
U.S. Citizenship and Immigration Services (USCIS)

December 2011

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

January 16, 2012

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	January 16, 2012	CSWP, Senior Business Analyst	Baseline Draft

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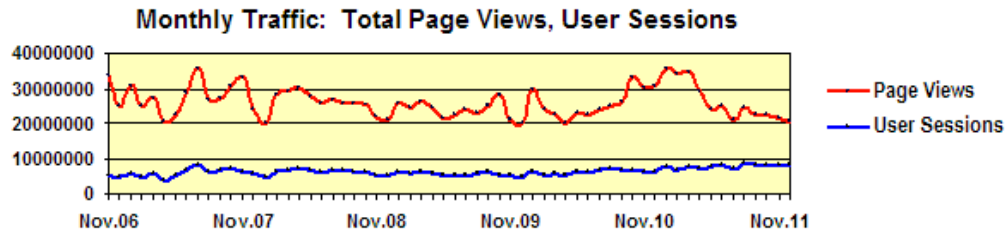
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for December 2011. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

► **Overall Traffic Volume Decreased Six Percent**

Page views and user sessions both decreased six percent compared to last month. (See page 2.)



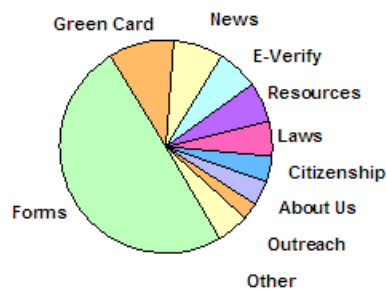
► **Customer Satisfaction Scores Decreased Slightly but Continue to be Among Highest**

The score for USCIS-ES decreased from 87 to 86 and the score for USCIS decreased from 82 to 81. The USCIS-ES score of 86 continues to be one of the highest throughout all of the federal government. (See page 12.)

USCIS	USCIS-ES	Federal Govt.
81	86	73

► **E-Verify Continued to Attract High Traffic Volume**

The E-Verify landing page was the fourth most visited of the site's major landing pages. The Forms landing page continues to be seen by about 50 percent of all traffic that goes to the site's major landing pages. (See page 4.)



► **Social Media Activity is Often Used in Support of Citizenship Education**

Visitors continue to use social media actions to meet their needs and share information with others. Pages about learning to become a citizen are among those with the most social media activity. (See page 13.)

CSWP Visitor Traffic

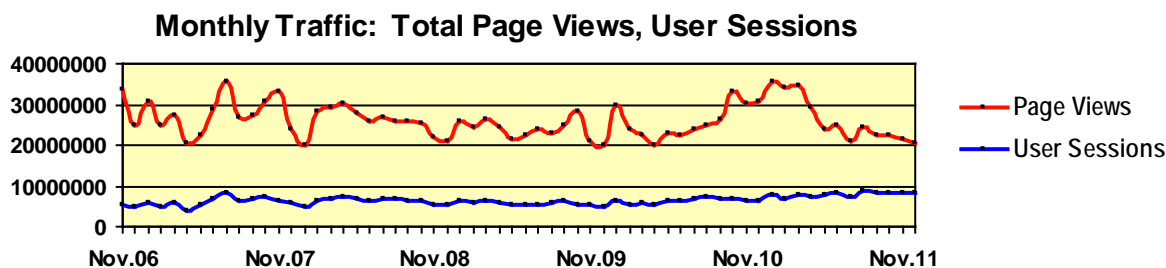
► **Notable changes this month:** Traffic volume was down slightly. Page views and user sessions both decreased six percent compared to last month.

Metric	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
Overall							
User Sessions (Visits)	8,531,597	7,190,559	8,729,499	8,083,309	8,240,661	8,425,421	8,061,305
Ave. Weekday User Sessions	328,615	267,701	323,364	309,926	316,576	322,343	299,837
Ave. Session Length (min.)	4:31	4:28	4:18	4:13	4:16	3:58	3:54
Unique Visitors	4,178,446	3,634,669	4,415,702	4,093,161	3,965,309	3,797,129	3,535,652
One-Time Visitors	2,888,846	2,543,514	3,101,345	2,872,856	2,735,000	2,489,553	2,298,967
Repeat Visitors	1,289,600	1,091,155	1,314,357	1,220,305	1,230,309	1,307,576	1,236,685
Page Views	24,734,792	20,812,450	24,299,199	22,489,840	22,445,121	21,308,987	20,308,769
Sessions by Content Area *							
About Us	88,386	74,253	89,196	81,115	80,749	76,365	72,844
Citizenship	81,202	67,319	85,058	85,945	84,633	78,091	69,167
Forms	1,171,331	943,683	1,132,808	1,055,878	1,059,362	982,874	912,710
Outreach	55,836	48,264	62,527	55,001	54,108	50,887	46,964
Laws	111,494	91,744	119,246	111,550	111,184	105,543	97,103
News	139,712	115,383	158,690	141,405	143,919	143,480	137,731
E-Verify	164,327	152,655	190,476	127,080	126,490	116,562	116,273
Resources	139,534	115,628	137,690	128,951	127,869	116,768	112,762
Working in the U.S.	28,221	24,762	30,549	28,772	28,948	27,409	24,666
Family	24,935	21,953	27,669	27,456	27,774	25,563	24,764
Adoption	9,150	7,967	8,832	7,810	8,254	8,168	7,655
Green Card	218,117	201,993	217,517	209,829	240,278	196,242	179,717
Humanitarian	5,419	4,812	5,559	5,237	5,376	5,105	4,887
Visit the U.S.	23,248	19,813	21,055	19,243	18,842	17,370	15,629
Military	11,109	9,825	11,561	10,810	10,732	10,158	9,506
Find It Fast/Where to Start **	18,363	14,608	9,445	6,498	4,412	3,277	3,500

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

** Number of times a visitor clicked the Get Results button for this widget.

Historical Data: Historical CSWP visitor traffic data is available in the Appendix beginning at page 17.

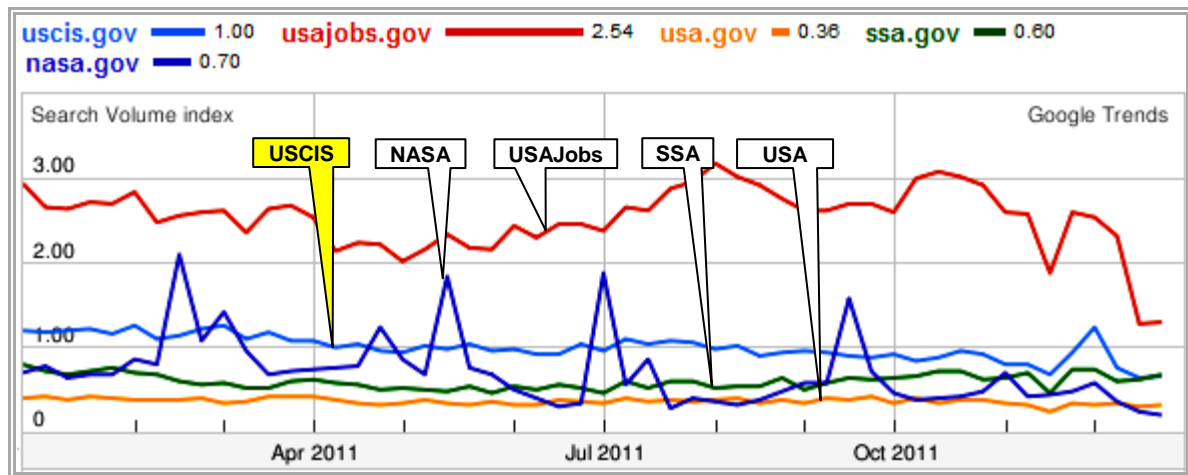


Google Searches for USCIS Content Compared to Searches for Other Federal Content

Google Search volume is a significant indicator of how much traffic comes to USCIS.gov. The chart below reflects Google Trends data on the volume of Google searches related to USCIS compared to Google searches related to other federal organizations. The average volume of searches for USCIS content over the past year is presented as a baseline value of 1.0, with the daily volume of searches related to USCIS and to other sites arrayed against that baseline. Each month, searches for USCIS are compared to a rotating combination of major federal web sites.*

► **Notable changes this month:** None. USCIS continues to be among the most frequently searched federal web sites.

USCIS.gov Compared to Leading Federal Web Sites



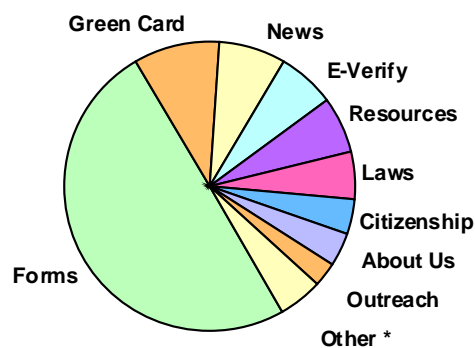
* The chart on this page compares Google searches about USCIS to searches related to a rotating sample of four federal Web sites from among the ten or so sites that get more traffic than USCIS and other well-known sites.

Distribution of Traffic by Major Content Area

The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table and chart below reflect counts of user sessions to 15 key landing pages and the times that users selected the Find It Fast option. (For similar data from November 2006 to the present, see page 2 and pages 17-21.)

► **Notable changes this month:** The E-Verify landing page moved from fifth to fourth most visited of the site’s major landing pages. The Forms landing page is seen by about 50 percent of all traffic that goes to the major landing pages.

Content Area Landing Page	User Sessions
Forms	912,710
Green Card	179,717
News	137,731
E-Verify	116,273
Resources	112,762
Laws	97,103
About Us	72,844
Citizenship	69,167
Outreach	46,964
Family	24,764
Working in the U.S.	24,666
Visit the U.S.	15,629
Military	9,506
Adoption	7,655
Humanitarian	4,887
Find It Fast	3,500
Total Sessions to These Pages >	1,835,878



* "Other" in chart includes Working in the U.S., Family, Visit the U.S., Find It Fast, Military, Adoption, and Humanitarian.

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:** Total transactions increased eight percent.

	Apr.11	May.11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
Page Views on Landing Page	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005
- Transactions	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375

	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
Page Views on Landing Page	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118
- Transactions	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085

	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10
Page Views on Landing Page	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338
- Transactions	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521

	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Page Views on Landing Page	11,804	13,543	14,598	15,717	17,664	27,387	18,562	15,861
- Transactions	11,808	13,543	14,787	13,991	16,170	12,214	16,442	12,222

	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946
- Transactions	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398

Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov.

► **Notable changes this month:** The page, H-1B Fiscal Year 2012 Cap Season, which was the fifth most viewed page last month, dropped out of the top 25. Otherwise, there were only minor changes in the order and relative traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,108,616	25.15%
2	Forms (2)	1,299,680	6.40%
3	Application for Naturalization, N-400 (3)	430,476	2.12%
4	Petition for Alien Relative, I-130 (4)	372,662	1.83%
5	Green Card (Permanent Residence) (6)	221,354	1.09%
6	Applic. to Register Perm. Residence or Adjust Status, I-485 (7)	211,984	1.04%
7	News (8)	195,382	0.96%
8	E-Verify News RSS Page (10)	181,874	0.90%
9	USCIS-ES Home Page (9)	174,627	0.86%
10	Contact Us (13)	169,366	0.83%
11	Application for Employment Authorization, I-765 (12)	168,869	0.83%
12	Application to Replace Permanent Resident Card, I-90 (11)	168,763	0.83%
13	News RSS Page (18)	154,365	0.76%
14	Citizenship Through Naturalization (14)	151,766	0.75%
15	E-Verify (16)	145,966	0.72%
16	Resources (17)	140,917	0.69%
17	Affidavit of Support Under Section 213A of the Act, I-864 (15)	137,258	0.68%
18	Forms Update RSS Page (23)	127,810	0.63%
19	File My Application Online (E-Filing) (20)	118,621	0.58%
20	Laws (21)	117,084	0.58%
21	Instructions for Electronic Filing of Form I-90 (19)	116,863	0.58%
22	Naturalization Self Test (22)	113,860	0.56%
23	Petition to Remove the Conditions of Residence, I-751 (25)	107,206	0.53%
24	Green Card Through Family (24)	104,313	0.51%
25	How to Calculate My Cycle Time (*)	98,236	0.48%
	
	Total Page Views this Month >	20,308,769	100.00%

Number in parentheses indicates rank in the previous month.

* A file not in the previous month's Top 25.

Top 25 Downloaded Files

The following table shows the 25 most downloaded files on USCIS.gov.

► **Notable changes this month:** The E-Verify User Manual for Employers moved up to 15th place. Otherwise, there were only minor changes in the order and volume of the top downloaded files.

	Top 25 Downloaded Files	Hits	% of All Hits
1	M-274: Instructions for Completing Form I-9 (1)	1,342,815	5.58%
2	I-129: Petition for a Nonimmigrant Worker (2)	1,033,328	4.29%
3	M-477: Document Checklist (4)	716,790	2.98%
4	M-565: How Do I Apply for U.S. Citizenship (5)	514,416	2.14%
5	I-9: Employment Eligibility Verification (6)	481,923	2.00%
6	M-555: How Do I Help Relative Become a Perm. Resident (8)	477,968	1.99%
7	M-476: A Guide to Naturalization (3)	464,645	1.93%
8	I-912: Request for Fee Waiver (8)	351,028	1.46%
9	I-864EZ: Affidavit of Support Under Section 213 of the Act (9)	312,818	1.30%
10	M-618: Welcome to the U.S., Guide for New Immigrants (10)	287,675	1.20%
11	M-620: How Do I Know What Services are Available after I File (11)	270,709	1.12%
12	N-400: Application for Naturalization (12)	260,428	1.08%
13	M-638: Quick Civic Lessons for the Naturalization Test (13)	245,891	1.02%
14	M-562: How Do I Renew or Replace My Perm. Resident Card (14)	241,803	1.00%
15	M-775: E-Verify User Manual for Employers (21)	180,613	0.75%
16	I-130: Petition for Alien Relative (16)	180,473	0.75%
17	I-485: Applic. to Register Perm. Residence or Adjust Status (19)	176,978	0.74%
18	M-561: How Do I Help Relative Become a Perm. Resident (17)	172,007	0.71%
19	M-715: Writing Vocabulary Flash Cards (15)	160,286	0.67%
20	I-601: Application for Waiver of Grounds of Inadmissibility (20)	139,806	0.58%
21	I-864: Affidavit of Support Under Section 213 of the Act (22)	133,680	0.56%
22	M-564: How Do I Help Fiance(e) Become a Perm. Resident (23)	130,341	0.54%
23	M-618-S: Bienvenidos a los Estados Unidos (19)	129,955	0.54%
24	G-1145: E-Notification of Application/Petition Acceptance (24)	126,907	0.53%
25	Instructions for I-130: Petition for Alien Relative (*)	123,830	0.51%
	
Total Downloaded Files this Month >		16,800,379	100.00%

Number in parentheses indicates rank in the previous month.

* A file not in the previous month's Top 25.

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 pages on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** The number one referring page from last month, from Murthy.com to the H-1B FY2012 Cap Season page, fell out of the top 25. Otherwise, there were only minor shifts among the top 25 referring pages.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	13,875	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.gov (2)
2	13,011	Home Page	Search for "uscis" on Google (5)
3	12,046	Affidavit of Support Under Section 213A of the Act (I-864)	Visa Application Forms on Travel.State.gov (4)
4	11,852	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov (6)
5	10,859	Employment Eligibility Verification (I-9)	Link to i-9 on IRS.gov (9)
6	10,505	Home Page	Links in Yahoo emails (15)
7	7,340	I-9 (PDF)	Link to i-9 on IRS.gov (12)
8	7,027	Forms	Fees for Visa Services on Travel.State.gov (3)
9	6,963	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov (11)
10	6,951	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (13)
11	6,799	Petition for Alien Relative (I-130)	Immigrants to U.S. on Travel.State.gov (10)
12	5,008	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.gov (16)
13	4,735	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov (17)
14	4,512	Contract Between Sponsor and Household Member (I-864A)	Visa Application Forms on Travel.State.gov (14)
15	3,847	Forms	Visa Application Forms on Travel.State.gov (18)
16	3,657	Petition for Alien Relative (I-130)	Immigrant Visa for a Spouse of a U.S. Citizen on Travel.State.com (22)
17	3,596	Fiance(e) Visas	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (20)
18	3,589	Forms	Immigration on DHS.gov (21)
19	3,575	Home Page	Immigrants to U.S. on Travel.State.gov (19)
20	3,554	Home Page	Home Page on DHS.gov (24)
21	3,376	Forms	Fees for Visa Services on Travel.State.gov (*)
22	3,354	Home Page	Search for "uscis" on Bing (*)
23	3,283	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (25)
24	3,251	For Employers	E-Verify on DHS.gov (*)
25	3,182	Home Page	Search for "uscis.gov" on Bing (*)

Number in parentheses indicates rank in the previous month.

* A referral not in the previous month's Top 25.

Ranking of CSWP Pages in Three Top Search Engines

The following results indicate how highly the pages of USCIS.gov rank on search results pages when several popular search terms are entered into the Google, Yahoo, and Bing search engines.

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

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	2	2
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	2	2
green card	1	1	1
asylum	3	7	7

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, Bing, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** None. Searches for agency name, specific forms, and citizenship continue to account for a large share of the most frequent search terms.

Phrase	Referrals
uscis	654,540
uscis.gov	124,380
www.uscis.gov	77,563
immigration	51,500
uscis forms	34,676
ins	33,069
i-9	32,367
us immigration	31,513
uscis case status	23,276
i-9 form	23,242
i9	21,324
i-130	17,291
green card	16,097
i9 form	14,491
form i-9	13,820
everify	13,228
e-verify	12,898
us citizenship	12,711
i-485	12,179
i-864	11,906
i-765	11,771
immigration forms	11,158
n400	10,196
n-400	10,159
immigration and naturalization	9,862

Phrase	Referrals
g-325a	8,667
e verify	8,626
uscis status	8,378
ins.gov	7,945
citizenship	7,631
i-751	7,596
uscis case status online	7,317
affidavit of support	7,154
green card renewal	7,009
uscis gov	6,905
usics	6,768
i-131	6,765
citizenship application	6,674
i 9 form	6,181
us citizenship application	6,142
i130	5,583
i-693	5,579
inmigracion	5,366
i-134	5,311
ucis	5,290
i765	5,131
tps	5,114
naturalization	5,099
i485	5,083
i864	5,068

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 once they enter the site.

► **Notable changes this month:** None. The search terms and their relative order shown below are largely unchanged from last month.

Phrase	Count
i-130	4386
i-485	3947
visa bulletin	3693
i-765	3592
case status	3438
i-864	3290
g-325a	3183
i-131	2490
infopass	2311
i-751	2305
status	2260
change of address	2176
tps	1984
n-400	1983
green card	1897
forms	1851
h1b	1821
i-693	1806
n400	1719
i-90	1705
i130	1639
i-94	1626
i485	1560
i765	1500
processing times	1485

Phrase	Count
visa	1440
ar-11	1406
opt	1384
processing time	1356
check status	1340
g325a	1337
i-912	1298
i-551	1237
citizenship	1233
ds-230	1206
i-134	1186
g-1145	1180
info pass	1172
n-600	1149
i864	1143
civil surgeon	1141
i-797	1137
fees	1128
i-539	1108
m-476	1086
fee waiver	1086
i 130	1074
ead	1047
passport	1046
change address	1005

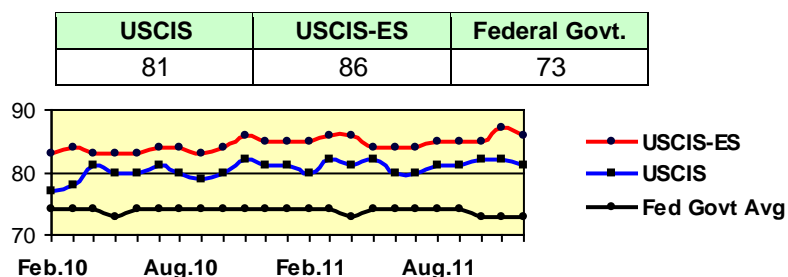
Surveys of User Satisfaction

USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES decreased from 87 to 86, and the score for USCIS decreased from 82 to 81. The USCIS-ES score of 86 is one of the highest throughout all of the federal government. The score of 81 for USCIS continues to place it considerably higher than the average score of 73 for all federal government sites.

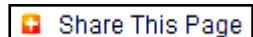
This Month's Average Customer Satisfaction Scores



Top Visitor Responses to Selected Survey Questions (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	22%	9%
Check My Case Status	14%	27%
Green Card Information	12%	13%
Get General Information Before I File My Case	11%	23%
Download Form(s)	9%	--
Find Form(s)	--	6%
Primary Method Used to Find Information		
Site's Search Feature	28%	33%
Top Navigation Bar	21%	24%
Used an External Search Engine (e.g., Google)	20%	15%
Just Browsing	16%	14%
Site Map	9%	11%
Find It Fast (Where to Start) Feature	6%	3%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	38%	37%
Naturalized U.S. Citizen	18%	16%
U.S. Born Citizen	12%	5%
Citizen of a Foreign Country	7%	11%
Temporary Worker	3%	--
Conditional Resident	--	6%

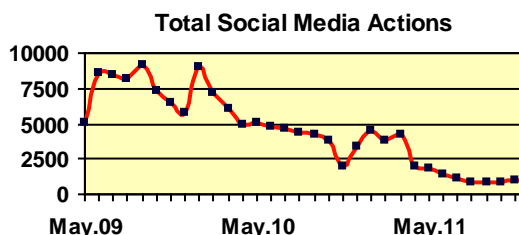
Social Media Activity Using Links on CSWP Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

► **Notable changes this month:** There was a 14 percent decrease in the volume of social media actions using links on the site. Pages about learning to become a citizen continue to be among those with the highest social media activity. Sharing done using Facebook, email, and favorites resulted in the greatest frequency of clickbacks.

	Top Services	Sharing Actions	Click-backs**
1	Facebook (1)	388	197
2	Email (2)	176	125
3	Twitter (3)	90	2
4	Print (5)	40	0
5	Gmail (4)	38	3
6	Blogger (6)	27	0
7	Favorites (7)	22	97
8	Reddit (8)	20	0
9	Yahoo Mail (9)	15	0
10	Tumblr (10)	9	0
–	All Others...	47	1
	Total	872	425



	Top 10 Pages Shared Via Page-Based Social Media Links	Sharing Actions	Click-backs**
1	Study for the Test (1)	94	40
2	Study Materials for the Civics Test (2)	55	99
3	Naturalization Interview and Test Video (3)	53	49
4	How to Calculate My Cycle Time (4)	41	0
5	USCIS Home Page (9)	38	4
6	Becoming a U.S. Citizen: An Overview (10)	32	15
7	Study Materials for the English Test (6)	28	36
8	Application for Citizenship (*)	22	6
9	Green Card for Family Member of U.S. Citizen (*)	19	0
10	Outreach	13	0
–	All Others...	477	176
	Total	872	425

Number in parentheses indicates rank in the previous month.

* An item not in the previous month's top 10.

** A clickback is a page visit that results from clicking a link in a shared social media action.

Subscription Email Messages and Tweets

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. People may also follow USCIS.gov using Twitter. The GovDelivery subscription service is used to disseminate content change emails. The numbers of subscribers and subscriptions include those initiated by visitors using the right-column news widget or the Get Email Updates link that appears on many pages.

► **Notable changes this month:** USCIS distributed 19 email bulletins to subscribers, down from 23 the previous month. USCIS also issued 139 tweets, down from 199 issued the previous month.

	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
GovDelivery Emails							
Email Bulletins Issued	24	24	28	19	24	23	19
Emails Distributed to Subscribers	1,830,221	1,413,479	2,378,844	2,014,911	1,380,017	821,196	601,109
Subscribers at End of Month	321,664	321,536	322,363	322,614	325,622	329,464	330,474
Subscriptions	914,272	920,583	928,440	934,013	944,369	959,812	966,217
Total Subscribable Topics *	22	22	22	22	23	23	23
Twitter							
Tweets Issued	90	160	136	106	96	199	139
Twitter Followers at End of Month	7,628	8,071	8,549	9,200	9,679	10,268	10,977

	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11
GovDelivery Emails							
Email Bulletins Issued	2	15	32	26	44	23	32
Emails Distributed to Subscribers	282,213	49,179	1,726,382	1,106,619	3,205,638	1,019,329	1,891,329
Subscribers at End of Month	280,617	281,480	280,607	280,144	286,854	288,124	288,124
Subscriptions	840,739	845,987	847,828	849,020	857,669	867,630	867,630
Total Subscribable Topics *	17	17	17	19	19	19	19
Twitter							
Tweets Issued	--	--	--	--	85	85	62
Twitter Followers at End of Month	--	--	--	--	5,280	5,850	6,320
Twitter Bulletins Issued	26	16	38	19	--	--	--
Notifications Sent to Subscribers	20,535	14,381	46,308	27,429	--	--	--
Subscribers at End of Month	817	966	1,388	1,523	--	--	--

* Top subscribable topics: News Releases, Forms Updates, H-1B Cap Season, Federal Register Announcements, H-2B Cap Season, E-Verify Updates

USCIS-ES Visitor Traffic

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about three percent of all traffic to the CSWP.

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

USCIS-ES	Apr.11	May.11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
User Sessions (Visits)	176,696	185,610	196,817	162,353	204,745	192,716	193,747	205,068	187,638
Ave. Weekday User Sessions	6,632	6,837	7,308	5,835	7,373	7,219	7,166	7,593	6,804
Ave. Session Length (min.)	6:40	6:15	5:39	5:43	5:29	5:14	5:08	4:15	4:08
Unique Visitors	125,578	135,218	137,076	115,347	142,592	134,110	130,781	125,143	111,701
One-Time Visitors	103,099	112,437	109,868	92,900	114,021	107,163	102,649	91,339	80,470
Repeat Visitors	22,479	22,781	27,208	22,447	28,571	26,947	28,132	33,804	31,231
Page Views	801,932	821,251	809,944	660,082	815,597	729,217	737,968	683,600	610,435

USCIS-ES	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
User Sessions (Visits)	157,387	177,412	173,204	167,980	174,783	154,120	198,854	178,609	203,971
Ave. Weekday User Sessions	5,719	6,451	6,419	6,218	6,424	5,505	7,389	7,074	7,342
Ave. Session Length (min.)	7:19	7:26	7:14	6:57	6:50	6:46	7:34	7:03	6:50
Unique Visitors	114,110	127,148	125,245	120,893	122,632	108,304	142,221	127,066	146,794
One-Time Visitors	93,547	103,917	102,485	99,318	100,232	89,501	116,111	103,723	121,216
Repeat Visitors	20,563	23,231	22,760	21,575	22,400	18,803	26,110	23,343	25,578
Page Views	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827	883,545	979,563

USCIS-ES	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366	132,054	117,058	139,357	139,388
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727	4,732	4,385	5,247	5,252
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25	7:14	7:03	7:18	7:48
Unique Visitors	99,842	82,797	73,694	101,443	87,431	96,125	85,518	100,919	102,502
One-Time Visitors	80,418	67,255	60,032	81,550	71,777	78,118	70,112	82,494	84,173
Repeat Visitors	19,424	15,542	13,662	19,893	15,654	18,007	15,406	18,425	18,329
Page Views	832,486	643,622	558,808	843,720	708,272	781,763	647,816	748,673	763,536

Top 25 Viewed USCIS-ES Pages

The following table shows the most viewed pages on USCIS-ES this month.

► **Notable changes this month:** None. There were only minor changes in the order and traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	177,681	29.11%
2	Formularios (2)	25,293	4.14%
3	Noticias (3)	10,578	1.73%
4	Familiares de ciudadanos estadounidenses (5)	9,519	1.56%
5	Formularios de Residencia Permanente (Tarjeta Verde) (4)	9,143	1.50%
6	Peticion para pariente extranjero, I-130 (7)	8,186	1.34%
7	Tarjeta Verde (residencia permanente) (12)	6,766	1.11%
8	Recursos (9)	6,569	1.08%
9	Tarjeta verde (Green card) a traves de la familia (11)	6,539	1.07%
10	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (8)	6,512	1.07%
11	Despues de que una Tarjeta verde (Green Card) haya sido concedida (10)	6,486	1.06%
12	Enlace Publico (6)	6,464	1.06%
13	Tramite y procedimientos para la Tarjeta Verde (Green card) (14)	6,429	1.05%
14	Contactenos (15)	5,994	0.98%
15	El Examen de Naturalizacion: Materiales de estudio (17)	5,712	0.94%
16	Acerca de nosotros (13)	5,208	0.85%
17	Ciudadania por Naturalizacion (23)	4,723	0.77%
18	Familiares de residentes permanentes (personas con la tarjeta verde) (21)	4,693	0.77%
19	Formularios de Familia (18)	4,629	0.76%
20	Formularios para la Ciudadania y Naturalizacion (19)	4,577	0.75%
21	Ciudadania (24)	4,488	0.74%
22	Formularios – Informacion general (22)	4,475	0.73%
23	Familia (*)	4,156	0.68%
24	Como renovar una Tarjeta verde (25)	4,043	0.66%
25	Preguntas de civismo en espanol para el Examen de Naturalizacion (16)	3,895	0.64%
	
	Total Page Views this Month to USCIS-ES Pages >	610,435	100.00%

Number in parentheses indicates rank in previous month.

* Item was not in the previous month's listing.

Appendix: Historical CSWP Visitor Traffic

CSWP Visitor Traffic

Metric	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11
Overall										
User Sessions (Visits)	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509
Ave. Weekday User Sessions	271,581	265,128	264,060	255,144	232,727	298,594	286,854	295,712	286,247	288,201
Ave. Session Length (min.)	6:22	6:18	5:56	5:47	5:29	5:49	5:44	5:39	5:26	5:26
Unique Visitors	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857
One-Time Visitors	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141
Repeat Visitors	1,028,814	1,005,225	984,944	937,867	881,152	1,113,027	999,814	1,143,192	1,027,479	1,065,715
Page Views	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433
Sessions by Content Area *										
About Us	109,440	101,427	98,773	95,758	87,723	108,821	98,524	109,628	89,796	91,339
Citizenship	63,147	57,175	56,920	58,257	55,344	95,391	87,967	103,337	81,760	79,268
Forms	1,230,309	1,167,877	1,135,790	1,114,509	991,126	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881
Outreach	75,634	69,001	68,237	65,636	59,977	74,130	65,527	72,620	59,960	61,514
Laws & Regulations	135,496	130,363	127,799	123,795	111,104	137,484	124,265	138,390	117,420	117,388
Press Room	200,278	182,290	174,488	165,384	145,577	180,481	155,571	174,121	157,709	159,993
E-Verify	89,738	80,944	79,720	78,707	93,701	108,765	106,542	139,493	109,429	112,473
Resources	174,069	162,453	159,486	147,966	131,331	172,571	151,675	169,754	138,738	143,632
Working in the U.S.	24,744	22,706	23,480	21,628	21,990	34,116	28,835	31,690	27,020	28,534
Family	27,162	26,203	26,142	24,342	24,190	33,909	29,387	31,539	25,445	25,973
Adoption	8,940	7,969	7,774	7,599	7,949	11,167	9,906	11,135	9,073	9,095
Green Card	181,266	174,656	201,522	168,637	168,976	252,585	215,522	232,481	200,992	220,851
Humanitarian	5,548	5,296	5,256	4,602	4,648	5,763	5,383	6,139	5,316	5,948
Visit the U.S.	21,916	20,078	19,826	19,573	19,083	27,287	24,840	27,325	24,002	24,996
Military	10,707	10,016	9,888	12,201	10,048	13,411	12,930	13,768	11,151	11,021
Find It Fast/Where to Start **	12,176	19,621	15,015	10,296	11,336	19,944	15,395	17,392	19,649	13,934

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

** Number of times a visitor clicked the Get Results button

CSWP Visitor Traffic (cont.)

Metric	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10
Overall										
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224
Ave. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710	214,833	208,630	244,816	252,191	255,985
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28	6:13	6:07	6:07
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550	936,250	969,798	992,174
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793
Sessions by Content Area *										
About Us	109,752	89,859	81,596	103,769	95,240	103,178	94,151	106,041	111,864	114,708
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260	55,321	61,374	58,716	66,942
Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684	20,275	--	--	--	--
Outreach	--	--	--	--	--	--	90,488	100,533	104,236	108,366
Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535	129,205	151,765	137,710	145,823
Press Room	161,045	127,746	126,476	170,202	138,273	180,215	174,936	187,917	186,974	200,039
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499	83,081	96,768	93,473	105,700
Resources	186,097	150,560	144,691	187,523	170,010	171,707	155,870	173,036	171,966	178,192
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090	19,683	23,122	23,340	25,126
Family	38,173	31,816	23,042	34,239	30,517	29,363	24,715	27,355	24,857	28,433
Adoption	12,534	10,067	7,559	13,939	8,336	10,712	9,326	10,162	9,581	8,402
Green Card	138,178	108,233	120,181	159,491	136,008	151,395	132,567	163,530	171,313	181,797
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747	5,881	6,910	6,230	5,767
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995	21,346	23,926	23,250	22,735
Military	12,730	11,632	8,700	15,608	14,372	12,848	10,147	17,452	10,615	10,467
Where to Start **	--	--	--	--	16,741	12,613	9,550	8,917	8,884	16,376

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

** Number of times a visitor clicked the Get Results button

CSWP Visitor Traffic (cont.)

Metric	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Overall									
User Sessions (Visits)	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Average Weekday User Sessions	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Average Session Length (min.)	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076
One-Time Visitors	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997
Repeat Visitors	932,560	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079
Page Views	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410
Sessions by Content Area *									
About Us	140,908	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002
Citizenship	248,238	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670
Immigration Forms	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375
Services & Benefits	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133

Metric	Apr.08	May 08	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
Overall									
User Sessions (Visits)	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902
Average Weekday User Sessions	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327
Average Session Length (min.)	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10
Unique Visitors	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999
One-Time Visitors	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756
Repeat Visitors	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243
Page Views	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487
Sessions by Content Area *									
About Us	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278
Citizenship	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232
Immigration Forms	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292
Services & Benefits	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197
Press Room	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231
E-Verify	54,780	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051

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

CSWP Visitor Traffic (cont.)

Metric	July07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08
Overall									
User Sessions (Visits)	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150
Average Weekday User Sessions	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017
Average Session Length (min.)	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15
Unique Visitors	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243
One-Time Visitors	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675
Repeat Visitors	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568
Page Views	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570
Sessions by Content Area *									
About Us	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086
Citizenship	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387
Immigration Forms	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849
Services & Benefits	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094
Laws & Regulations	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908
Press Room	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065
E-Verify	--	--	--	38,302	34,571	29,467	27,676	29,931	28,142

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May07	June07
Overall								
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
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10
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
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
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483
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
Sessions by Content Area *								
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840
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
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819
E-Verify	--	--	--	--	--	--	--	--

* Total user sessions that included views of these top-level landing pages. ** Jan.08 numbers artificially low because 1/3 of month's data was lost by Akamai.

CSWP Visitor Traffic (cont.) – Legacy Data

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
Overall											
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
Sessions by Content Area *											
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.