

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

Information Technology Sustainment and Security Remediation



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

Table of Contents

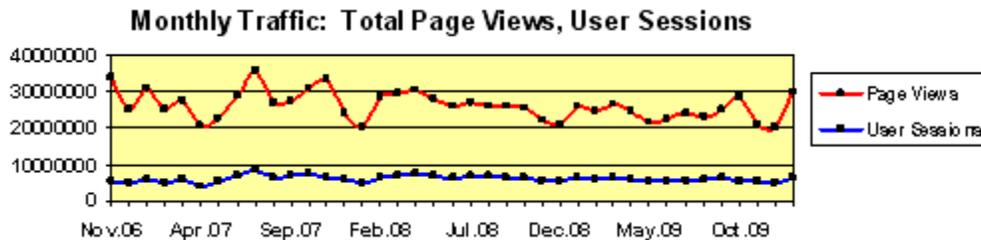
Executive Summary	1
CSWP Visitor Traffic	2
CSWP Traffic Compared to Federal Sites	7
USCIS.gov Compared to Other DHS Web Sites.....	7
USCIS.gov Compared to Leading Federal Web Sites.....	7
Distribution of Traffic by Major Content Area.....	8
Distribution of Traffic – FOIA Status Check.....	9
Top 25 Viewed 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
USCIS.gov Response to Haiti Earthquake	20

Executive Summary

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

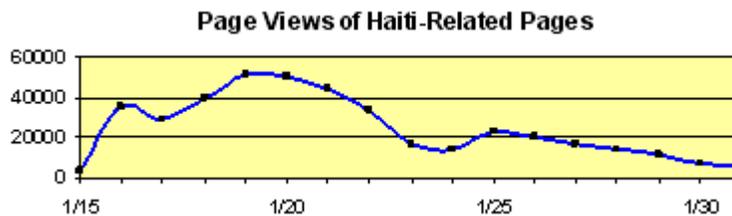
► **User Sessions and Page Views Increased 26% and 49% Respectively**

These levels mark a return to traffic volumes that were common from August to October 2009 before the seasonal down-turn in November and December. Part of the increase was from 415,000 page views (1.4% of total page views) in visits to Haiti-related pages. (See page 2.)



► **Traffic to Haiti-Related Pages Accounted for 1.4% of All CSWP Traffic**

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

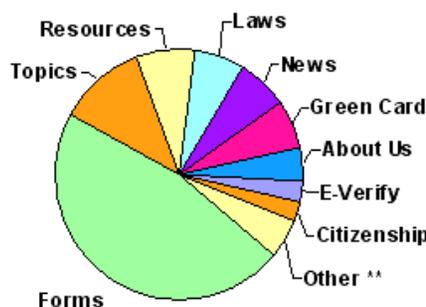


► **Spanish Language Site Accounted for 2.8% of All CSWP Traffic**

The CSWP launched a Spanish language version of its site in September 2009. Over the past four months, the Spanish site has accounted for more than 2 percent of all traffic to the CSWP. (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.)

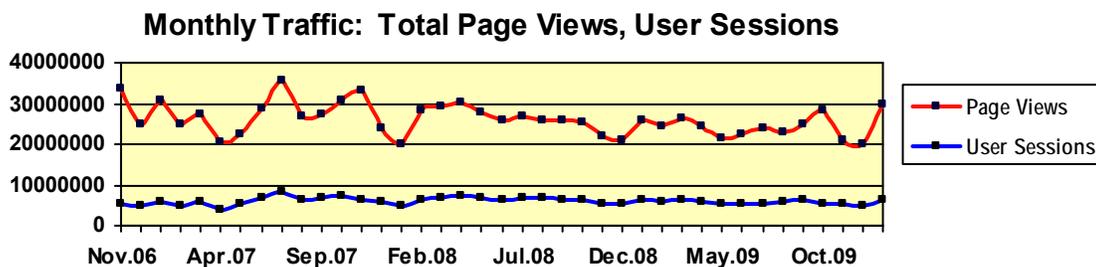


CSWP Visitor Traffic

► **Notable changes this month:** User sessions and page views increased by 26% and 49% respectively. These levels mark a return to traffic volumes that were common from August to October 2009 before the seasonal down-turn in November and December. The January 2010 numbers also reflect an increase of 415,000 page views (1.4% of total page views) from traffic to Haiti-related pages.

Metric	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Overall							
User Sessions (Visits)	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175
Ave. Weekday User Sessions	209,191	235,210	247,801	226,569	204,608	180,624	234,810
Ave. Session Length (min.)	4:52	4:37	4:45	4:57	4:51	4:54	5:20
Unique Visitors	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495
One-Time Visitors	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408
Repeat Visitors	868,993	941,663	995,079	956,671	839,536	782,310	995,087
Page Views	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676
Sessions by Content Area **							
About Us	122,388	114,798	128,002	109,752	89,859	81,596	103,769
Citizenship	173,580	173,960	124,670	79,053	63,211	48,197	67,866
Forms / Immigration Forms	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386
Topics / Services & Benefits	427,377	410,303	411,679	287,010	231,727	216,666	284,063
Laws / Laws & Regulations	211,171	202,323	214,631	163,275	135,007	122,987	160,671
News / Press Room	76,960	72,934	121,675	161,045	127,746	126,476	170,202
E-Verify	52,642	66,692	107,133	80,879	69,616	56,744	62,792
Resources	--	--	--	186,097	150,560	144,691	187,523
Working in the U.S.	--	--	--	29,999	24,918	20,518	25,984
Family	--	--	--	38,173	31,816	23,042	34,239
Adoption	--	--	--	12,534	10,067	7,559	13,939
Green Card	--	--	--	138,178	108,233	120,181	159,491
Humanitarian	--	--	--	6,629	5,741	4,400	11,583
Visit the U.S.	--	--	--	17,584	15,311	15,138	20,587
Military	--	--	--	12,730	11,632	8,700	15,608

** 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

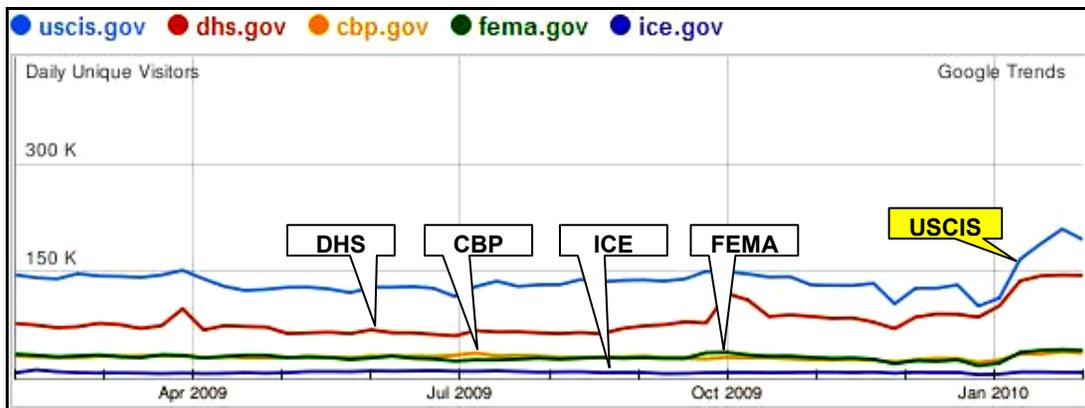
**Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

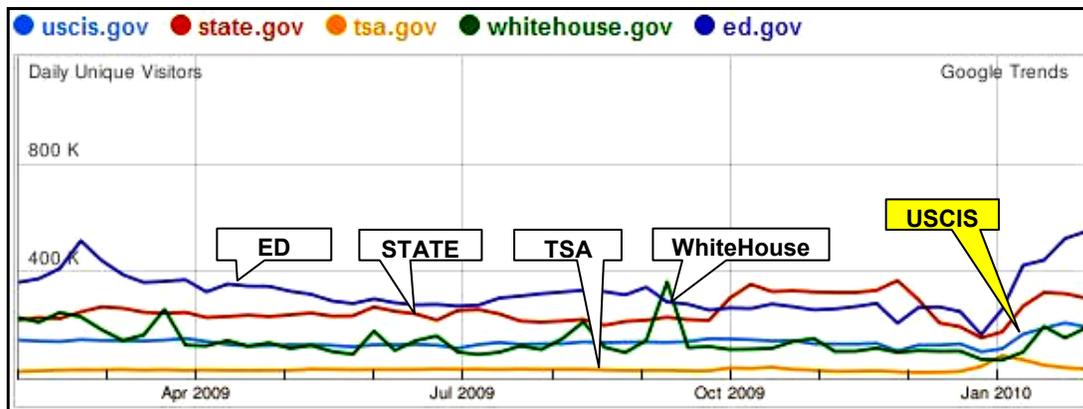
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **Notable changes this month:** Traffic to the CSWP increased from last month, in part because of traffic to Haiti-related content.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



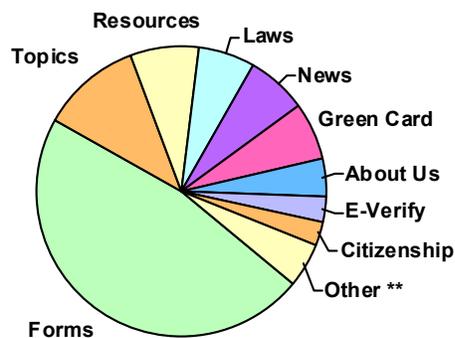
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among the 7-8 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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:** None. The relative distribution of traffic across these landing pages is unchanged from last month.

Content Area Landing Page	User Sessions
Forms	1,171,386
Topics	284,062
Resources	187,523
Laws	160,671
News	170,202
Green Card	159,491
About Us	103,769
E-Verify	62,792
Citizenship	67,866
Family	34,239
Working in the U.S.	25,984
Visit the U.S.	20,587
Military	15,608
Adoption	13,939
Humanitarian	11,583
Total Sessions to These Pages >	2,489,702



** "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.

2009-2010	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Traffic to Landing Page:							
Successful requests for pages	27,387	18,562	15,861	14,056	17,725	28,414	30,624
Distinct hosts served	5,352	4,795	5,016	4,638	8,381	16,654	18,660
Total data transferred (MB)	104.0	124.5	104.8	95.2	109.7	164.7	179.6
Submission of Transactions:							
Successful requests for pages	12,214	16,442	12,222	12,397	14,984	16,994	19,228
Distinct hosts served	3,233	3,757	3,477	3,486	4,372	6,544	7,166
Total data transferred (MB)	66.6	76.3	72.1	69.0	85.3	89.6	106.2

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

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:** "Application for Naturalization" moved up to the fourth most viewed page, and "USCIS Responds to Haiti Earthquake," a landing page added this month to organize information and resources concerning this issue, was the 18th most viewed page in January. Otherwise, there were relatively minor changes in the order of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	4,906,922	16.57%
2	Forms (2)	1,866,803	6.31%
3	Topics (3)	374,935	1.27%
4	Application for Naturalization (13)	277,030	0.94%
5	Citizenship Through Naturalization (7)	252,337	0.85%
6	Citizenship and Naturalization Based Forms (9)	244,965	0.83%
7	Resources (5)	238,074	0.80%
8	ES (Español) Home Page (14)	231,133	0.78%
9	News (8)	230,242	0.78%
10	File My Application Online (6)	222,558	0.75%
11	Laws (10)	205,803	0.70%
12	Petition for Alien Relative (15)	203,031	0.69%
13	Green Card (Permanent Residence) (12)	202,221	0.68%
14	Application for Naturalization (13)	191,847	0.65%
15	Green Card Through Family (16)	185,497	0.63%
16	Green Card Based Forms (11)	174,542	0.59%
17	The Naturalization Test (20)	164,084	0.55%
18	USCIS Responds to Haiti Earthquake (*)	148,547	0.50%
19	Application to Replace Permanent Resident Card (*)	142,257	0.48%
20	Affidavit of Support Under Section 213A of the Act (18)	138,477	0.47%
21	Application for Employment Authorization (*)	136,187	0.46%
22	Family of U.S. Citizens (21)	136,133	0.46%
23	Contact Us (17)	135,583	0.46%
24	About Us (22)	128,504	0.43%
25	Study Materials for the Naturalization Test (25)	127,573	0.43%
	
	Total Page Views this Month >	29,606,676	100.00%

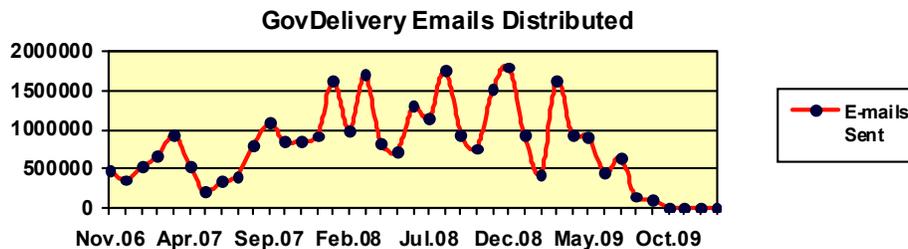
A number in parentheses indicates a page's ranking in the previous month.

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

GovDelivery Subscription Email System

Email volumes can fluctuate from month to month based on changes 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: 291,999 (up 0.5% from last month)

Total Page Subscriptions: 962,788 (up 0.8% from last month)

Net* New Subscriptions Added This Month: 7,340

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:** A number of top 25 referrals were new this month, including: a referral on H1B policy from andhrafriends.com (item #3); a referral on genealogy from latimes.com (item #8); and, a referral on Haiti parole policy from adoption.state.gov (item #24).

	Referrals	Destination Page on USCIS.gov	Referring Page
1	161,442	Home Page	Google search for "uscis" (1)
2	50,315	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	37,166	1/8/10 Memo, H1B Employer-Employee Relationship	H1B Rules topic on andhrafriends.com (*)
4	25,140	Home Page	Google toolbar searches for unknown term(s) (4)
5	23,654	Employment Eligibility Verification	IRS.gov search for "i-9" (5)
6	16,012	Home Page	Google search for "uscis.gov" (3)
7	13,415	Home Page	Yahoo search for "uscis" (6)
8	13,250	Genealogy	Genealogy article 1/17/10 on latimes.com (*)
9	11,553	Home Page	Home page on dhs.gov (11)
10	11,337	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (7)
11	10,751	Poverty Guidelines	Affidavit of Support page on travel.state.gov (8)
12	9,038	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (14)
13	8,933	Home Page	Yahoo search for "us citizenship and immigration services uscis" (15)
14	8,841	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (*)
15	8,330	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (17)
16	8,035	Forms	Homeland Security Forms page on dhs.gov (19)
17	7,644	Home Page	Google search for "immigration" (22)
18	7,640	Home Page	Google search for "ins" (*)
19	7,457	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (13)
20	7,174	Interpretation 301.1 Footnotes in Service Law Books	USCIS Propub page on shusterman.com (*)
21	7,118	Home Page	Yahoo search for "uscis.gov" (18)
22	6,410	Forms	Visa Application Forms on travel.state.gov (20)
23	6,258	Employment Authorization	Unidentified referral from irs.gov (*)
24	6,237	Sec. Napolitano Announces Humanitarian Parole Policy for Certain Haitian Orphans	Haiti news page on adoption.state.gov (*)
25	5,991	Employment Eligibility Verification	Homeland Security Forms page on dhs.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 over 95 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	7

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, 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	434,074
uscis.gov	124,807
ins	88,708
immigration	75,658
www.uscis.gov	67,597
us immigration	46,762
immigration and naturalization	40,249
immigration forms	33,089
usci	26,349
i-9 form	24,779
uscis forms	21,591
us citizenship application	20,155
us citizenship and immigration services uscis	17,353
green card	16,706
citizenship application	15,146
i-9	13,485
us citizenship	13,284
i9 form	12,656
form i-9	11,728
uscis case status	10,851
i9	10,192
green card renewal	8,920
ins.gov	8,919
us immigration forms	8,573
i-130	8,408
immigration and naturalization	7,844

Phrase	Referrals
service	
citizenship	7,719
i-485	6,942
everify	6,195
usics	6,007
naturalization	5,889
immigration laws	5,888
us citizenship and immigration services	5,881
ins forms	5,757
affidavit of support	5,344
bcis	5,214
e-verify	4,919
ucis	4,868
u.s. citizenship and immigration services	4,667
ins gov	4,445
uscis.com	4,380
uscis gov	4,379
n-400	4,345
www.uscis.gov forms	4,306
i-864	4,227
i-765	4,081
immigration services	4,077
us immigration and naturalization	4,073
i-130 form	4,020
us citizenship requirements	3,906

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" was the third most requested term, whereas it had not been among the top 50 terms last month. 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
i 90	10598
infopass	9637
tps	9381
n 400	9023
i 130	8758
m 476	7909
i 751	7701
visa bulletin	7188
i 485	6802
case status	6542
i 864	5723
i 765	5716
i 9	5621
g 325a	5547
change of address	5518
ar 11	5482
i 551	5321
h1b	5248
n400	5203
forms	5202
electronic filing	5080
i 94	4963
i 131	4859
ds 230	4721
i 797	4501

Phrase	Count
visa	3854
green card	3748
passport	3652
renew green card	3515
marriage	3321
i 821	3276
status	3232
info pass	3218
i130	3175
citizenship	2992
ead	2898
haiti	2878
appointment	2848
form i 551	2804
processing times	2799
i90	2793
i 134	2793
opt	2779
green card renewal	2714
form i 90	2704
name change	2643
change address	2613
dual citizenship	2512
m476	2437
deportation	2429

Surveys of User Satisfaction

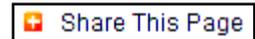
Over the past few years, USCIS.gov has given its visitors a page-based opportunity to rate the usefulness of the CSWP. USCIS has removed those page-specific surveys and is in the process of implementing the highly-regarded ForeSee Results survey system. Over 100 federal sites already use ForeSee Results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

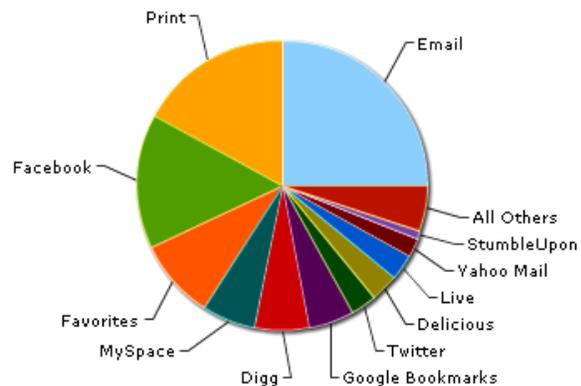
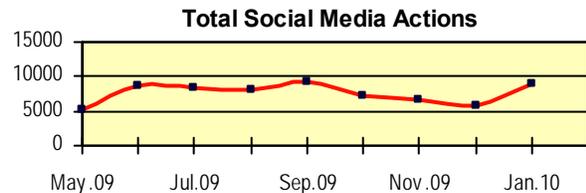
Social Media Activity on CSWP Pages

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 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 increased by about 58 percent, approximately the same increase in traffic seen throughout the CSWP. Two pages related to the situation in Haiti were among the top 10 pages with social media activity.

	Top Services	Count	Share
1	Email (1)	2237	25%
2	Print (3)	1501	17%
3	Facebook (2)	1369	15%
4	Favorites (5)	775	9%
5	MySpace (4)	566	6%
6	Digg (6)	538	6%
7	Google Bookmarks (7)	474	5%
8	Twitter (8)	282	3%
9	Delicious (9)	260	3%
10	Live (10)	255	3%
11	Yahoo Mail (11)	148	2%
12	StumbleUpon (12)	121	1%
	All Others	477	5%
	Total	9003	100%



	Top 10 Pages with Social Media Activity	Count
1	Home Page (1)	285
2	Naturalization Test (3)	227
3	TPS Designated Country: Haiti (*)	181
4	New Naturalization Test (5)	172
5	Topics (4)	128
6	Genealogy (*)	119
7	Haiti Earthquake Response (*)	94
8	Family of U.S. Citizens (7)	86
9	N-400, Application for Naturalization (*)	83
10	Naturalization Test: Civics (History and Govt.) (2)	61

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 increased about 40 percent, about the same amount of increase seen throughout the full CSWP (see page 2). Page views continued to account for about 2.8 percent of all page views to the full CSWP.

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

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

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)	231,133	27.39%
2	Formularios (2)	37,178	4.41%
3	Temas (3)	26,281	3.11%
4	El Examen de Naturalizacion (4)	19,253	2.28%
5	Noticias (5)	15,448	1.83%
6	Recursos (6)	14,542	1.72%
7	Formularios de Residencia Permanente (Tarjeta Verde) (8)	13,565	1.61%
8	Familiares de ciudadanos estadounidenses (7)	12,654	1.50%
9	Tarjeta verde (Green card) a traves de la familia (9)	11,970	1.42%
10	Peticion para pariente extranjero (20)	10,578	1.25%
11	Acerca de Nosotros (10)	10,156	1.20%
12	Ciudadania por Naturalizacion (14)	9,870	1.17%
13	Tramite y procedimientos para la Tarjeta Verde (Green card) (12)	9,722	1.15%
14	Tarjeta Verde (residencia permanente) (11)	9,396	1.11%
15	Ciudadania (16)	8,869	1.05%
16	Formularios para la Ciudadania y la Naturalizacion (19)	8,061	0.96%
17	Familia (15)	7,786	0.92%
18	Familiares de residentes permanentes (personas con la tarjeta verde) (18)	7,011	0.83%
19	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (*)	6,875	0.81%
20	Formularios de Familia (24)	6,165	0.73%
21	Contactenos (23)	5,723	0.68%
22	Mientras mi caso esta en tramite con el USCIS (22)	5,556	0.66%
23	Despues de recibir una decisi3n (21)	5,311	0.63%
24	Tarjeta verde (Green Card) para un familiar directo de un ciudadano de los Estados Unidos (*)	5,186	0.61%
25	Ciudadania a traves de los padres (*)	5,094	0.60%
	
	Total Page Views this Month to USCIS-ES Pages >	843,720	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 supported the needs of those affected by the earthquake and those working to help them.



Prior to January 15, 2010, CSWP pages that provided news, information, and resources concerning Haiti and the earthquake attracted virtually no page views. Beginning January 15, this changed dramatically, especially as new content was added to the CSWP. On January 19-20, CSWP Haiti-related pages registered over 50,000 page views. Since then, traffic to these pages has decreased but continues to demonstrate an ongoing need by users for this content.

Page Views of Haiti-Related Pages

