



**October 2009 Monthly Web Metrics Report  
Customer Service Web Portal (CSWP)**

**November 16, 2009**

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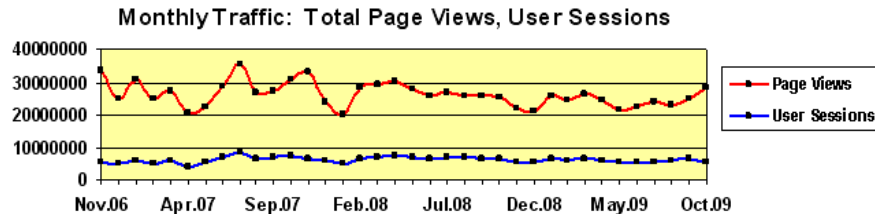
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## Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for October 2009. Highlights in this report:

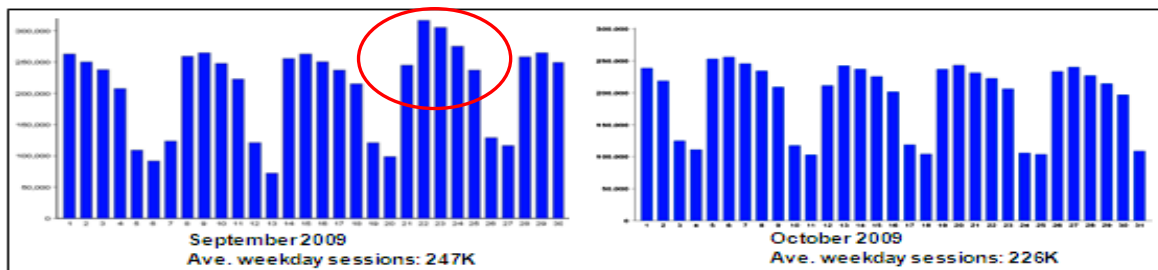
### ► User Sessions Decreased 17 Percent, Page Views Increased 12 Percent

Users viewed more pages per session, attributable in part to the site's redesign, which now promotes a higher number of pages that are also easier to find. (See page 2 for historical data.)



### ► Launch of Redesigned Site Triggered One-Week Spike in Traffic

User sessions were noticeably higher the week of September 21-25. After that week, traffic in October was at or slightly below levels of the past several months.



### ► Site Redesigned to Make Key Content More Quickly Accessible

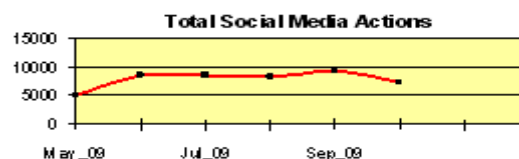
October was the first full month in which highlighted areas on the home page have been used to promote important content. Some 15 important content landing pages are being tracked to gauge visitor traffic. (See page 8.)

### ► Substantial Shifts among Top 25 Viewed Pages

The redesigned home page and increased use of related links on interior pages are probably among the reasons for several shifts among the top 25 viewed pages. (See page 8.)

### ► Social Media Activity Decreased 20 Percent

This is the sixth full month in which the CSWP has provided social media options on many of its pages. Total social media actions decreased to about 7,300 per month. (See page 17).



### ► Surveys of User Satisfaction

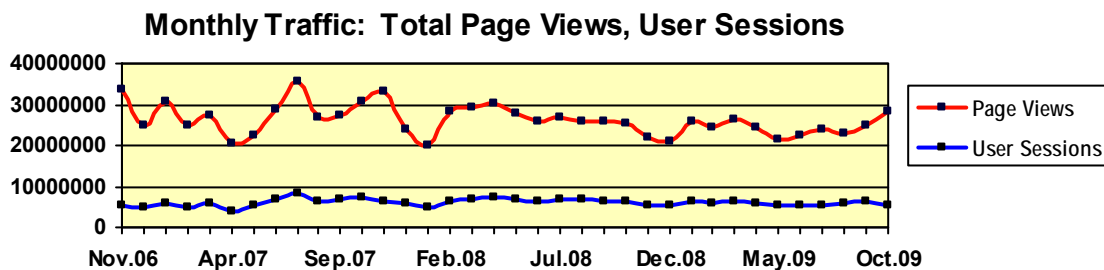
Over the past few years, the CSWP has given visitors the opportunity to rate the usefulness of its pages. USCIS has removed those page-specific surveys and is in the process of implementing the highly-regarded ForeSee Results survey system. (See page 16).

## CSWP Visitor Traffic

► **Notable changes this month:** User sessions decreased 17 percent, although page views increased 12 percent. Beginning this month, metrics of Sessions by Content Area is being expanded from 7 to 15 key landing pages. (See page 8.)

Metric	May09	June09	July09	Aug.09	Sep.09	Oct.09
<b>OVERALL</b>						
User Sessions (Visits)	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257
Average Weekday User Sessions	207,627	219,162	209,191	235,210	247,801	226,569
Average Session Length (min.)	5:15	5:14	4:52	4:37	4:45	4:57
Unique Visitors	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828
One-Time Visitors	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157
Repeat Visitors	764,617	802,299	868,993	941,663	995,079	956,671
Page Views	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571
<b>SESSIONS BY CONTENT AREA**</b>						
About Us	116,936	119,211	122,388	114,798	128,002	109,752
Citizenship	164,469	164,056	173,580	173,960	124,670	79,053
Forms / Immigration Forms	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113
Topics / Services & Benefits	381,692	404,631	427,377	410,303	411,679	287,010
Laws / Laws & Regulations	195,640	205,646	211,171	202,323	214,631	163,275
News / Press Room	107,841	96,552	76,960	72,934	121,675	161,045
E-Verify	46,486	56,338	52,642	66,692	107,133	80,879
Resources	--	--	--	--	--	186,097
Working in the U.S.	--	--	--	--	--	29,999
Family	--	--	--	--	--	38,173
Adoption	--	--	--	--	--	12,534
Green Card	--	--	--	--	--	138,178
Humanitarian	--	--	--	--	--	6,629
Visit the U.S.	--	--	--	--	--	17,584
Military	--	--	--	--	--	12,730

\*\* Total user sessions that included views of these top-level landing pages



**CSWP Visitor Traffic** (cont.)

Metric	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09
<b>OVERALL</b>										
User Sessions (Visits)	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607
Average Weekday User Sessions	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275
Average Session Length (min.)	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09
Unique Visitors	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666
One-Time Visitors	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419
Repeat Visitors	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247
Page Views	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327
<b>SESSIONS BY CONTENT AREA**</b>										
About Us	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837
Citizenship	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602
Immigration Forms	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399
Services & Benefits	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478
Laws & Regulations	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692	214,995
Press Room	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553	177,940
E-Verify	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224	53,394

\*\*Total user sessions that included views of these top-level landing pages.

**CSWP Visitor Traffic** (cont.)

Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08
<b>OVERALL</b>										
User Sessions (Visits)	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084
Page Views	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340
<b>SESSIONS BY CONTENT AREA**</b>										
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773	215,500
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584	190,372
E-Verify	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543	78,978

\* January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai.

\*\*Total user sessions that included views of these top-level landing pages.

**CSWP Visitor Traffic** (cont.)

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May 07	Jun.07	Jul.07	Aug.07
<b>OVERALL</b>										
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510	246,209
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38	4:57
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990
<b>SESSIONS BY CONTENT AREA**</b>										
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016	161,335
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522	232,039
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264	512,733
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115	232,354
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576	261,337
E-Verify	--	--	--	--	--	--	--	--	--	--

\*\*Total user sessions that included views of these top-level landing pages.

**Legacy Data:**

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
User Sessions (Visits)	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Ave. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Ave. Session Length (min.)	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
<b>BY CONTENT AREA</b>											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

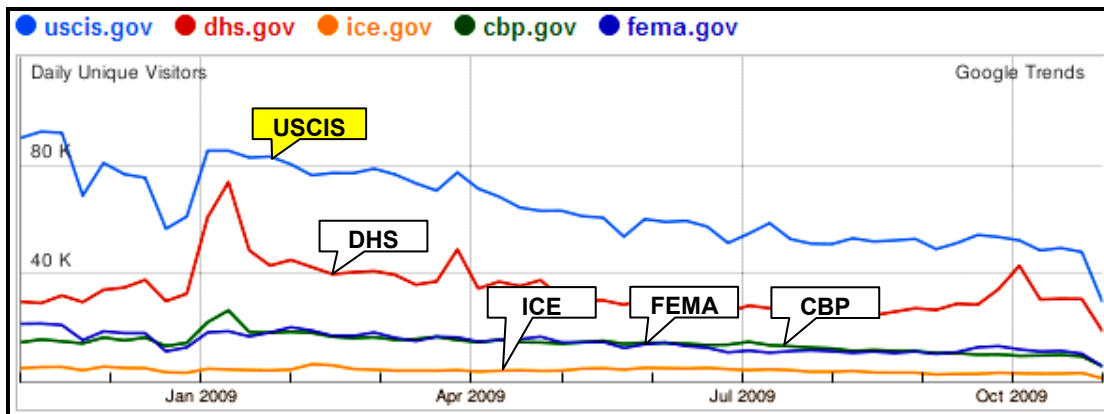
\*\*Total user sessions that included views of these top-level landing pages.

## CSWP Traffic Compared to Federal Sites

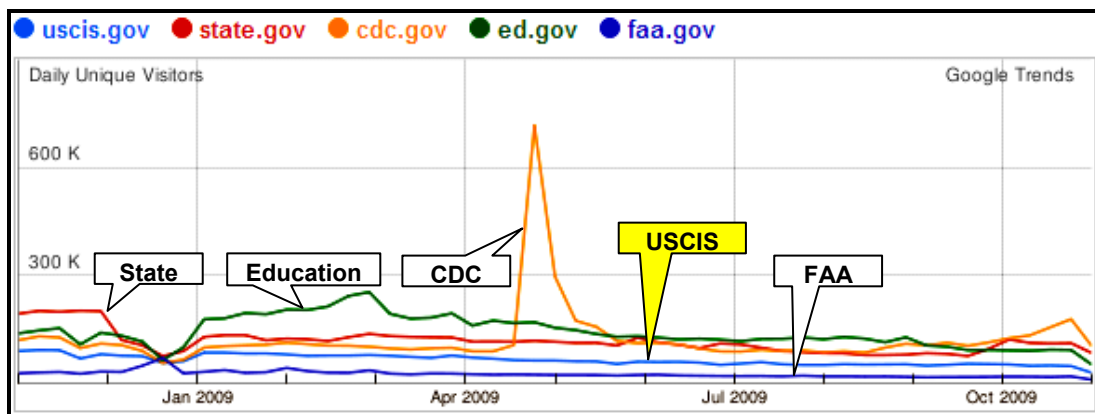
The charts below reflect **Google Trends** estimates of Daily Unique Visitors to the CSWP over the past 12 months compared to that of other federal sites.\*

► **Notable changes this month:** None. The CSWP continues to be the most visited Department of Homeland Security (DHS) site and one of the top 10 most visited federal sites.

### USCIS.gov Compared to Other DHS Web Sites



### USCIS.gov Compared to Leading Federal Web Sites



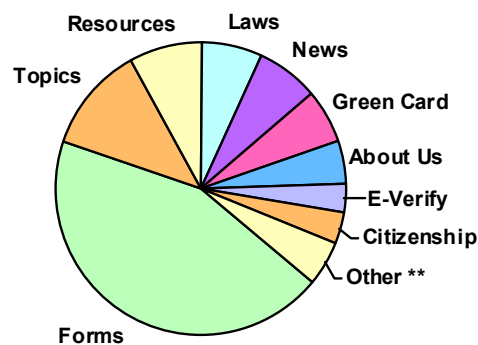
\* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known federal sites.

## Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions. (See pages 2-5 for tables of data on Sessions by Content Area from November 2006 to the present.)

► **Notable changes this month:** The recently redesigned CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table and chart below track user sessions to 15 key landing pages featured on the Home Page.

Content Area Landing Page	User Sessions
Forms	1,041,113
Topics	287,010
Resources	186,097
Laws	164,275
News	161,045
Green Card	138,178
About Us	109,752
E-Verify	80,879
Citizenship	79,053
Family	38,173
Working in the U.S.	29,999
Visit the U.S.	17,584
Military	12,730
Adoption	12,534
Humanitarian	6,629
Total Sessions to These Pages >	2,365,051



\*\* "Other" in the pie chart is comprised of Family, Working in the U.S., Visit the U.S., Military, Adoption, and Humanitarian.

## Distribution of Traffic – FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** None.

<b>2009</b>	<b>Apr.09</b>	<b>May09</b>	<b>June09</b>	<b>July09</b>	<b>Aug.09</b>	<b>Sep.09</b>	<b>Oct.09</b>
<b>Traffic to Landing Page:</b>							
Successful requests for pages	14,598	15,717	17,664	27,387	18,562	15,861	14,056
Distinct hosts served	4,983	5,238	5,093	5,352	4,795	5,016	4,638
Total data transferred (MB)	80.2	102.8	119.6	104.0	124.5	104.8	95.2
<b>Submission of Transactions:</b>							
Successful requests for pages	14,787	13,991	16,170	12,214	16,442	12,222	12,397
Distinct hosts served	4,933	4,042	3,939	3,233	3,757	3,477	3,486
Total data transferred (MB)	77.3	79.5	85.7	66.6	76.3	72.1	69.0

<b>2009</b>	<b>Jan.09</b>	<b>Feb.09</b>	<b>Mar.09</b>
<b>Traffic to Landing Page:</b>			
Successful requests for pages	11,946	11,804	13,543
Distinct hosts served	5,098	4,908	5,406
Total data transferred (MB)	61.4	62.1	71.2
<b>Submission of Transactions:</b>			
Successful requests for pages	12,398	11,808	13,543
Distinct hosts served	3,862	3,755	4,123
Total data transferred (MB)	62.7	59.8	69.3

<b>2008</b>	<b>Jun.08</b>	<b>Jul.08</b>	<b>Aug.08</b>	<b>Sep.08</b>	<b>Oct.08</b>	<b>Nov.08</b>	<b>Dec.08</b>
<b>Traffic to Landing Page:</b>							
Successful requests for pages	3,509	15,599	9,014	10,025	11,277	9,996	10,174
Distinct hosts served	1,379	6,898	3,904	4,289	4,535	4,176	4,234
Total data transferred (MB)	20.6	87.5	50.5	52.5	58.4	51.9	51.9
<b>Submission of Transactions:</b>							
Successful requests for pages	3,952	12,398	9,549	10,573	11,783	10,536	10,477
Distinct hosts served	761	3,416	2,582	3,038	3,386	3,227	3,166
Total data transferred (MB)	20.0	64.8	49.7	54.6	61.2	54.5	53.8

## Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

► **Notable changes this month:** There are many changes since last month. October was the first full month after the CSWP redesign went live, and site visitors presumably spent some time learning their way through some of the new content organization changes. It is too early to tell whether the items in the list or the order in which they appear represent anything of significance.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,196,257	18.47%
2	Forms (2)	1,506,916	5.36%
3	All Forms (9)	760,408	2.70%
4	Topics (4)	385,370	1.37%
5	Green Card Based Forms (10)	261,518	0.93%
6	Citizenship and Naturalization Based Forms (12)	255,222	0.91%
7	Resources (15)	239,506	0.85%
8	File My Application Online (13)	236,418	0.84%
9	Espanol Home Page (24)	215,210	0.76%
10	Laws (8)	210,516	0.75%
11	Application for Naturalization (5)	208,291	0.74%
12	News (19)	208,270	0.74%
13	Citizenship Through Naturalization (*)	198,786	0.71%
14	Green Card (Permanent Residence) (*)	181,196	0.64%
15	Contact Us (22)	166,329	0.59%
16	The Naturalization Test (*)	152,646	0.54%
17	Family of U.S. Citizens (*)	147,821	0.53%
18	Family Based Forms (20)	142,354	0.51%
19	About Us (18)	138,371	0.49%
20	Green Card Through Family (*)	131,053	0.47%
21	Petition for Alien Relative (14)	129,920	0.46%
22	Check Filing Fees (*)	116,902	0.42%
23	How to Calculate My Cycle Time (*)	112,721	0.40%
24	Citizenship (17)	105,055	0.37%
25	E-Verify (21)	105,028	0.37%
		...	...
	Total Page Views this Month >	28,134,571	100.00%

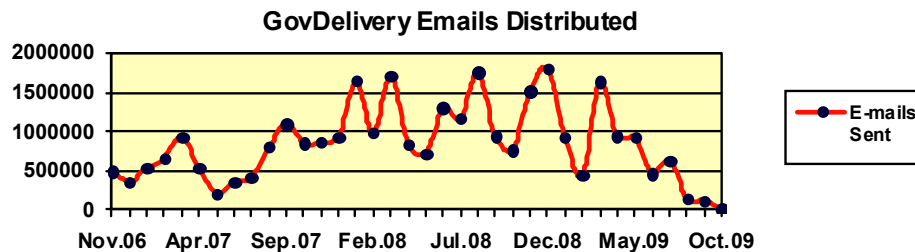
A number in parentheses indicates a page's ranking in the previous month.

\* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

## GovDelivery Subscription Email System

Email volumes fluctuate from month to month based on the number of changes that are made to subscribable CSWP pages.

► **Notable changes this month:** There were no emails sent in October 2009 to those who subscribe to CSWP pages. As of November 1, 2009, there were over 288,000 active subscribers to at least one CSWP page.



**Total Emails Sent to Subscribers This Month:** 0 (down 100% from last month)

**Total Subscribers:** 288,623

**Total Page Subscriptions:** 946,229 (up 0.1% from last month)

**Net\* New Subscriptions Added This Month:** 6,640

**Average Number of Subscriptions per User:** 3.3

**Top Subscribed Pages:** Home Page, Form Updates, Monthly Newsletter, Federal Register Announcements

**Percent of Click-Throughs This Month from Links in Emails:** n/a

\* New subscriptions include new user sign-up, plus the return of any groups that had been temporarily removed, minus those subscriptions ended (either voluntarily, removed because email addresses were no longer valid, or stopped because a subscribed page was removed from the CSWP).

## Top 25 Referring Pages Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites, and the page on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** There were only minor shifts among the top referring pages. Google and travel.state.gov continue to be the major referring sources, accounting for 18 of the top 25.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	151,257	Home Page	Google search for "uscis" (1)
2	60,768	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	24,087	Home Page	Google Toolbar search for unknown term(s) (3)
4	14,118	Poverty Guidelines	Affidavit of Support page on travel.state.gov (8)
5	13,936	Affidavit of Support Under Section 213A of the Act	Preparing Affidavit of Support Forms page on travel.state.gov (9)
6	13,215	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (10)
7	11,929	Employment Eligibility Verification	IRS.gov search for "i-9" (5)
8	11,073	Home Page	Referrals from unidentified AddThis link(s) (*)
9	10,493	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (13)
10	10,246	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (15)
11	9,791	Home Page	Yahoo search for "uscis" (17)
12	9,724	Home Page	Home page on dhs.gov (11)
13	9,325	Home Page	Google search for "uscis.gov" (4)
14	9,210	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (16)
15	8,795	Home Page	Google search for "immigration" (19)
16	8,144	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (18)
17	7,889	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (21)
18	7,418	Intending Immigrant's Affidavit of Support Exemption	Preparing Affidavit of Support Forms page on travel.state.gov (24)
19	7,291	Forms	Visa Application Forms page on travel.state.gov (25)
20	7,085	Form I-765	Google search for unidentified term(s) (*)
21	7,055	Form I-134	Affidavit of Support page on immihelp.com (23)
22	6,659	Home Page	Google search for unidentified term(s) (*)
23	6,536	Home Page	Google search for "ins" (7)
24	6,326	Forms	Homeland Security Forms page on dhs.gov (22)
25	6,247	Home Page	Bing search for "uscis.gov" (*)

Number in parentheses indicates rank in the previous month. (\*) = A referral not in the previous month's Top 25.

## Ranking of CSWP Pages in Top Three Search Engines

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google, Yahoo, and Bing search engines. These search engines accounted for 74, 11, and 7 percent, respectively, of all external searches that referred traffic to the CSWP. This is the first month that Bing has been added to this page due to its recent increased share among all search engines.

► **Notable changes this month:** None.

### Ranking of CSWP Pages in Search Requests on Three Top Search Engines

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	1	2	1
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	2	5	4

## Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** None. Searches for the agency name (e.g., uscis, ins), immigration, citizenship, and forms (notably I-9) account for the majority of the top 50 requests. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

Phrase	Referrals
uscis	436,895
uscis.gov	125,086
ins	82,171
immigration	78,265
www.uscis.gov	70,997
us immigration	45,111
immigration and naturalization	33,277
i-9 form	29,035
immigration forms	27,286
i-9	25,559
usci	21,612
green card	19,132
uscis forms	16,488
uscis case status	16,391
i-9 form 2009	15,974
i9	15,482
us citizenship and immigration services uscis	15,088
e-verify	13,211
form i-9	13,075
us citizenship	11,708
us citizenship application	11,371
i9 form	9,863
citizenship application	9,686
uscis gov	9,567
ins.gov	9,156

Phrase	Referrals
affidavit of support	7,953
i-130	7,447
everify	7,184
i 765 form pdf	7,096
citizenship	6,912
us immigration forms	6,528
i-485	6,245
homeland security immigration	6,160
usics	5,967
green card renewal	5,889
e verify	5,767
bcis	5,515
immigration and naturalization service	5,509
naturalization	5,172
n-400	4,946
i 9 form	4,925
i-864	4,919
ins forms	4,784
us citizenship and immigration services	4,597
immigration and nationality act	4,401
uscis.com	4,375
i-765	4,333
i-134	4,083
www.ins.gov	4,003
us citizenship requirements	3,971

## Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine indicate what is most important to CSWP visitors. This data can help drive site design and content coding decisions for making the most requested content easy to find.

► **Notable changes this month:** None. There were only minor shifts among the most requested search terms and their order. Searches related to forms continue to account for about half of the top 50 terms.

Phrase	Count
case status	14323
infopass	11809
i 90	10181
i 130	9785
visa bulletin	8426
n 400	8355
i 485	8170
i 751	7625
i 864	7397
green card	6811
ar 11	6517
g 325a	6292
lottery	6160
change of address	5747
i 765	5602
i 9	5417
i 131	5397
processing times	5302
green card lottery	5230
forms	5171
i 94	5081
i 797	5025
ds 230	4975
i 551	4820
h1b	4468

Phrase	Count
status	4439
m 476	4358
n400	4340
case status online	4115
i 134	3882
visa	3874
my case status	3870
processing time	3728
i 693	3652
info pass	3635
i130	3365
i 539	3266
check status	3184
n 600	3102
marriage	3054
appointment	3039
g 28	2974
deportation	2849
passport	2826
i 129f	2809
i90	2671
search	2616
fees	2485
dv lottery	2432
i 129	2412

## Surveys of User Satisfaction

Over the past few years, USCIS.gov has given its visitors the opportunity to rate the usefulness of its pages. USCIS has removed those page-specific surveys and is in the process of implementing the highly-regarded ForeSee Results survey system. Over 100 federal sites already use ForeSee Results as part of the American Customer Satisfaction Index (ACSI) E-Government Index for gauging customer satisfaction and identifying areas of improvement. The ACSI E-Government Index is sponsored by ForeSee Results under the leadership of the Federal Consulting Group of the Department of the Interior.

► **Notable changes this month:** USCIS.gov is planning to implement the ForeSee Results customer satisfaction survey in January of 2010.

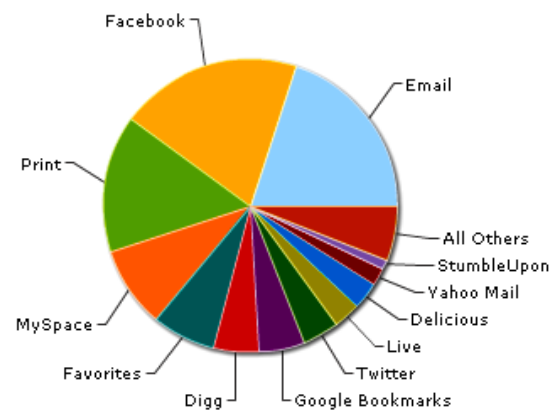
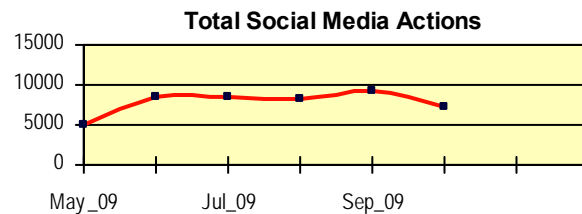
## Social Media Activity on CSWP Pages

In April 2009, the CSWP began offering a social media option on many of its pages. By clicking a page's "Share This Page" button, visitors are able to email, bookmark, and share the page through a wide range of social networking websites, including Facebook, MySpace, and Twitter.



► **Notable changes this month:** The total volume of social media activity decreased by about 20 percent. There were minor shifts in the relative popularity of the various social media services. There were several significant shifts among the CSWP pages that had the most activity. Notably, the page for Processing Times and Case Status fell from a rank of 2nd to a rank of 62nd.

	Top Services	Count	Share
1	Email (1)	1463	20.1%
2	Facebook (3)	1460	20.0%
3	Print (2)	1069	14.7%
4	MySpace (8)	661	9.1%
5	Favorites (5)	509	7.0%
6	Digg (10)	390	5.4%
7	Google Bookmarks (6)	373	5.1%
8	Twitter (9)	302	4.1%
9	Live (*)	202	2.8%
10	Delicious (11)	184	2.5%
11	Yahoo Mail (12)	141	1.9%
12	StumbleUpon (4)	98	1.3%
	All Others	433	6.0%
	<b>Total</b>	<b>7285</b>	<b>100%</b>



	Top 10 Pages with Social Media Activity	Count
1	Home Page (1)	602
2	Forms (5)	291
3	Naturalization Test (10)	201
4	Topics (*)	127
5	New Naturalization Test (3)	115
6	Contact Us (*)	98
7	New Naturalization Test: Civics Questions (*)	94
8	Document Checklist for Form N-400 (*)	84
9	How to Calculate My Cycle Time (*)	83
10	Family of U.S. Citizens (*)	77

Number in parentheses indicates rank in the previous month. (\*) = Item not in the previous month's listing.