



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

Table of Contents

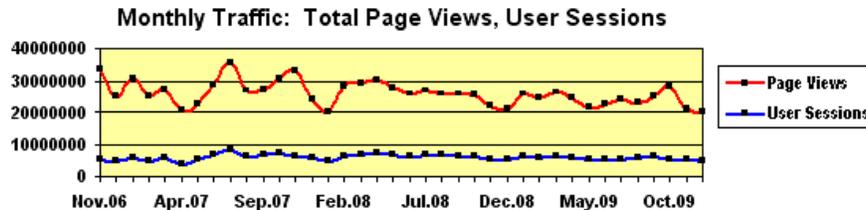
Executive Summary	1
CSWP Visitor Traffic	2
CSWP Traffic Compared to Federal Sites	7
USCIS.gov Compared to Other DHS Web Sites.....	7
USCIS.gov Compared to Leading Federal Web Sites.....	7
Distribution of Traffic by Major Content Area.....	8
Distribution of Traffic – FOIA Status Check.....	9
Top 25 Viewed Pages.....	10
GovDelivery Subscription Email System	11
Top 25 Referring Pages Sending Traffic to CSWP	12
Ranking of CSWP Pages in Top Three Search Engines	13
Top 50 Search Terms from Referring External Search Engines	14
Top 50 Search Terms Entered into the CSWP Search Engine	15
Surveys of User Satisfaction.....	16
Social Media Activity on CSWP Pages	17
USCIS-ES Visitor Traffic	18
USCIS-ES Top 25 Viewed Pages	19

Executive Summary

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

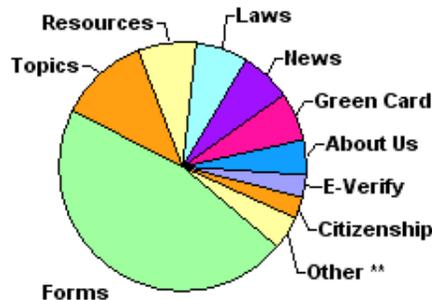
► Overall Page Views Decreased 5 Percent

Page views and user sessions decreased by about 5 percent, perhaps part of a seasonal downturn similar to what has occurred in each of the past three years. (See pages 2-5 for historical data.)



► Distribution of Traffic Unchanged Among 15 Key Landing Pages

Featured areas on the CSWP Home Page are used to help visitors find important content. The distribution of traffic among these 15 pages is largely unchanged from last month. The Forms page continues to attract the largest share of traffic. (See page 8.)



► Google and Travel.State.Gov Continue as Top Referrers of Traffic

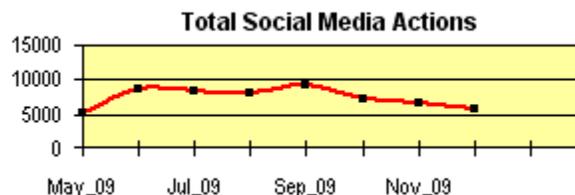
Google searches and links from travel.state.gov continue to be major sources for referring traffic to the CSWP. (See page 12.)

► Spanish Language Site Accounts for 2 Percent of All Traffic

The CSWP launched a Spanish language version of its site in late September 2009. Over the past three months, the Spanish site has accounted for about 2 percent of all traffic to the CSWP. (See pages 18-19.)

► Social Media Activity Decreased 13 Percent

This is the eighth month in which the CSWP has provided social media options on many of its pages. Total social media actions decreased to about 5,700 per month. (See page 17).

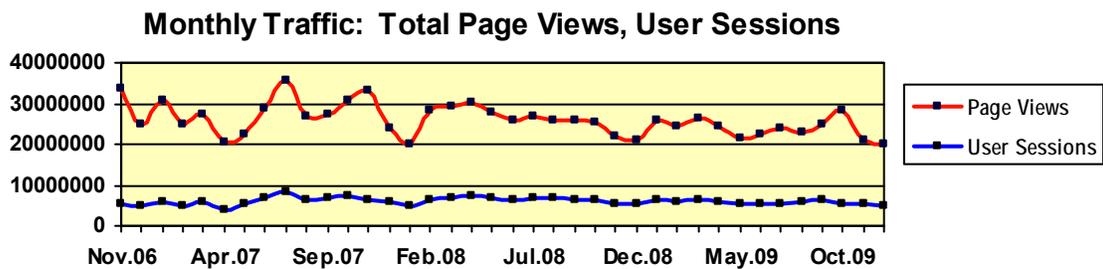


CSWP Visitor Traffic

► **Notable changes this month:** Page views and user sessions decreased by about 5 percent. Lower than average traffic over the past two months may reflect a seasonal down-turn similar to what has occurred in each of the past three years.

Metric	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09
Overall							
User Sessions (Visits)	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572
Ave. Weekday User Sessions	219,162	209,191	235,210	247,801	226,569	204,608	180,624
Ave. Session Length (min.)	5:14	4:52	4:37	4:45	4:57	4:51	4:54
Unique Visitors	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261
One-Time Visitors	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951
Repeat Visitors	802,299	868,993	941,663	995,079	956,671	839,536	782,310
Page Views	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159
Sessions by Content Area **							
About Us	119,211	122,388	114,798	128,002	109,752	89,859	81,596
Citizenship	164,056	173,580	173,960	124,670	79,053	63,211	48,197
Forms / Immigration Forms	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472
Topics / Services & Benefits	404,631	427,377	410,303	411,679	287,010	231,727	216,666
Laws / Laws & Regulations	205,646	211,171	202,323	214,631	163,275	135,007	122,987
News / Press Room	96,552	76,960	72,934	121,675	161,045	127,746	126,476
E-Verify	56,338	52,642	66,692	107,133	80,879	69,616	56,744
Resources	--	--	--	--	186,097	150,560	144,691
Working in the U.S.	--	--	--	--	29,999	24,918	20,518
Family	--	--	--	--	38,173	31,816	23,042
Adoption	--	--	--	--	12,534	10,067	7,559
Green Card	--	--	--	--	138,178	108,233	120,181
Humanitarian	--	--	--	--	6,629	5,741	4,400
Visit the U.S.	--	--	--	--	17,584	15,311	15,138
Military	--	--	--	--	12,730	11,632	8,700

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



CSWP Visitor Traffic (cont.)

Metric	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Overall								
User Sessions (Visits)	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915
Ave. Weekday User Sessions	217,952	194,327	241,772	249,722	238,627	235,275	207,627	219,162
Ave. Session Length (min.)	5:11	5:10	5:18	5:18	5:22	5:09	5:15	5:14
Unique Visitors	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617
One-Time Visitors	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318
Repeat Visitors	777,988	743,243	932,560	875,269	911,999	869,247	764,617	802,299
Page Views	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273
Sessions by Content Area **								
About Us	118,674	110,278	140,908	131,997	140,533	125,837	116,936	119,211
Citizenship	195,979	167,232	248,238	214,824	211,796	181,602	164,469	164,056
Immigration Forms	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590
Services & Benefits	392,731	367,826	482,207	458,234	478,750	422,478	381,692	404,631
Laws & Regulations	188,239	176,197	233,508	224,862	235,692	214,995	195,640	205,646
Press Room	107,081	105,231	100,502	110,476	136,553	177,940	107,841	96,552
E-Verify	47,713	51,051	75,517	89,242	60,224	53,394	46,486	56,338
Resources								
Working in the U.S.								
Family								
Adoption								
Green Card								
Humanitarian								
Visit the U.S.								
Military								

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

CSWP Visitor Traffic (cont.)

Metric	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.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
Average Weekday User Sessions	283,576	251,998	260,205	251,248	260,080	243,834	240,273
Average Session Length (min.)	5:08	5:07	5:03	5:03	4:58	5:17	5:08
Unique Visitors	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907
One-Time Visitors	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097
Repeat Visitors	996,329	913,723	906,084	941,782	905,278	888,048	875,810
Page Views	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188
SESSIONS BY CONTENT AREA**							
About Us	161,904	148,454	140,501	145,354	141,603	144,215	141,194
Citizenship	259,033	245,074	227,304	238,600	226,217	243,852	223,548
Immigration Forms	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816
Services & Benefits	531,879	492,124	473,686	490,004	472,220	476,112	455,531
Laws & Regulations	239,878	220,773	215,500	217,826	209,289	223,081	231,771
Press Room	385,116	217,584	190,372	139,343	127,621	116,718	123,728
E-Verify	54,780	54,543	78,978	48,537	41,348	40,294	38,083
Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08
OVERALL							
User Sessions (Visits)	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	268,492	273,893	249,747	215,807	180,291	254,916	265,017
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568
Page Views	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	162,743	177,982	158,623	127,043	113,168	162,638	159,086
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908
Press Room	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

* Jan.08 numbers artificially low because 1/3 of month's 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
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	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
SESSIONS BY CONTENT AREA**										
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
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
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

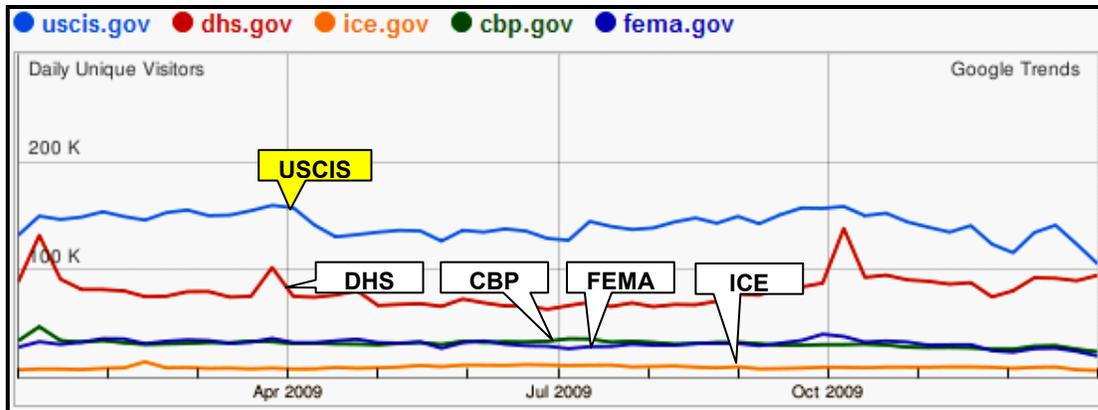
**Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

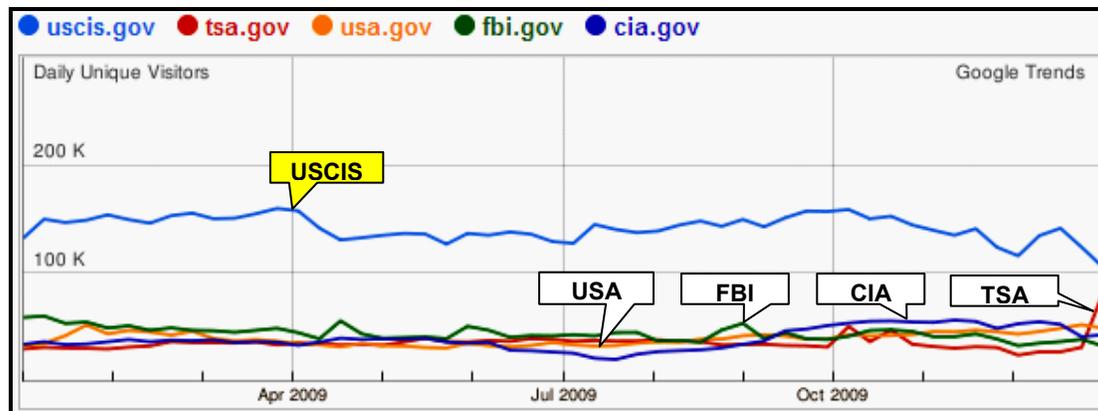
The charts below reflect **Google Trends** estimates of Daily Unique Visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



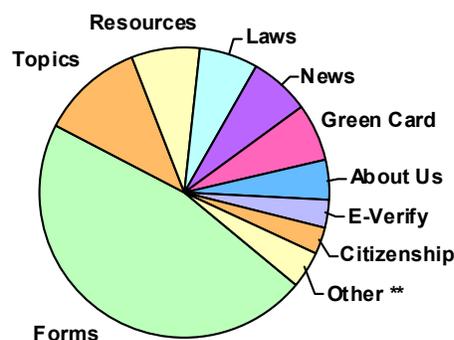
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among the 7-8 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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. 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. (See pages 2-5 for tables of data on Sessions by Content Area from November 2006 to the present.)

► **Notable changes this month:** The relative distribution of traffic across these landing pages is unchanged from last month.

Content Area Landing Page	User Sessions
Forms	861,472
Topics	216,666
Resources	144,691
Laws	122,987
News	126,476
Green Card	120,181
About Us	81,596
E-Verify	56,744
Citizenship	48,197
Family	23,042
Working in the U.S.	20,518
Visit the U.S.	15,138
Military	8,700
Adoption	7,559
Humanitarian	4,400
Total Sessions to These Pages >	1,858,367



** "Other" in chart includes 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:** Transaction traffic increased about 13 percent.

2009	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09
Traffic to Landing Page:								
Successful requests for pages	15,717	17,664	27,387	18,562	15,861	14,056	17,725	28,414
Distinct hosts served	5,238	5,093	5,352	4,795	5,016	4,638	8,381	16,654
Total data transferred (MB)	102.8	119.6	104.0	124.5	104.8	95.2	109.7	164.7
Submission of Transactions:								
Successful requests for pages	13,991	16,170	12,214	16,442	12,222	12,397	14,984	16,994
Distinct hosts served	4,042	3,939	3,233	3,757	3,477	3,486	4,372	6,544
Total data transferred (MB)	79.5	85.7	66.6	76.3	72.1	69.0	85.3	89.6

2009	Jan.09	Feb.09	Mar.09	Apr.09
Traffic to Landing Page:				
Successful requests for pages	11,946	11,804	13,543	14,598
Distinct hosts served	5,098	4,908	5,406	4,983
Total data transferred (MB)	61.4	62.1	71.2	80.2
Submission of Transactions:				
Successful requests for pages	12,398	11,808	13,543	14,787
Distinct hosts served	3,862	3,755	4,123	4,933
Total data transferred (MB)	62.7	59.8	69.3	77.3

2008	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
Traffic to Landing Page:							
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
Submission of Transactions:							
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 were relatively few changes in the order of most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	4,059,940	20.45%
2	Forms (3)	1,429,996	7.20%
3	Topics (5)	285,137	1.44%
4	All Forms (4) **	247,393	1.25%
5	Resources (9)	183,942	0.93%
6	File My Application Online (8)	183,594	0.92%
7	Citizenship Through Naturalization (12)	171,589	0.86%
8	News (14)	170,221	0.86%
9	Citizenship and Naturalization Based Forms (6)	164,817	0.83%
10	Laws (11)	158,546	0.80%
11	Green Card Based Forms (7)	156,282	0.79%
12	Green Card (Permanent Residence) (15)	154,219	0.78%
13	Application for Naturalization (10)	153,846	0.77%
14	ES (Español) Home Page (13)	151,382	0.76%
15	Petition for Alien Relative (16)	137,443	0.69%
16	Green Card Through Family (21)	132,449	0.67%
17	Contact Us (17)	128,173	0.65%
18	Affidavit of Support Under Section 213A of the Act (24)	119,399	0.60%
19	Application for Naturalization (10)	116,817	0.59%
20	The Naturalization Test (19)	109,256	0.55%
21	Family of U.S. Citizens (18)	102,898	0.52%
22	About Us (20)	101,305	0.51%
23	Check Filing Fees (23)	95,183	0.48%
24	Employment Eligibility Verification (*)	87,322	0.44%
25	Study Materials for the Naturalization Test (25)	84,933	0.43%
	
Total Page Views this Month >		19,851,159	100.00%

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

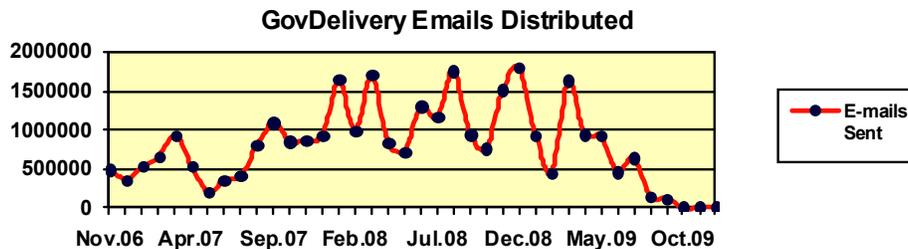
* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

** This item could not be identified directly, but likely is the All Forms page that has since been removed.

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 have been no emails sent since September 2009 to those who subscribe to CSWP pages. As of January 1, 2010, there were over 290,000 active subscribers to at least one CSWP page.



Total Emails Sent to Subscribers This Month: 0 (no change from last month)

Total Subscribers: 290,536 (up 0.3% from last month)

Total Page Subscriptions: 955,448 (up 0.5% from last month)

Net* New Subscriptions Added This Month: 4,829

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 relatively minor shifts among the top referring pages. Google and travel.state.gov continue to be the major referring sources.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	120,310	Home Page	Google search for "uscis" (1)
2	50,571	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	24,464	Home Page	Google search for "uscis.gov" (4)
4	17,849	Home Page	Google toolbar search for unknown term(s) (3)
5	13,216	Employment Eligibility Verification	IRS.gov search for "i-9" (9)
6	11,641	Home Page	Yahoo search for "uscis" (6)
7	11,388	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (5)
8	10,807	Poverty Guidelines	Affidavit of Support page on travel.state.gov (7)
9	10,636	Home Page	Google search for "ins" (19)
10	10,120	Affidavit of Support Under Section 213A of the Act	Preparing Affidavit of Support Forms page on travel.state.gov (*)
11	9,265	Home Page	Home page on dhs.gov (10)
12	8,437	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (11)
13	7,745	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (13)
14	6,681	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (15)
15	6,591	Home Page	Yahoo search for "us citizenship and immigration services uscis" (16)
16	6,357	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (*)
17	6,176	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (17)
18	6,099	Home Page	Yahoo search for "uscis.gov" (20)
19	5,751	Forms	Homeland Security Forms page on dhs.gov (22)
20	5,174	Forms	Visa Application Forms page on travel.state.gov (21)
21	5,119	Intending Immigrant's Affidavit of Support Exemption	Preparing Affidavit of Support Forms page on travel.state.gov (*)
22	5,055	Home Page	Google search for "immigration" (*)
23	4,633	Forms	Fees for Visa Services page on travel.state.gov (25)
24	4,000	Home Page	Yahoo search for "ins" (*)
25	3,859	Home Page	Bing search for "uscis" (*)

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, which accounted for 92 percent of all external searches that referred traffic to the CSWP.

► **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	2
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	2	9	9

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 order and volume of traffic from the various terms remain relatively unchanged from month to month.

Phrase	Referrals
uscis	366,787
uscis.gov	99,480
ins	70,150
www.uscis.gov	56,640
immigration	55,465
us immigration	36,254
immigration and naturalization	29,595
i-9 form	28,885
immigration forms	24,229
uscis case status	20,706
usci	20,253
i-9	15,424
i9 form	14,704
uscis forms	14,329
us citizenship and immigration services uscis	12,393
green card	12,278
us citizenship application	11,034
form i-9	11,007
i9	10,983
citizenship application	8,815
us citizenship	8,445
ins.gov	6,768
i-130	6,654
us immigration forms	6,156
everify	5,642
green card renewal	5,328

Phrase	Referrals
affidavit of support	5,072
immigration and naturalization service	4,916
citizenship	4,797
i-485	4,732
usics	4,684
naturalization	4,682
e-verify	4,459
us citizenship and immigration services	4,343
bcis	4,238
ins forms	4,026
homeland security immigration	4,011
immigration laws	3,869
uscis.com	3,829
g-325a	3,801
u.s. citizenship and immigration services	3,727
ucis	3,659
i 9 form	3,657
immigration and nationality act	3,614
us citizenship requirements	3,469
n-400	3,451
ins gov	3,294
i-765	3,161
immigration usa	3,095
i-130 form	3,037

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:** There were only minor shifts among the most requested search terms and their order. Searches for "infopass" and "case status" continue to be very frequent even though links to these content applications appear on the home page.

Phrase	Count
infopass	8321
i 90	8163
i 130	6981
case status	6875
i 751	6495
visa bulletin	6307
h1b	5788
ar 11	5708
n 400	5525
g 325a	5516
i 485	5396
m 476	5142
change of address	5101
i 131	4835
i 9	4509
i 864	4506
i 94	4361
i 551	4345
electronic filing	4334
ds 230	4316
forms	4088
i 765	3862
i 797	3777
n400	3366
green card	3156

Phrase	Count
status	3032
visa	3018
i 134	2805
i 693	2771
passport	2752
info pass	2734
i 539	2455
marriage	2448
processing times	2372
i130	2297
appointment	2293
i90	2214
change address	2208
deportation	2180
reentry permit	2157
processing time	2134
opt	2132
n 600	2132
citizenship	2120
change name	2118
renew green card	2080
case status online	2057
ead	2052
check status	2001
my case status	1973

Surveys of User Satisfaction

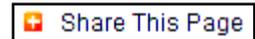
Over the past few years, USCIS.gov has given its visitors a page-based opportunity to rate the usefulness of the CSWP. USCIS has removed those page-specific surveys and is in the process of implementing the highly-regarded ForeSee Results survey system. Over 100 federal sites already use ForeSee Results 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 early 2010.

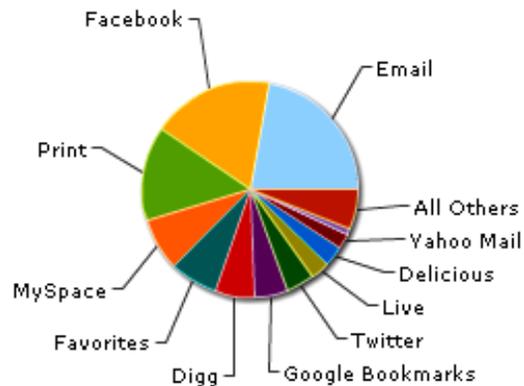
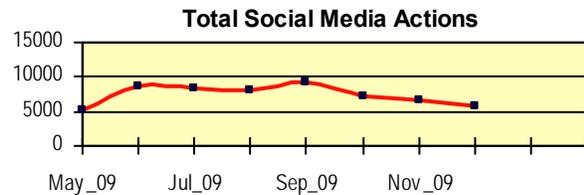
Social Media Activity on CSWP Pages

In April 2009, the CSWP began offering a social media option on many of its pages. By clicking a page's "Share This Page" hyperlink, 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 13 percent. There were only minor shifts in the relative popularity of the various social media services and the CSWP pages that had the most activity.

	Top Services	Count	Share
1	Email (1)	1258	22%
2	Facebook (2)	1040	18%
3	Print (3)	808	14%
4	MySpace (4)	485	9%
5	Favorites (5)	400	7%
6	Digg (6)	363	6%
7	Google Bookmarks (7)	290	5%
8	Twitter (8)	208	4%
9	Live (10)	179	3%
10	Delicious (9)	163	3%
11	Yahoo Mail (11)	87	2%
12	StumbleUpon (12)	69	1%
	All Others	358	6%
	Total	5708	100%



	Top 10 Pages with Social Media Activity	Count
1	Home Page (1)	421
2	New Naturalization Test: Civics Questions (2)	228
3	Naturalization Test (3)	145
4	Topics (4)	112
5	New Naturalization Test (5)	91
6	Forms (6)	56
7	Family of U.S. Citizens (9)	54
8	About Us (10)	43
9	News (*)	42
10	Green Card Through Family (*)	37

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

USCIS-ES Visitor Traffic

Launched in September 2009, the CSWP provides a Spanish language version of much of its site. The Spanish site, known as USCIS-ES, is accessible from a link in the header of CSWP pages. The charts on this page reflect metrics for the USCIS-ES site, as well as corresponding metrics from the full CSWP site (which includes the USCIS-ES numbers) for comparison.

► **Notable changes this month:** Traffic volume decreased about 13 percent from last month.

SPANISH PORTION OF SITE	Oct.09	Nov.09	Dec.09
User Sessions (Visits)	138,377	113,691	100,538
Ave. Weekday User Sessions	5,071	4,311	3,596
Ave. Session Length (min.)	6:55	6:32	6:26
Unique Visitors	99,842	82,797	73,694
One-Time Visitors	80,418	67,255	60,032
Repeat Visitors	19,424	15,542	13,662
Page Views	832,486	643,622	558,808

FULL CSWP (for comparison)	Oct.09	Nov.09	Dec.09
User Sessions (Visits)	5,196,257	5,219,325	4,879,572
Ave. Weekday User Sessions	226,569	204,608	180,624
Ave. Session Length (min.)	4:57	4:51	4:54
Unique Visitors	2,984,828	2,617,134	2,513,261
One-Time Visitors	2,028,157	1,777,598	1,730,951
Repeat Visitors	956,671	839,536	782,310
Page Views	28,134,571	20,900,616	19,851,159

USCIS-ES Top 25 Viewed Pages

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

► **Notable changes this month:** None. There are only minor fluctuations among the top viewed pages from the previous month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	151,382	27.09%
2	Formularios (2)	22,514	4.03%
3	Temas (3)	17,070	3.06%
4	El Examen de Naturalizacion (4)	10,929	1.96%
5	Noticias (5)	10,599	1.90%
6	Recursos (6)	10,092	1.81%
7	Familiares de ciudadanos estadounidenses (9)	8,757	1.57%
8	Formularios de Residencia Permanente (Tarjeta Verde) (11)	8,656	1.55%
9	Tarjeta verde (Green card) a traves de la familia (7)	7,798	1.40%
10	Acerca de Nosotros (12)	7,068	1.26%
11	Tarjeta Verde (residencia permanente) (10)	6,802	1.22%
12	Tramite y procedimientos para la Tarjeta Verde (Green card) (15)	6,368	1.14%
13	Todos los formularios (8) **	5,857	1.05%
14	Ciudadania por Naturalizacion (16)	5,493	0.98%
15	Familia (14)	5,258	0.94%
16	Ciudadania (17)	5,146	0.92%
17	Como reemplazar una Tarjeta verde (Green Card) (*)	5,078	0.91%
18	Familiares de residentes permanentes (personas con la tarjeta verde) (21)	4,622	0.83%
19	Formularios para la Ciudadania y la Naturalizacion (18)	4,584	0.82%
20	Peticion para pariente extranjero (13)	4,361	0.78%
21	Despues de recibir una decisi3n (20)	4,301	0.77%
22	Mientras mi caso esta en tramite con el USCIS (19)	4,261	0.76%
23	Contactenos (22)	4,048	0.72%
24	Formularios de Familia (24)	4,041	0.72%
25	search results page for "m476" (*)	4,022	0.72%
	
Total Page Views this Month >		558,754	100.00%

Number in parentheses indicates rank in previous month.

* A page not in previous month's Top 25.

** This item could not be identified directly, but likely is the Todos los formularios page that has since been removed.