

ICE.gov Web Analytics

Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Total Visits

655,719

% of Total: 100.00% (655,719)



Avg. Visit Duration

00:03:08

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



Pageviews

2,071,120

% of Total: 100.00% (2,071,120)



Unique Visitors

419,639

% of Total: 100.00% (419,639)



Avg. Pages / Visit

3.16

Avg for View: 3.16 (0.00%)



Avg. Time on Page

00:01:26

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



Bounce Rate

47.53%

Avg for View: 47.53% (0.00%)



Top Pages

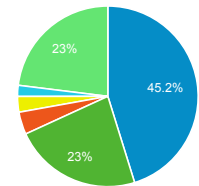
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	694,549	16.12%
Sistema Internet para Localizador de Detenidos	229,374	20.19%
ICE	171,502	44.71%
Student and Exchange Visitor Program ICE	67,896	40.81%
Detention Facility Locator ICE	50,169	33.07%
I-901 SEVIS Fee ICE	38,411	30.40%
General Contact Information ICE	32,801	53.31%
Enforcement and Removal Operations Field Offices ICE	32,265	50.55%
Student Process Steps: How to Navigate the U.S. Immigration System ICE	27,562	43.48%
Student and Exchange Visitor Information System ICE	26,847	52.23%

Visits by Social Network

Social Network	Sessions
Facebook	15,061
Twitter	1,790
LinkedIn	871
Blogger	214
Naver	58
reddit	49
wikiHow	46
WordPress	45
BuzzFeed	39
Disqus	33

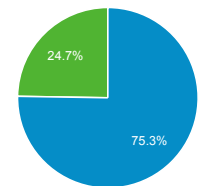
Visits by Source

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	1,388	69:39:44
sevis	393	28:12:30
sevis fee	364	21:15:40
immigration and customs enforcement	265	28:12:59
ice detainee locator	256	55:41:46
ice locator	230	26:41:58
ice.gov	207	16:03:24
sevis fee网站	160	18:57:52
ice inmate locator	142	10:52:55
www.ice.gov	127	11:12:54

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)	369938	227855	500.92%	505.63%	22806
TOTAL	369938	227855	500.92%	505.63%	22806

Top 10 Searches for November 2015

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
favicon ico	289613	186427
browserconfig xml	2538	2485
fraud	791	731
inmate search	485	477
sevis	396	390
careers	299	299
detainee locator	301	297
jobs	277	274
bribery	256	248
about dro contact	262	244

ICE.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

Overall Customer Satisfaction Score

70.55

How would you rate your overall experience today?

65.48

Answer Choices	Responses	Points	Score
▪ Outstanding	214	100	21400
▪ Above Average	238	75	17850
▪ Average	211	50	10550
▪ Below Average	51	25	1275
▪ Poor	66	0	0
Total	780		51075

Were you able to complete the purpose of your visit?

65.51

Answer Choices	Responses	Points	Score
▪ Yes	511	100	51100
▪ No	269	0	0
Total	780		51100

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

87.13

Answer Choices	Responses	Points	Score
▪ Yes	582	100	58200
▪ No	86	0	0
Total	668		58200

Will you recommend this website to a friend or colleague?

83.16

Answer Choices	Responses	Points	Score
▪ Yes	563	100	56300
▪ No	114	0	0
Total	677		56300

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

63.25

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	382	100	38200
▪ Had technical difficulties (e.g. error messages, broken links)	19	0	0
▪ Links did not take me where I expected	47	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	81	0	0
▪ Too many links or navigational choices	28	0	0
▪ Would often feel lost, not know where I was	27	0	0
Total	604		38200

How was your experience using our site search?

51.06

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	192	100	19200
▪ I was not sure what words to use in my search	40	0	0
▪ Results were not helpful	61	0	0
▪ Results were not relevant to my search terms or needs	35	0	0
▪ Results were too similar / redundant	12	0	0
▪ Returned not enough or no results	31	0	0
▪ Returned too many results	5	0	0
Total	376		19200

ICE.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	55	7.14%
▪ Contact information	178	23.12%
▪ Contracting opportunities	46	5.97%
▪ Investigations	4	0.52%
▪ Email, RSS feeds, or subscription services	61	7.92%
▪ Forms or publications	12	1.56%
▪ Immigration enforcement	25	3.25%
▪ Information about ICE (leadership, history, etc.)	131	17.01%
▪ Jobs / career information	37	4.81%
▪ Law enforcement	109	14.16%
▪ News	38	4.94%
▪ Photographs	25	3.25%
▪ Small business resources	27	3.51%
▪ Training	12	1.56%
▪ Online Detainee Locator System	9	1.17%
▪ Videos	1	0.13%
Total	770	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	21	8.61%
▪ Content wasn't easy to understand	133	54.51%
▪ Error on page	24	9.84%
▪ Multimedia / technical problem	31	12.70%
▪ Outdated information	35	14.34%
Total	244	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	24	3.62%
▪ Educator	51	7.69%
▪ Federal government employee	27	4.07%
▪ First responder / law enforcement official	16	2.41%
▪ Government contractor	5	0.75%
▪ International visitor	39	5.88%
▪ Job seeker	68	10.26%
▪ Media representative	10	1.51%
▪ Non-profit staff or volunteer	30	4.52%
▪ State, tribal, territorial or local government representative	15	2.26%
▪ Student	182	27.45%
▪ Traveler (domestic or international)	17	2.56%
▪ Other	179	27.00%
Total	663	100%