

ICE.gov Web Analytics

Jan 1, 2016 - Jan 31, 2016

All Sessions
100.00%

Total Visits

718,343

% of Total: 100.00% (718,343)



Avg. Visit Duration

00:02:44

Avg for View: 00 02 44 (0.00%)



Pageviews

2,106,735

% of Total: 100.00% (2,106,735)



Unique Visitors

482,751

% of Total: 100.00% (482,751)



Avg. Pages / Visit

2.93

Avg for View: 2.93 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00 01 24 (0.00%)



Bounce Rate

48.90%

Avg for View: 48.90% (0.00%)



Top Pages

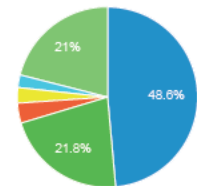
Page Title	Pageviews	Bounce Rate
Online Detainee Locator System	678,952	17.42%
Sistema Internet para Localizador de Detenidos	211,930	22.25%
ICE	191,771	41.36%
Student and Exchange Visitor Program ICE	53,799	41.20%
Detention Facility Locator ICE	45,392	33.87%
General Contact Information ICE	40,346	55.28%
Enforcement and Removal Operations Field Offices ICE	36,844	52.34%
News Releases ICE	31,906	54.78%
Careers ICE	31,647	22.71%
Occupations ICE	24,359	50.09%

Visits by Social Network

Social Network	Sessions
Facebook	17,051
Twitter	1,892
LinkedIn	606
reddit	148
Tumblr	120
Blogger	92
Disqus	52
Naver	44
wikiHow	42
Oshietel goo	39

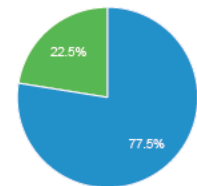
Visits by Source

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	2,031	97:52:24
ice immigration	349	15:48:37
ice detainee locator	297	29:20:33
sevis	268	16:19:35
ice locator	239	40:02:50
immigration and customs enforcement	225	06:36:39
www.ice.gov	216	13:59:30
ice.gov	214	21:45:35
ice police	190	04:02:43
https://www.ice.gov/	144	05:34:16

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)	65382	45838	-83.15%	22.67%	25657
TOTAL	65382	45838	-83.15%	22.67%	25657

Top 10 Searches for January 2016

Immigration and Customs Enforcement (ICE)		
Search Term	Total Queries (Bots + Humans)	Real Queries
about dro contact	813	812
inmate search	529	529
factsheets detainer faq	482	482
sevis	408	400
jobs	367	366
careers	350	348
report illegal immigrants	345	345
detention facilities facilities lrdicdf	321	321
detainee locator	336	321
javascript void 0	251	251

ICE.gov Customer Satisfaction Survey

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

Overall Customer Satisfaction Score

69.53

How would you rate your overall experience today?

63.38

Answer Choices	Responses	Points	Score
▪ Outstanding	213	100	21300
▪ Above Average	231	75	17325
▪ Average	250	50	12500
▪ Below Average	44	25	1100
▪ Poor	86	0	0
Total	824		52225

Were you able to complete the purpose of your visit?

63.23

Answer Choices	Responses	Points	Score
▪ Yes	521	100	52100
▪ No	303	0	0
Total	824		52100

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

86.83

Answer Choices	Responses	Points	Score
▪ Yes	620	100	62000
▪ No	94	0	0
Total	714		62000

Will you recommend this website to a friend or colleague?

82.66

Answer Choices	Responses	Points	Score
▪ Yes	591	100	59100
▪ No	124	0	0
Total	715		59100

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

61.40

NOTE: Excludes "Other" responses

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	396	100	39600
▪ Had technical difficulties (e.g. error messages, broken links)	31	0	0
▪ Links did not take me where I expected	51	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	87	0	0
▪ Too many links or navigational choices	33	0	0
▪ Would often feel lost, not know where I was	30	0	0
Total	645		39600

How was your experience using our site search?

53.69

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

Answer Choices	Responses	Points	Score
▪ Encountered no difficulties	211	100	21100
▪ I was not sure what words to use in my search	31	0	0
▪ Results were not helpful	53	0	0
▪ Results were not relevant to my search terms or needs	34	0	0
▪ Results were too similar / redundant	16	0	0
▪ Returned not enough or no results	29	0	0
▪ Returned too many results	19	0	0
Total	393		21100

ICE.gov Customer Satisfaction Survey

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

Demographic Information

What Information were you looking for today?

Answer Choices	Responses	Percentage
▪ Student Exchange and Visitor Program	74	9.02%
▪ Contact information	156	19.02%
▪ Contracting opportunities	43	5.24%
▪ Investigations	4	0.49%
▪ Email, RSS feeds, or subscription services	45	5.49%
▪ Forms or publications	5	0.61%
▪ Immigration enforcement	22	2.68%
▪ Information about ICE (leadership, history, etc.)	167	20.37%
▪ Jobs / career information	48	5.85%
▪ Law enforcement	102	12.44%
▪ News	44	5.37%
▪ Photographs	37	4.51%
▪ Small business resources	45	5.49%
▪ Training	9	1.10%
▪ Online Detainee Locator System	18	2.20%
▪ Videos	1	0.12%
Total	820	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	23	8.27%
▪ Content wasn't easy to understand	139	50.00%
▪ Error on page	26	9.35%
▪ Multimedia / technical problem	48	17.27%
▪ Outdated information	42	15.11%
Total	278	100%

Which of the following best describes you?

Answer Choices	Responses	Percentage
▪ Business representative	31	4.41%
▪ Educator	64	9.10%
▪ Federal government employee	31	4.41%
▪ First responder / law enforcement official	24	3.41%
▪ Government contractor	9	1.28%
▪ International visitor	42	5.97%
▪ Job seeker	75	10.67%
▪ Media representative	7	1.00%
▪ Non-profit staff or volunteer	30	4.27%
▪ State, tribal, territorial or local government representative	12	1.71%
▪ Student	171	24.32%
▪ Traveler (domestic or international)	24	3.41%
▪ Other	183	26.03%
Total	703	100%