	226562
browserconfig xml	2690	2667
about dro contact	688	683
inmate search	516	509
sevis	432	423
factsheets detainer faq	399	394
jobs	269	266
careers	251	251
site rss	248	248
detainee locator	253	246

# ICE.gov Customer Satisfaction Survey

Time Period: 12/1/2015 - 12/31/2015

## Overall Customer Satisfaction Score

**68.23**

### How would you rate your overall experience today?

**64.18**

Answer Choices	Responses	Points	Score
▪ Outstanding	168	100	16800
▪ Above Average	217	75	16275
▪ Average	205	50	10250
▪ Below Average	46	25	1150
▪ Poor	57	0	0
<b>Total</b>	<b>693</b>		<b>44475</b>

### Were you able to complete the purpose of your visit?

**64.36**

Answer Choices	Responses	Points	Score
▪ Yes	446	100	44600
▪ No	247	0	0
<b>Total</b>	<b>693</b>		<b>44600</b>

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

**77.81**

Answer Choices	Responses	Points	Score
▪ Yes	256	100	25600
▪ No	73	0	0
<b>Total</b>	<b>329</b>		<b>25600</b>

### Will you recommend this website to a friend or colleague?

**83.09**

Answer Choices	Responses	Points	Score
▪ Yes	506	100	50600
▪ No	103	0	0
<b>Total</b>	<b>609</b>		<b>50600</b>

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

**62.75**

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	352	100	35200
▪ Had technical difficulties (e.g. error messages, broken links)	13	0	0
▪ Links did not take me where I expected	52	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	72	0	0
▪ Too many links or navigational choices	25	0	0
▪ Would often feel lost, not know where I was	27	0	0
<b>Total</b>	<b>561</b>		<b>35200</b>

### How was your experience using our site search?

**57.36**

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	191	100	19100
▪ I was not sure what words to use in my search	19	0	0
▪ Results were not helpful	50	0	0
▪ Results were not relevant to my search terms or needs	21	0	0
▪ Results were too similar / redundant	10	0	0
▪ Returned not enough or no results	26	0	0
▪ Returned too many results	16	0	0
<b>Total</b>	<b>333</b>		<b>19100</b>

# ICE.gov Customer Satisfaction Survey

Time Period: 12/1/2015 - 12/31/2015

## Demographic Information

### What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	46	6.72%
▪ Contact information	158	23.07%
▪ Contracting opportunities	32	4.67%
▪ Investigations	3	0.44%
▪ Email, RSS feeds, or subscription services	46	6.72%
▪ Forms or publications	6	0.88%
▪ Immigration enforcement	13	1.90%
▪ Information about ICE (leadership, history, etc.)	115	16.79%
▪ Jobs / career information	43	6.28%
▪ Law enforcement	99	14.45%
▪ News	27	3.94%
▪ Photographs	36	5.26%
▪ Small business resources	28	4.09%
▪ Training	8	1.17%
▪ Online Detainee Locator System	22	3.21%
▪ Videos	3	0.44%
<b>Total</b>	<b>685</b>	<b>100%</b>

### If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Responses	Percentage
▪ Bad link	20	9.22%
▪ Content wasn't easy to understand	113	52.07%
▪ Error on page	20	9.22%
▪ Multimedia / technical problem	29	13.36%
▪ Outdated information	35	16.13%
<b>Total</b>	<b>217</b>	<b>100%</b>

### Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	27	4.52%
▪ Educator	52	8.71%
▪ Federal government employee	32	5.36%
▪ First responder / law enforcement official	24	4.02%
▪ Government contractor	15	2.51%
▪ International visitor	22	3.69%
▪ Job seeker	59	9.88%
▪ Media representative	7	1.17%
▪ Non-profit staff or volunteer	33	5.53%
▪ State, tribal, territorial or local government representative	14	2.35%
▪ Student	149	24.96%
▪ Traveler (domestic or international)	8	1.34%
▪ Other	155	25.96%
<b>Total</b>	<b>597</b>	<b>100%</b>