

ICE.gov Web Analytics

Mar 1, 2016 - Mar 31, 2016

All Users
100.00% Sessions

Total Visits

723,348

% of Total: 100.00% (723,348)



Avg. Visit Duration

00:02:57

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



Pageviews

2,212,843

% of Total: 100.00% (2,212,843)



Unique Visitors

469,156

% of Total: 100.00% (469,156)



Avg. Pages / Visit

3.06

Avg for View: 3.06 (0.00%)



Avg. Time on Page

00:01:25

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



Bounce Rate

48.13%

Avg for View: 48.13% (0.00%)



Top Pages

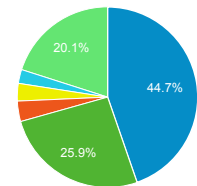
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	757,436	16.57%
Sistema Internet para Localizador de Detenidos	238,762	20.15%
ICE	174,567	39.21%
Student and Exchange Visitor Program ICE	61,465	42.32%
Detention Facility Locator ICE	50,080	31.74%
General Contact Information ICE	37,486	53.54%
Enforcement and Removal Operations Field Offices ICE	36,103	50.16%
News Releases ICE	27,577	52.26%
Careers ICE	27,419	22.41%
I-901 SEVIS Fee ICE	24,221	40.01%

Visits by Social Network

Social Network	Sessions
Facebook	20,423
Twitter	3,259
LinkedIn	1,002
Blogger	191
reddit	146
Sina Weibo	83
Naver	59
wikiHow	52
WordPress	50
YouTube	46

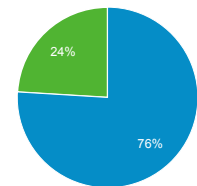
Visits by Source

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	1,639	83:33:55
ice detainee locator	279	48:34:50
ice.gov	263	30:33:46
immigration and customs enforcement	254	15:18:54
sevis	230	15:01:09
ice locator	213	31:26:56
hsi	137	05:33:10
ice immigration	134	06:54:23
www.ice.gov	131	15:03:41
sevis fee	120	03:53:01

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)	81046	54412	17.03%	18.28%	28612
TOTAL	81046	54412	17.03%	18.28%	28612

Top 10 Searches for March 2016

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
detention facilities facilities lrdicdf	850	834
about dro contact	646	643
news	956	559
inmate search	521	520
stem	473	472
sevis	472	466
detainee locator	417	417
factsheets detainer faq	405	404
jobs	345	342
careers	345	341

ICE.gov Customer Satisfaction Survey

Time Period: 3/1/2016 - 3/31/2016

Overall Customer Satisfaction Score

74.28

How would you rate your overall experience today?

67.13

Answer Choices	Responses	Points	Score
▪ Outstanding	223	100	22300
▪ Above Average	247	75	18525
▪ Average	238	50	11900
▪ Below Average	31	25	775
▪ Poor	58	0	0
Total	797		53500

Were you able to complete the purpose of your visit?

68.73

Answer Choices	Responses	Points	Score
▪ Yes	521	100	52100
▪ No	237	0	0
Total	758		52100

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

88.61

Answer Choices	Responses	Points	Score
▪ Yes	630	100	63000
▪ No	81	0	0
Total	711		63000

Will you recommend this website to a friend or colleague?

86.35

Answer Choices	Responses	Points	Score
▪ Yes	620	100	62000
▪ No	98	0	0
Total	718		62000

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

67.79

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	442	100	44200
▪ Had technical difficulties (e.g. error messages, broken links)	19	0	0
▪ Links did not take me where I expected	54	0	0
▪ Links / labels are difficult to understand, they are not intuitive	17	0	0
▪ Navigated to general area but couldn't find the specific content needed	73	0	0
▪ Too many links or navigational choices	23	0	0
▪ Would often feel lost, not know where I was	24	0	0
Total	652		44200

How was your experience using our site search?

62.37

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	247	100	24700
▪ I was not sure what words to use in my search	30	0	0
▪ Results were not helpful	45	0	0
▪ Results were not relevant to my search terms or needs	31	0	0
▪ Results were too similar / redundant	11	0	0
▪ Returned not enough or no results	24	0	0
▪ Returned too many results	8	0	0
Total	396		24700

ICE.gov Customer Satisfaction Survey

Time Period: 3/1/2016 - 3/31/2016

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	49	6.24%
▪ Contact information	163	20.76%
▪ Contracting opportunities	48	6.11%
▪ Investigations	4	0.51%
▪ Email, RSS feeds, or subscription services	43	5.48%
▪ Forms or publications	13	1.66%
▪ Immigration enforcement	24	3.06%
▪ Information about ICE (leadership, history, etc.)	152	19.36%
▪ Jobs / career information	44	5.61%
▪ Law enforcement	102	12.99%
▪ News	32	4.08%
▪ Photographs	41	5.22%
▪ Small business resources	43	5.48%
▪ Training	11	1.40%
▪ Online Detainee Locator System	11	1.40%
▪ Videos	5	0.64%
Total	785	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	18	8.37%
▪ Content wasn't easy to understand	118	54.88%
▪ Error on page	17	7.91%
▪ Multimedia / technical problem	35	16.28%
▪ Outdated information	27	12.56%
Total	215	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	34	4.78%
▪ Educator	62	8.72%
▪ Federal government employee	50	7.03%
▪ First responder / law enforcement official	24	3.38%
▪ Government contractor	11	1.55%
▪ International visitor	26	3.66%
▪ Job seeker	74	10.41%
▪ Media representative	6	0.84%
▪ Non-profit staff or volunteer	40	5.63%
▪ State, tribal, territorial or local government representative	6	0.84%
▪ Student	161	22.64%
▪ Traveler (domestic or international)	20	2.81%
▪ Other	197	27.71%
Total	711	100%