

**A Deliverable to the
U.S. Citizenship and Immigration Services**

Information Technology Sustainment and Security Remediation



**February 2010 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**



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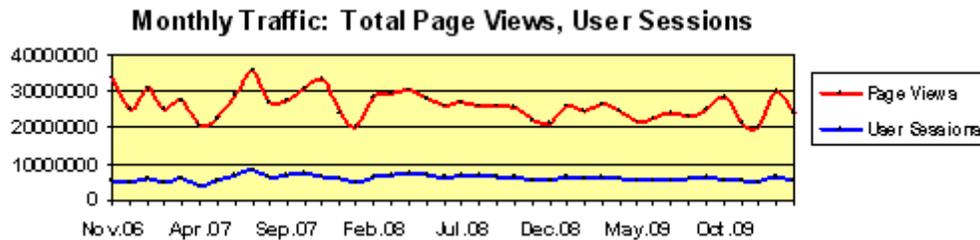
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for February 2010. Highlights in this report:

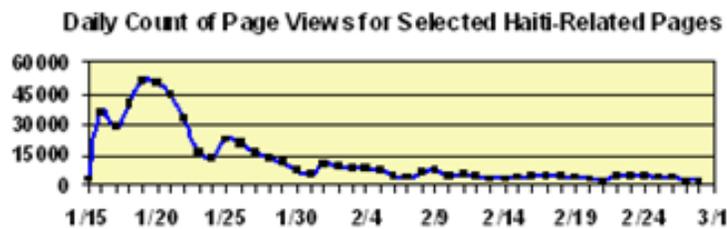
► **User Sessions Decreased 15 Percent**

The CSWP had about 15 percent fewer user sessions than in January. Possible reasons for the lower level include reduced traffic to Haiti-related pages and February being a shorter month. (See page 2.)



► **Traffic to Haiti-Related Pages Continues but At a Much Lower Level**

Information and resources on the CSWP site continue to support the needs of those affected by the January 12 earthquake and those working to help them. (See page 21.)

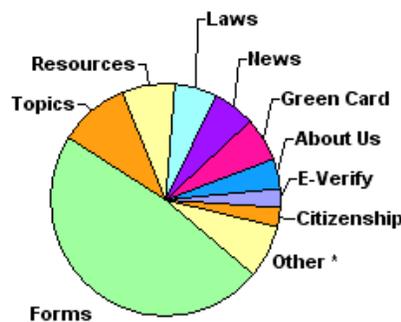


► **Spanish Language Site Accounted for 3 Percent of All CSWP Traffic**

The CSWP launched a Spanish language version of its site in September 2009. Over the past six months, traffic to the Spanish site has grown to 3 percent of all CSWP traffic. (See pages 18-19.)

► **Distribution of Traffic Unchanged among 15 Key Landing Pages**

The distribution of traffic among the 15 categories of content featured on the CSWP Home Page is largely unchanged from last month. The Forms page continues to attract the largest share of traffic. (See page 8.)



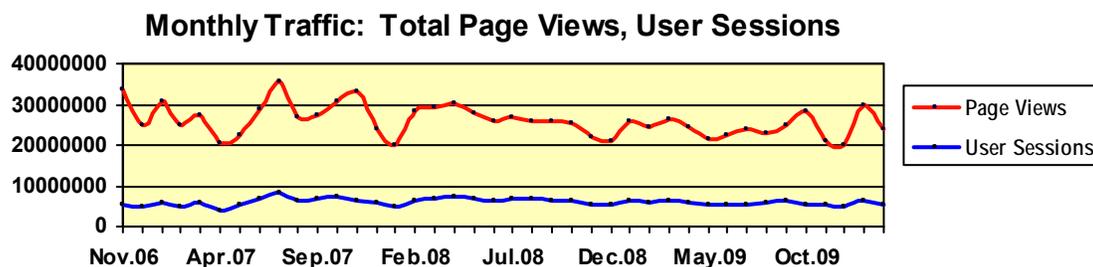
CSWP Visitor Traffic

► **Notable changes this month:** User sessions decreased by about 15 percent. Possible reasons for the lower level include reduced traffic to Haiti-related pages and February being a shorter month. Average session time increased by about 25 percent. Beginning this month, this report includes a count of user sessions in which visitors used the Where to Start widget to find desired content.

Metric	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Overall							
User Sessions (Visits)	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997
Ave. Weekday User Sessions	235,210	247,801	226,569	204,608	180,624	234,810	216,710
Ave. Session Length (min.)	4:37	4:45	4:57	4:51	4:54	5:20	6:40
Unique Visitors	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998
One-Time Visitors	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504
Repeat Visitors	941,663	995,079	956,671	839,536	782,310	995,087	801,494
Page Views	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223
Sessions by Content Area *							
About Us	114,798	128,002	109,752	89,859	81,596	103,769	95,240
Citizenship	173,960	124,670	79,053	63,211	48,197	67,866	59,213
Forms / Immigration Forms	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894
Topics / Services & Benefits	410,303	411,679	287,010	231,727	216,666	284,063	231,684
Laws / Laws & Regulations	202,323	214,631	163,275	135,007	122,987	160,671	137,555
News / Press Room	72,934	121,675	161,045	127,746	126,476	170,202	138,273
E-Verify	66,692	107,133	80,879	69,616	56,744	62,792	61,467
Resources	--	--	186,097	150,560	144,691	187,523	170,010
Working in the U.S.	--	--	29,999	24,918	20,518	25,984	21,300
Family	--	--	38,173	31,816	23,042	34,239	30,517
Adoption	--	--	12,534	10,067	7,559	13,939	8,336
Green Card	--	--	138,178	108,233	120,181	159,491	136,008
Humanitarian	--	--	6,629	5,741	4,400	11,583	7,672
Visit the U.S.	--	--	17,584	15,311	15,138	20,587	17,735
Military	--	--	12,730	11,632	8,700	15,608	14,372
Where to Start **	--	--	--	--	--	--	16,741

* 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	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09
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	5,514,020
Ave. Weekday User Sessions	217,952	194,327	241,772	249,722	238,627	235,275	207,627	219,162	209,191
Ave. Session Length (min.)	5:11	5:10	5:18	5:18	5:22	5:09	5:15	5:14	4:52
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	3,028,488
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	2,159,495
Repeat Visitors	777,988	743,243	932,560	875,269	911,999	869,247	764,617	802,299	868,993
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	24,121,872
Sessions by Content Area *									
About Us	118,674	110,278	140,908	131,997	140,533	125,837	116,936	119,211	122,388
Citizenship	195,979	167,232	248,238	214,824	211,796	181,602	164,469	164,056	173,580
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	1,244,953
Services & Benefits	392,731	367,826	482,207	458,234	478,750	422,478	381,692	404,631	427,377
Laws & Regulations	188,239	176,197	233,508	224,862	235,692	214,995	195,640	205,646	211,171
Press Room	107,081	105,231	100,502	110,476	136,553	177,940	107,841	96,552	76,960
E-Verify	47,713	51,051	75,517	89,242	60,224	53,394	46,486	56,338	52,642
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

*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.)

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
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

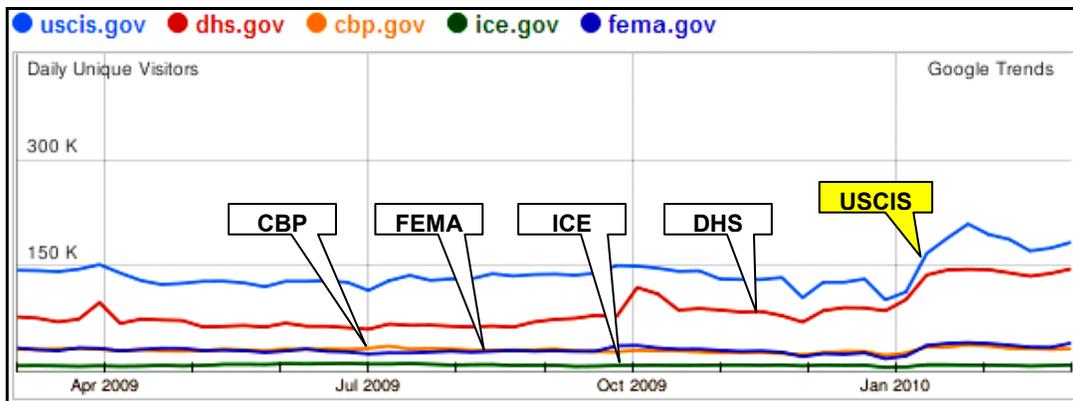
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

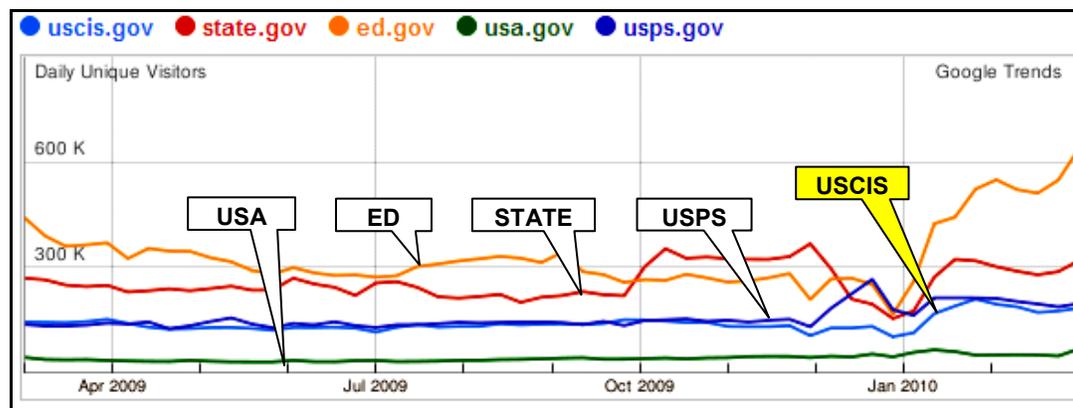
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **Notable changes this month:** None. Traffic to the CSWP continues at a high level compared to other DHS sites and to top sites throughout federal government.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



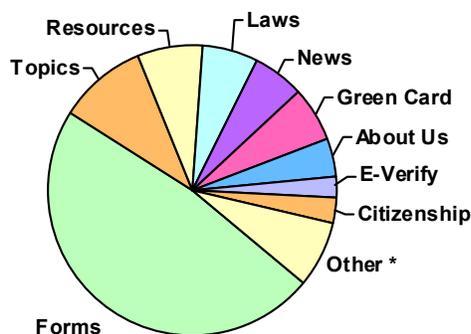
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among the 7-8 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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:** Beginning this month, this report includes a count of user sessions in which visitors used the Where to Start widget to find desired content. Among the pages tracked, the relative distribution of traffic across these pages is unchanged from last month.

Content Area Landing Page	User Sessions
Forms	1,092,894
Topics	231,684
Resources	170,010
Laws	137,555
News	138,273
Green Card	136,008
About Us	95,240
E-Verify	61,467
Citizenship	59,213
Family	30,517
Working in the U.S.	21,300
Visit the U.S.	17,735
Where to Start	16,741
Military	14,372
Adoption	8,336
Humanitarian	7,672
Total Sessions to These Pages >	2,239,017



* "Other" in chart includes Family, Working in the U.S., Visit the U.S., Where to Start, 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 decreased about 13 percent.

2009-2010	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Traffic to Landing Page:							
Successful requests for pages	18,562	15,861	14,056	17,725	28,414	30,624	27,712
Distinct hosts served	4,795	5,016	4,638	8,381	16,654	18,660	17,178
Total data transferred (MB)	124.5	104.8	95.2	109.7	164.7	179.6	203.8
Submission of Transactions:							
Successful requests for pages	16,442	12,222	12,397	14,984	16,994	19,228	14,888
Distinct hosts served	3,757	3,477	3,486	4,372	6,544	7,166	6,235
Total data transferred (MB)	76.3	72.1	69.0	85.3	89.6	106.2	105.5

2009	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09
Traffic to Landing Page:							
Successful requests for pages	11,946	11,804	13,543	14,598	15,717	17,664	27,387
Distinct hosts served	5,098	4,908	5,406	4,983	5,238	5,093	5,352
Total data transferred (MB)	61.4	62.1	71.2	80.2	102.8	119.6	104.0
Submission of Transactions:							
Successful requests for pages	12,398	11,808	13,543	14,787	13,991	16,170	12,214
Distinct hosts served	3,862	3,755	4,123	4,933	4,042	3,939	3,233
Total data transferred (MB)	62.7	59.8	69.3	77.3	79.5	85.7	66.6

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:** The page "USCIS Responds to Haiti Earthquake" no longer appears in the top 25, after being the 18th most viewed page last month. Otherwise, there were relatively 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)	4,564,804	19.22%
2	Forms (2)	1,778,339	7.49%
3	Application for Naturalization (4)	398,852	1.68%
4	Topics (3)	307,177	1.29%
5	Citizenship Through Naturalization (5)	232,153	0.98%
6	File My Application Online (10)	226,932	0.96%
7	Citizenship and Naturalization Based Forms (6)	224,541	0.95%
8	Resources (7)	217,314	0.91%
9	Petition for Alien Relative (12)	194,576	0.82%
10	News (9)	184,265	0.78%
11	Laws (11)	177,877	0.75%
12	Green Card (Permanent Residence) (13)	177,020	0.75%
13	USCIS-ES Home Page (8)	173,930	0.73%
14	Green Card Based Forms (16)	162,542	0.68%
15	Green Card Through Family (15)	155,926	0.66%
16	The Naturalization Test (17)	146,047	0.61%
17	Application to Replace Permanent Resident Card (19)	143,132	0.60%
18	Affidavit of Support Under Section 213A of the Act (20)	139,173	0.59%
19	Application for Employment Authorization (21)	131,698	0.55%
20	Application to Register Perm. Residence or Adjust Status (*)	120,251	0.51%
21	About Us (24)	118,834	0.50%
22	USCIS RSS Feed (*)	117,881	0.50%
23	Contact Us (23)	114,193	0.48%
24	Check Filing Fees (*)	110,906	0.47%
25	Family of U.S. Citizens (22)	96,318	0.41%
	
	Total Page Views this Month >	23,754,223	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

The CSWP has used the GovDelivery subscription email system for several years to allow users to sign up for email updates that would announce when the content of certain pages has changed. In October 2009, the CSWP implemented an RSS (Really Simple Syndication) option on most of its pages that gives users this option for being informed about page content changes. This RSS system has now replaced the GovDelivery email updates option.



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:** Seven pages in this month's top 25 were not in last month's list. Two pages related to Haiti that were in last month's top 25 do not appear in this month's list.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	146,613	Home Page	Google search for "uscis" (1)
2	48,850	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	19,608	Home Page	Google toolbar searches for unknown term(s) (4)
4	15,373	Employment Eligibility Verification	IRS.gov search for "i-9" (5)
5	14,875	Home Page	Google search for "uscis.gov" (6)
6	12,072	Home Page	Home page on dhs.gov (9)
7	10,987	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (10)
8	10,806	Home Page	Yahoo search for "uscis" (7)
9	10,710	Poverty Guidelines	Affidavit of Support page on travel.state.gov (11)
10	8,370	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (14)
11	8,163	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (15)
12	7,533	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (12)
13	6,987	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (19)
14	6,757	Home Page	Yahoo search for "us citizenship and immigration services uscis" (13)
15	6,391	Home Page	Google search for "ins" (18)
16	6,390	Home Page	Google search for "immigration" (17)
17	6,382	Home Page	Yahoo search for "uscis.gov" (21)
18	5,998	Forms	Immigration page on dhs.gov (*)
19	5,339	Forms	Visa Application Forms on travel.state.gov (22)
20	5,203	Home Page	Immigrants to the U.S. on travel.state.gov (*)
21	5,046	Affidavit of Support Under Section 213A of the Act	Preparing Affidavit of Support Forms page on travel.state.gov (*)
22	5,036	Home Page	Unidentified link to http://uscis.gov (*)
23	5,017	Intending Immigrant's Affidavit of Support Exemption	Preparing Affidavit of Support Forms page on travel.state.gov (*)
24	5,001	Home Page	Yahoo search for "www.uscis.gov" (*)
25	4,824	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 into the Google, Yahoo, and Bing search engines. Those search engines account for over 95 percent of all external searches that refer 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	1
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	2	7	3

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	309,799
uscis.gov	74,643
ins	53,124
www.uscis.gov	38,379
immigration	34,099
usci	23,451
immigration and naturalization	19,953
us immigration	18,822
i-9 form	13,942
immigration forms	12,995
uscis forms	12,499
i-9	12,336
us citizenship and immigration services uscis	11,140
uscis case status	9,031
i9	8,684
green card	8,497
i9 form	8,419
form i-9	7,381
us citizenship application	6,541
us citizenship	5,950
citizenship application	5,732
ins.gov	5,249
i-9 form 2010	5,023
everify	4,932
i-130	4,444
i-485	3,712

Phrase	Referrals
e-verify	3,508
citizenship	3,288
green card renewal	3,271
usics	3,167
immigration and naturalization service	2,987
bcis	2,936
naturalization	2,809
ins forms	2,768
uscis.com	2,687
ucis	2,676
affidavit of support	2,571
uscis gov	2,494
n-400	2,489
us immigration and naturalization	2,428
i-765	2,301
us immigration forms	2,298
us citizenship and immigration services	2,247
www.ins.gov	2,063
u.s. citizenship and immigration services	1,958
i 9 form	1,954
i-864	1,911
n400	1,874
www.uscis.com	1,836
us citizenship and immigration services uscis forms	1,831

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:** "Tps" (short for "temporary protected status"), the 3rd most requested term last month, was the 25th most requested term in February. "Infopass" continues to be requested very frequently even though a link to this content appears on the Home Page.

Phrase	Count
i 90	11356
infopass	8922
i 130	8468
n 400	7770
i 485	6385
m 476	6355
visa bulletin	6260
i 751	5968
case status	5468
i 864	5323
i 765	5218
i 551	4941
forms	4851
i 131	4737
change of address	4732
ar 11	4618
i 94	4611
n400	4595
h1b	4572
g 325a	4446
ds 230	4404
i 9	4310
electronic filing	4233
i 797	3982
tps	3910

Phrase	Count
passport	3497
visa	3450
renew green card	3442
citizenship	3353
green card	3101
i90	3072
i130	3051
i 134	2972
form i 90	2959
status	2865
marriage	2811
info pass	2772
green card renewal	2530
form i 551	2501
dual citizenship	2431
opt	2410
ead	2400
appointment	2384
n 600	2335
affidavit of support	2296
deportation	2235
i 539	2219
processing times	2204
i 90 form	2194
name change	2124

Surveys of User Satisfaction

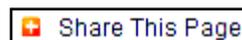
Over the past few years, USCIS.gov has given its visitors a page-based opportunity to rate the usefulness of the CSWP. USCIS has removed the page-specific surveys and is in the process of implementing the highly-regarded ForeSee Results survey system. Over 100 federal sites already use ForeSee Results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

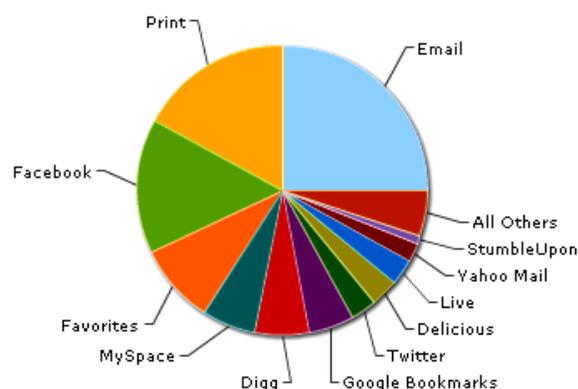
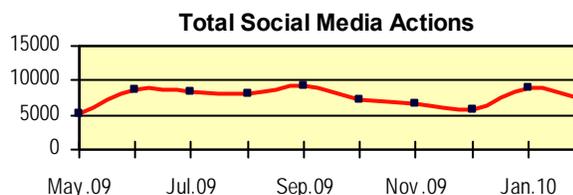
Social Media Activity on CSWP Pages

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 CSWP pages through a wide range of social networking websites, including Facebook, MySpace, and Twitter.



► **Notable changes this month:** The total volume of social media activity decreased by about 20 percent. Pages related to the Naturalization Test had an increased level of social media activity. Two Haiti-related pages that were among the top 10 pages last month were not among the top 10 pages this month.

	Top Services	Count	Share
1	Email (1)	1788	25%
2	Print (2)	1259	17%
3	Facebook (3)	1009	14%
4	Favorites (4)	629	9%
5	MySpace (5)	495	7%
6	Digg (6)	445	6%
7	Google Bookmarks (7)	373	5%
8	Delicious (9)	221	3%
9	Twitter (8)	213	3%
10	Live (10)	198	3%
11	Yahoo Mail (11)	153	2%
12	StumbleUpon (12)	92	1%
-	All Others	372	5%
	Total	7247	100%



	Top 10 Pages with Social Media Activity	Count
1	Naturalization Test: Civics (History & Govt.) (10)	234
2	Home Page (1)	218
3	Naturalization Test (2)	216
4	Topics (5)	122
5	Forms (*)	81
6	N-400, Application for Naturalization (9)	74
7	Study Materials for Naturalization Test (*)	69
8	New Naturalization Test (4)	65
9	About Us (*)	53
10	USCIS-ES Home Page (*)	48

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 to the Spanish site decreased about 15 percent. Page views in the Spanish site accounted for about 3 percent of all CSWP pages, up slightly from last month.

SPANISH PORTION OF SITE	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25
Unique Visitors	99,842	82,797	73,694	101,443	87,431
One-Time Visitors	80,418	67,255	60,032	81,550	71,777
Repeat Visitors	19,424	15,542	13,662	19,893	15,654
Page Views	832,486	643,622	558,808	843,720	708,272

FULL CSWP (for comparison)	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997
Ave. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504
Repeat Visitors	956,671	839,536	782,310	995,087	801,494
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223

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 were only minor fluctuations among the top viewed pages compared to last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	173,930	24.56%
2	Formularios (2)	35,223	4.97%
3	Temas (3)	22,872	3.23%
4	El Examen de Naturalizacion (4)	16,826	2.38%
5	Formularios de Residencia Permanente (Tarjeta Verde) (7)	14,022	1.98%
6	Recursos (6)	13,331	1.88%
7	Noticias (5)	12,518	1.77%
8	Familiares de ciudadanos estadounidenses (8)	11,500	1.62%
9	Tarjeta verde (Green card) a traves de la familia (9)	10,278	1.45%
10	Tramite y procedimientos para la Tarjeta Verde (Green card) (13)	10,150	1.43%
11	Tarjeta Verde (residencia permanente) (14)	9,107	1.29%
12	Peticion para pariente extranjero (10)	8,853	1.25%
13	Acerca de Nosotros (11)	8,655	1.22%
14	Ciudadania por Naturalizacion (12)	8,651	1.22%
15	Ciudadania (15)	8,264	1.17%
16	Mientras mi caso esta en tramite con el USCIS (22)	8,206	1.16%
17	Formularios para la Ciudadania y la Naturalizacion (16)	8,154	1.15%
18	Familia (17)	6,709	0.95%
19	Formularios de Familia (20)	6,244	0.88%
20	Familiares de residentes permanentes (personas con la tarjeta verde) (18)	5,689	0.80%
21	Solicitud de Naturalizacion (*)	5,145	0.73%
22	Solicitud de registro de residencia permanente o ajuste de estatus (*)	5,075	0.72%
23	Despues de recibir una decisi3n (23)	4,944	0.70%
24	Contactenos (21)	4,686	0.66%
25	Despues de que una Tarjeta verde (Green Card) haya sido concedida (*)	4,622	0.65%
	
	Total Page Views this Month to USCIS-ES Pages >	708,272	100.00%

Number in parentheses indicates rank in previous month.

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

USCIS.gov Response to Haiti Earthquake

USCIS is part of a broad federal initiative to provide support in response to the January 12, 2010 earthquake in Haiti. Information and resources on the CSWP support the needs of those affected by the earthquake and those working to help them.



► **Notable changes this month:** On January 15, the CSWP began providing a wide range of news, information, and other resources in support of the Haiti effort. On January 19-20, traffic to CSWP Haiti-related pages peaked at over 50,000 page views per day. Since then, traffic to these pages has decreased but continues to demonstrate an ongoing need by the public for this content.

