



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

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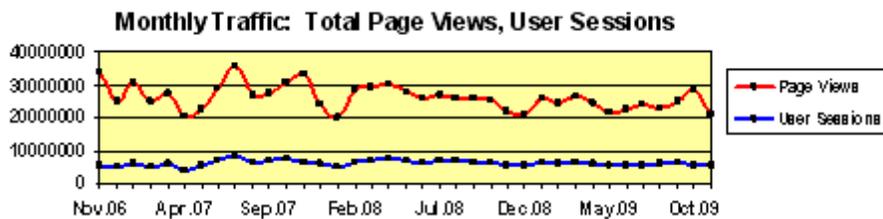
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## Executive Summary

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

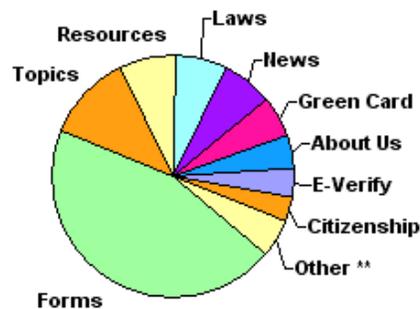
### ► Page Views Decreased 25 Percent

Total page views decreased by about 25 percent, while the level of user sessions was unchanged. (See pages 2-5 for historical data.)



### ► Traffic to 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.)



### ► Minor Shifts among the Top 25 Viewed Pages

There were relatively minor changes in the top 25 pages viewed in November compared to last month. (See page 8.)

### ► Traffic to Spanish Language CSWP Site

The CSWP launched a Spanish language version in late September 2009. Over the past two months, the Spanish site has accounted for 2.2% of all traffic to the CSWP. (See pages 18-19.)

### ► Social Media Activity Decreased 10 Percent

This is the seventh month in which the CSWP has provided social media options on many of its pages. Total social media actions decreased to about 6,500 per month. (See page 17).

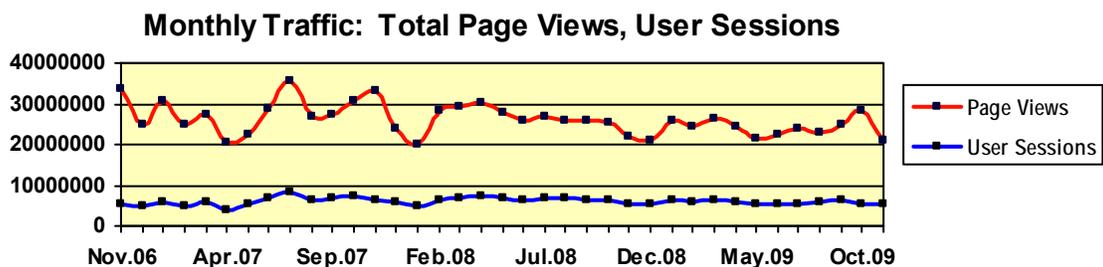


## CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased 25 percent, while the level of user sessions was unchanged.

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

\*\* 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
<b>Overall</b>								
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
<b>Sessions by Content Area **</b>								
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
<b>OVERALL</b>							
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
<b>SESSIONS BY CONTENT AREA**</b>							
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
<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
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
<b>SESSIONS BY CONTENT AREA**</b>							
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
<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

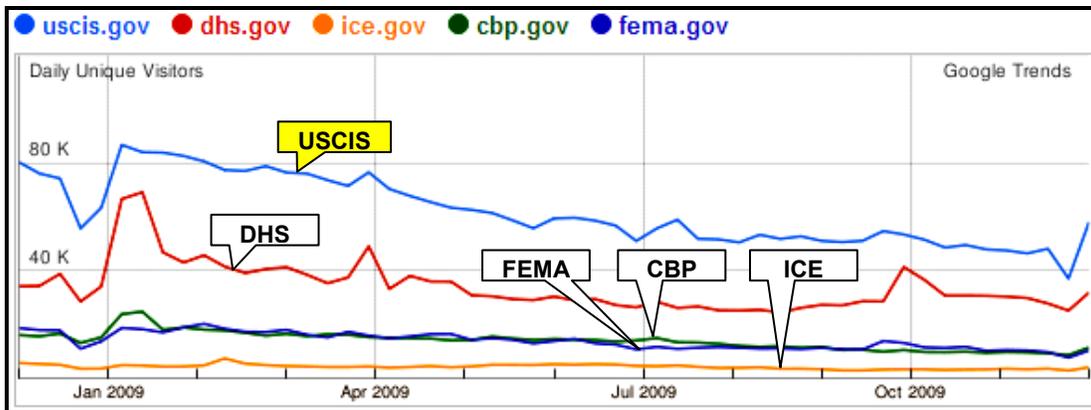
\*\*Total user sessions that included views of these top-level landing pages.

## CSWP Traffic Compared to Federal Sites

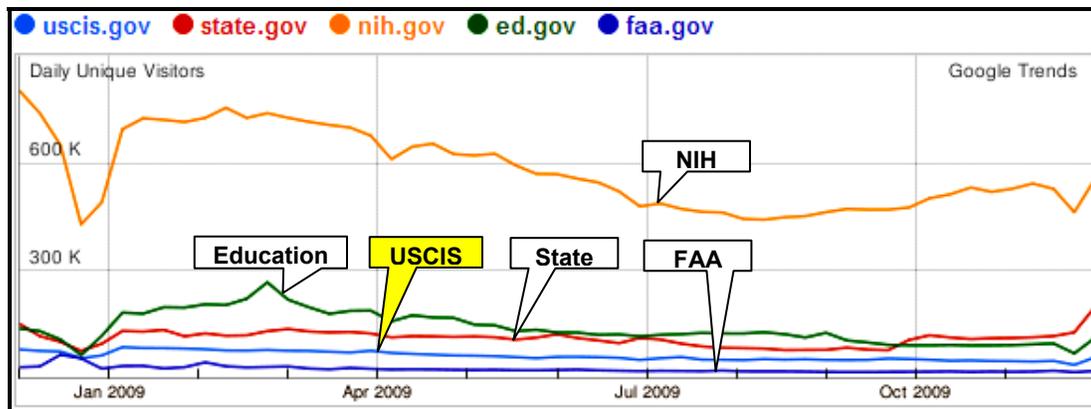
The charts below reflect **Google Trends** estimates of Daily Unique Visitors to the CSWP over the past 12 months compared to that of other federal sites.\*

► **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



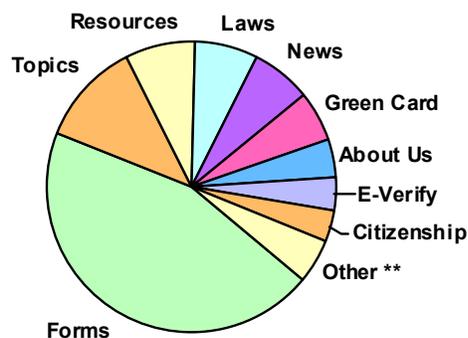
\* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among the 7-8 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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. (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. The relative distribution of traffic across these landing pages is unchanged from last month.

Content Area Landing Page	User Sessions
Forms	874,991
Topics	231,727
Resources	150,560
Laws	135,007
News	127,746
Green Card	108,233
About Us	89,859
E-Verify	69,616
Citizenship	63,211
Family	31,816
Working in the U.S.	24,918
Visit the U.S.	15,311
Military	11,632
Adoption	10,067
Humanitarian	5,741
Total Sessions to These Pages >	1,950,435



\*\* "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:** Transaction traffic increased about 20 percent.

2009	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09
<b>Traffic to Landing Page:</b>								
Successful requests for pages	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725
Distinct hosts served	4,983	5,238	5,093	5,352	4,795	5,016	4,638	8,381
Total data transferred (MB)	80.2	102.8	119.6	104.0	124.5	104.8	95.2	109.7
<b>Submission of Transactions:</b>								
Successful requests for pages	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984
Distinct hosts served	4,933	4,042	3,939	3,233	3,757	3,477	3,486	4,372
Total data transferred (MB)	77.3	79.5	85.7	66.6	76.3	72.1	69.0	85.3

2009	Jan.09	Feb.09	Mar.09
<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

2008	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
<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:** The page "Where Should I File for an Extension of TPS" jumped to the second most viewed page. Otherwise, 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)	4,264,236	20.11%
2	Where Should I File for an Extension of TPS? (*)	1,947,074	9.32%
3	Forms (2)	1,246,326	5.96%
4	All Forms (3)	638,993	3.06%
5	Topics (4)	307,938	1.47%
6	Citizenship and Naturalization Based Forms (6)	200,265	0.96%
7	Green Card Based Forms (5)	197,891	0.95%
8	File My Application Online (8)	194,126	0.93%
9	Resources (7)	192,295	0.92%
10	Application for Naturalization (11)	178,229	0.85%
11	Laws (10)	174,849	0.84%
12	Citizenship Through Naturalization (13)	173,894	0.83%
13	ES (Español ) Home Page (9)	171,860	0.82%
14	News (12)	166,368	0.80%
15	Green Card (Permanent Residence) (14)	144,253	0.69%
16	Petition for Alien Relative (21)	135,712	0.65%
17	Contact Us (15)	132,672	0.63%
18	Family of U.S. Citizens (17)	127,559	0.61%
19	The Naturalization Test (16)	125,545	0.60%
20	About Us (19)	111,846	0.54%
21	Green Card Through Family (20)	110,917	0.53%
22	Family Based Forms (18)	106,373	0.51%
23	Check Filing Fees (22)	98,926	0.47%
24	Affidavit of Support Under Section 213A of the Act (*)	96,039	0.46%
25	Study Materials for the Naturalization Test (*)	95,667	0.46%
		...	...
	Total Page Views this Month >	20,900,616	100.00%

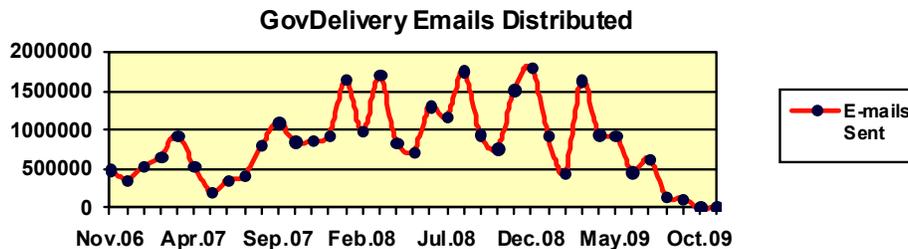
A number in parentheses indicates a page's ranking in the previous month.

\* 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 November 2009 to those who subscribe to CSWP pages. As of December 1, 2009, there were over 289,000 active subscribers to at least one CSWP page.



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

**Total Subscribers:** 289,545

**Total Page Subscriptions:** 950,619 (up 0.1% from last month)

**Net\* New Subscriptions Added This Month:** 4,390

**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, accounting for 15 of the top 25.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	129,950	Home Page	Google search for "uscis" (1)
2	49,068	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	20,448	Home Page	Google toolbar search for unknown term(s) (3)
4	12,852	Home Page	Google search for "uscis.gov" (13)
5	10,883	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (6)
6	10,751	Home Page	Yahoo search for "uscis" (11)
7	10,657	Poverty Guidelines	Affidavit of Support page on travel.state.gov (4)
8	10,222	Decision Process	Decision Process page on shusterman.com (*)
9	9,801	Employment Eligibility Verification	IRS.gov search for "i-9" (7)
10	9,623	Home Page	Home page on dhs.gov (12)
11	8,812	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (10)
12	8,406	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (9)
13	7,453	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (14)
14	7,339	Home Page	Google search for "immigration" (15)
15	7,124	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (16)
16	7,103	Home Page	Yahoo search for "us citizenship and immigration services uscis" (*)
17	6,814	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (17)
18	6,606	Form I-134	Affidavit of Support page on immihelp.com (21)
19	6,595	Home Page	Google search for "ins" (23)
20	6,029	Home Page	Yahoo search for "uscis.gov" (*)
21	5,664	Forms	Visa Application Forms page on travel.state.gov (19)
22	5,572	Forms	Homeland Security Forms page on dhs.gov (24)
23	5,526	Form I-9	Unidentified page on fedex.com (*)
24	5,354	I-485 Employment-Based Inventory	NewsBrief page on murthy.com (*)
25	5,227	Forms	Fees for Visa Services page on travel.state.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, 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	6	6

## 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	360,596
uscis.gov	99,930
ins	73,371
immigration	66,031
www.uscis.gov	57,059
us immigration	38,624
i-9 form	31,371
immigration and naturalization	28,825
immigration forms	22,293
uscis case status	20,214
usci	19,601
i-9	18,816
green card	17,833
i9 form	15,975
us citizenship and immigration services uscis	13,439
uscis forms	12,562
i9	11,760
form i-9	10,613
us citizenship application	10,386
us citizenship	9,649
citizenship application	9,416
ins.gov	7,839
i-130	7,201
affidavit of support	6,906
everify	6,340

Phrase	Referrals
e-verify	5,959
i-485	5,651
citizenship	5,591
us immigration forms	5,575
homeland security immigration	5,497
green card renewal	5,339
usics	4,847
immigration and naturalization service	4,798
naturalization	4,674
bcis	4,412
n-400	4,377
immigration and nationality act	4,290
i-864	4,104
i-134	3,946
i-765	3,910
ins forms	3,906
immigration laws	3,863
us citizenship and immigration services	3,778
us citizenship requirements	3,734
immigration usa	3,643
uscis.com	3,565
g-325a	3,494
i-751	3,399
ucis	3,329
www.ins.gov	3,291

## 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	9851
infopass	9343
i 130	8017
i 90	7403
visa bulletin	6897
i 751	6447
i 485	6415
n 400	6158
lottery	5659
ar 11	5584
i 864	5422
green card	5124
change of address	5111
green card lottery	4743
ds 230	4695
g 325a	4680
i 94	4672
i 765	4427
i 797	4377
h1b	4211
i 551	4141
i 131	4122
processing times	3904
i 9	3840
forms	3783

Phrase	Count
i 693	3735
m 476	3692
n400	3506
status	3409
visa	3255
i 134	3153
processing time	3047
info pass	2922
my case status	2905
passport	2880
case status online	2798
n 600	2676
i130	2607
deportation	2580
marriage	2567
i 539	2540
check status	2444
i 129f	2429
change address	2264
appointment	2245
i 129	2228
dv lottery	2166
i 864a	2163
search	2145
name change	2062

## 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.

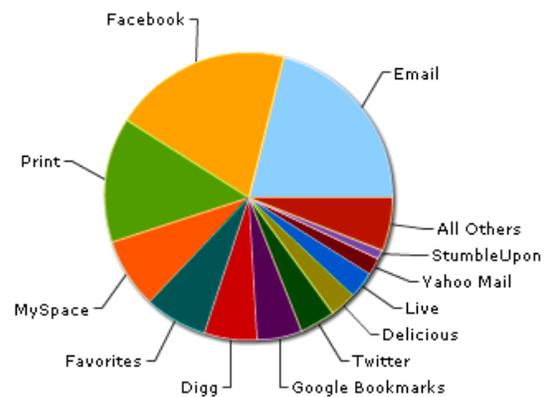
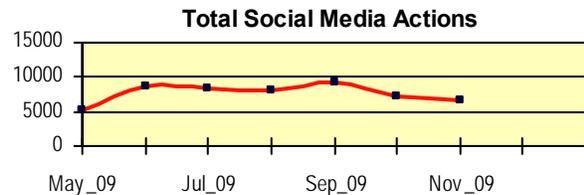
## Social Media Activity on CSWP Pages

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 10 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)	1392	21%
2	Facebook (2)	1296	20%
3	Print (3)	917	14%
4	MySpace (4)	518	8%
5	Favorites (5)	483	7%
6	Digg (6)	418	6%
7	Google Bookmarks (7)	319	5%
8	Twitter (8)	246	4%
9	Delicious (10)	176	3%
10	Live (9)	167	3%
11	Yahoo Mail (11)	124	2%
12	StumbleUpon (12)	92	1%
	All Others	389	6%
	<b>Total</b>	<b>6537</b>	<b>100%</b>



	Top 10 Pages with Social Media Activity	Count
1	Home Page (1)	774
2	New Naturalization Test: Civics Questions (7)	196
3	Naturalization Test (3)	152
4	Topics (4)	123
5	New Naturalization Test (5)	110
6	Forms (2)	93
7	Document Checklist for Form N-400 (8)	67
8	How to Calculate My Cycle Time (9)	63
9	Family of U.S. Citizens (10)	61
10	About Us (*)	51

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

## USCIS-ES Visitor Traffic

Beginning late September 2009, the CSWP has provided 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:** Page views decreased about 25 percent from last month, and user sessions decreased about 18 percent. These numbers reflect similar decreases in traffic from October to November for the full CSWP site.

SPANISH PORTION OF SITE	Oct.09	Nov.09
User Sessions (Visits)	138,377	113,691
Ave. Weekday User Sessions	5,071	4,311
Ave. Session Length (min.)	6:55	6:32
Unique Visitors	99,842	82,797
One-Time Visitors	80,418	67,255
Repeat Visitors	19,424	15,542
Page Views	832,486	643,622

FULL CSWP (for comparison)	Oct.09	Nov.09
User Sessions (Visits)	5,196,257	5,219,325
Ave. Weekday User Sessions	226,569	204,608
Ave. Session Length (min.)	4:57	4:51
Unique Visitors	2,984,828	2,617,134
One-Time Visitors	2,028,157	1,777,598
Repeat Visitors	956,671	839,536
Page Views	28,134,571	20,900,616

## 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:** 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)	171,860	26.70%
2	Formularios (2)	23,824	3.70%
3	Temas (3)	20,038	3.11%
4	El Examen de Naturalizacion (4)	13,666	2.12%
5	Noticias (6)	12,855	2.00%
6	Recursos (5)	11,597	1.80%
7	Tarjeta verde (Green card) a traves de la familia (8)	10,106	1.57%
8	Todos los formularios (12)	9,303	1.45%
9	Familiares de ciudadanos estadounidenses (10)	9,032	1.40%
10	Tarjeta Verde (residencia permanente) (9)	8,826	1.37%
11	Formularios de Residencia Permanente (Tarjeta Verde) (13)	8,463	1.31%
12	Acerca de Nosotros (11)	7,937	1.23%
13	Peticion para pariente extranjero (14)	6,938	1.08%
14	Familia (15)	6,688	1.04%
15	Tramite y procedimientos para la Tarjeta Verde (Green card) (18)	6,498	1.01%
16	Ciudadania por Naturalizacion (16)	6,417	1.00%
17	Ciudadania (17)	6,335	0.98%
18	Formularios para la Ciudadania y la Naturalizacion (21)	5,400	0.84%
19	Mientras mi caso esta en tramite con el USCIS (5)	5,309	0.82%
20	Despues de recibir una decision (20)	5,139	0.80%
21	Familiares de residents permanentes (personas con la tarjeta verde) (19)	4,966	0.77%
22	Contactenos (22)	4,604	0.72%
23	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (24)	4,324	0.67%
24	Formularios de Familia (23)	4,287	0.67%
25	Solicitud de registro de residencia permanente o ajuste de estatus (25)	3,947	0.61%
		...	...
	Total Page Views this Month >	643,622	100.00%

Number in parentheses indicates rank in previous month. \* A page not in previous month's Top 25.