

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

Information Technology Sustainment and Security Remediation



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



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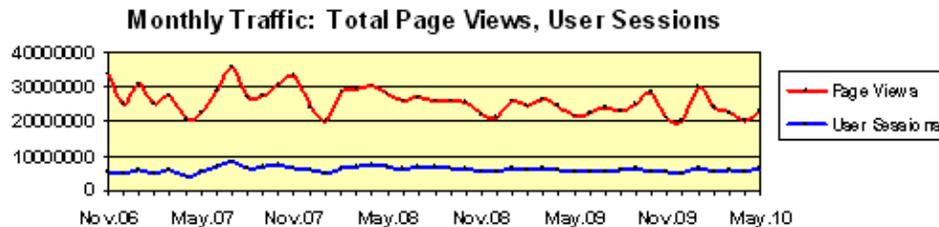
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Executive Summary

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

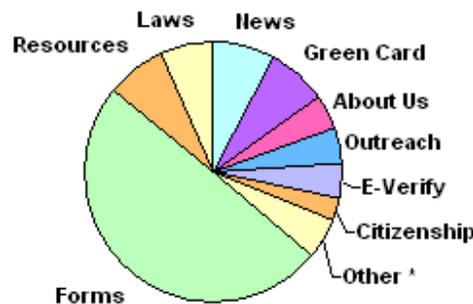
► **Traffic Volume Increased 13 Percent**

Page views increased 13 percent, and user sessions increased 17 percent. Some of the increases may be attributable to improved filtering of traffic data related to spiders and other extraneous sources. (See page 2.)



► **Forms Continue to Attract Dominant Share of Traffic**

The volume and distribution of traffic among major content areas is largely unchanged from last month. The Forms area continues to account for about half of traffic to all major content areas. (See page 8.)



► **Customer Satisfaction Score is Above Federal Average**

The CSWP and its Spanish language component use ForeSee Results surveys to assess customer satisfaction and identify areas for improvement. CSWP scores continue to rank higher than the average of federal government Web sites that use ForeSee. (See page 15.)

Monthly Average Customer Satisfaction Scores

	Feb.10	Mar.10	Apr.10	May 10
USCIS	77	78	81	80
USCIS-ES	83	84	83	83
Federal Govt (avg.)	74	74	74	73

► **Social Media Activity Largely Unchanged**

The level of social media activity has been largely unchanged over the past 12 months. The pages with the most activity during the past month address the Naturalization Test and the redesigned Green Card. (See page 19.)

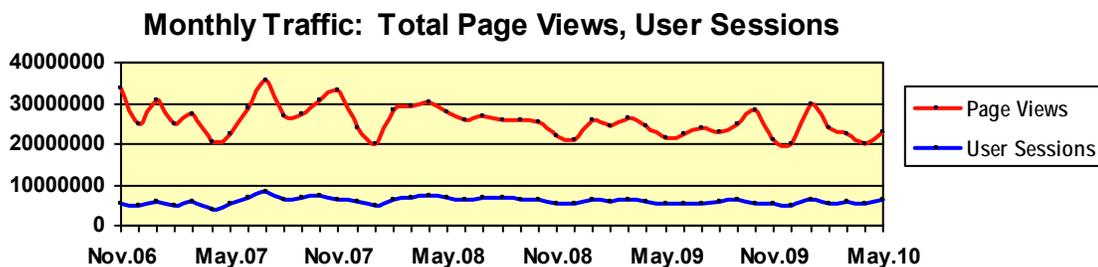
CSWP Visitor Traffic

► **Notable changes this month:** User sessions increased by 17 percent, and page views increased by 13 percent. Some of these higher numbers may be attributable to improved filtering of traffic data related to automated and other extraneous sources.

Metric	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Overall							
User Sessions (Visits)	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505
Ave. Weekday User Sessions	204,608	180,624	234,810	216,710	214,833	208,630	244,816
Ave. Session Length (min.)	4:51	4:54	5:20	6:40	6:40	6:28	6:13
Unique Visitors	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867
One-Time Visitors	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617
Repeat Visitors	839,536	782,310	995,087	801,494	875,616	800,550	936,250
Page Views	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164
Sessions by Content Area *							
About Us	89,859	81,596	103,769	95,240	103,178	94,151	106,041
Citizenship	63,211	48,197	67,866	59,213	61,260	55,321	61,374
Forms / Immigration Forms	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214
Topics / Services & Benefits	231,727	216,666	284,063	231,684	20,275	--	--
Outreach	--	--	--	--	--	90,488	100,533
Laws / Laws & Regulations	135,007	122,987	160,671	137,555	138,535	129,205	151,765
News / Press Room	127,746	126,476	170,202	138,273	180,215	174,936	187,917
E-Verify	69,616	56,744	62,792	61,467	71,499	83,081	96,768
Resources	150,560	144,691	187,523	170,010	171,707	155,870	173,036
Working in the U.S.	24,918	20,518	25,984	21,300	21,090	19,683	23,122
Family	31,816	23,042	34,239	30,517	29,363	24,715	27,355
Adoption	10,067	7,559	13,939	8,336	10,712	9,326	10,162
Green Card	108,233	120,181	159,491	136,008	151,395	132,567	163,530
Humanitarian	5,741	4,400	11,583	7,672	7,747	5,881	6,910
Visit the U.S.	15,311	15,138	20,587	17,735	20,995	21,346	23,926
Military	11,632	8,700	15,608	14,372	12,848	10,147	17,452
Where to Start **	--	--	--	16,741	12,613	9,550	8,917

* 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	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09
Overall									
User Sessions (Visits)	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257
Ave. Weekday User Sessions	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801	226,569
Ave. Session Length (min.)	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45	4:57
Unique Visitors	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828
One-Time Visitors	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157
Repeat Visitors	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079	956,671
Page Views	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571
Sessions by Content Area *									
About Us	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002	109,752
Citizenship	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670	79,053
Immigration Forms	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113
Services & Benefits /Topics	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679	287,010
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631	163,275
Press Room	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675	161,045
E-Verify	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133	80,879
Resources							--	--	186,097
Working in the U.S.							--	--	29,999
Family							--	--	38,173
Adoption							--	--	12,534
Green Card							--	--	138,178
Humanitarian							--	--	6,629
Visit the U.S.							--	--	17,584
Military							--	--	12,730
Where to Start **							--	--	--

* 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	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09
Overall									
User Sessions (Visits)	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596
Average Weekday User Sessions	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327	241,772
Average Session Length (min.)	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10	5:18
Unique Visitors	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461
One-Time Visitors	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901
Repeat Visitors	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243	932,560
Page Views	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067
Sessions by Content Area *									
About Us	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278	140,908
Citizenship	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232	248,238
Immigration Forms	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197
Services & Benefits	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826	482,207
Laws & Regulations	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197	233,508
Press Room	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231	100,502
E-Verify	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051	75,517

Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08	Apr.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	7,296,527
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329
Page Views	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413
Sessions by Content Area *								
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116
E-Verify	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780

*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

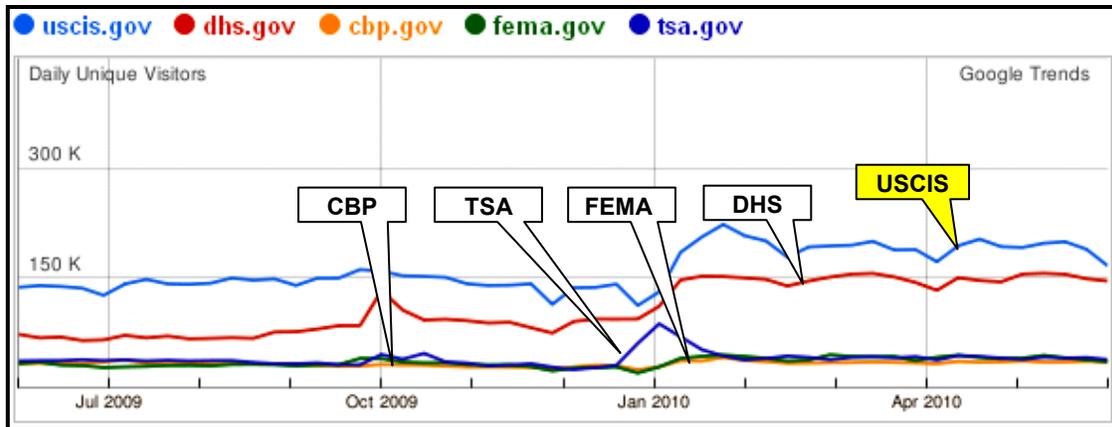
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

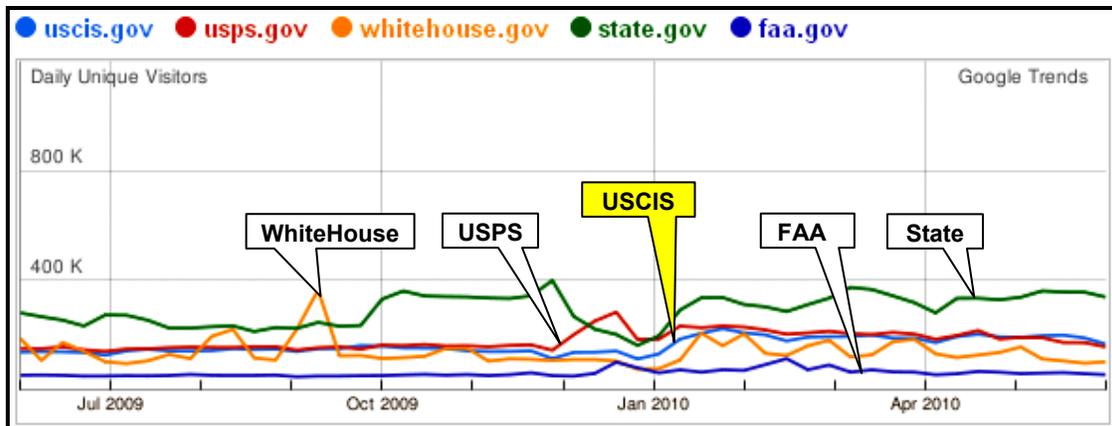
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



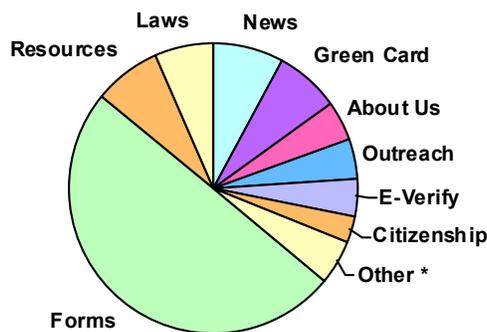
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known federal sites.

Distribution of Traffic by Major Content Area

The 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 and the number of times that users selected the Where to Start option 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:** Traffic throughout the site increased about 13 percent this month, whereas traffic related to the Where to Start application decreased about seven percent. The distribution of traffic among major content areas is largely unchanged from last month.

Content Area Landing Page	User Sessions
Forms	1,144,214
Resources	173,036
Laws	151,765
News	187,917
Green Card	163,530
About Us	106,041
Outreach	100,533
E-Verify	96,768
Citizenship	61,374
Family	27,355
Working in the U.S.	23,122
Visit the U.S.	23,926
Where to Start	8,917
Military	17,452
Adoption	10,162
Humanitarian	6,910
Total Sessions to These Pages >	2,303,022



* "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 increased about 4 percent.

2009-2010	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Traffic to Landing Page:								
Successful requests for pages	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990
Distinct hosts served	4,638	8,381	16,654	18,660	17,178	17,016	15,383	16,368
Total data transferred (MB)	95.2	109.7	164.7	179.6	203.8	229.1	201.6	212.6
Submission of Transactions:								
Successful requests for pages	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565
Distinct hosts served	3,486	4,372	6,544	7,166	6,235	6,378	6,317	6,760
Total data transferred (MB)	69.0	85.3	89.6	106.2	105.5	128.4	129.1	138.1

2009	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Traffic to Landing Page:									
Successful requests for pages	11,946	11,804	13,543	14,598	15,717	17,664	27,387	18,562	15,861
Distinct hosts served	5,098	4,908	5,406	4,983	5,238	5,093	5,352	4,795	5,016
Total data transferred (MB)	61.4	62.1	71.2	80.2	102.8	119.6	104.0	124.5	104.8
Submission of Transactions:									
Successful requests for pages	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442	12,222
Distinct hosts served	3,862	3,755	4,123	4,933	4,042	3,939	3,233	3,757	3,477
Total data transferred (MB)	62.7	59.8	69.3	77.3	79.5	85.7	66.6	76.3	72.1

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 pages "Application for Naturalization" and "Application to Register Permanent Residence or Adjust Status" continued to be viewed very frequently for the second straight 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)	5,182,160	22.81%
2	Forms (2)	1,814,866	7.99%
3	Application for Naturalization (3)	424,034	1.87%
4	News (5)	269,226	1.19%
5	Application to Register Perm. Residence or Adjust Status (4)	252,356	1.11%
6	Citizenship Through Naturalization (6)	237,305	1.04%
7	Resources (7)	217,842	0.96%
8	Green Card (Permanent Residence) (12)	214,632	0.94%
9	File My Application Online (10)	209,775	0.92%
10	Affidavit of Support Under Section 213A of the Act (11)	208,911	0.92%
11	Petition for Alien Relative (9)	206,936	0.91%
12	Citizenship and Naturalization Based Forms (8)	199,724	0.88%
13	USCIS-ES Home Page (13)	198,227	0.87%
14	Laws (14)	195,466	0.86%
15	Green Card Through Family (16)	183,697	0.81%
16	Application for Employment Authorization (19)	175,276	0.77%
17	Green Card Based Forms (15)	172,597	0.76%
18	The Naturalization Test (17)	169,743	0.75%
19	Petition for Alien Relative (18)	163,158	0.72%
20	Contact Us (20)	152,369	0.67%
21	Application to Replace Permanent Resident Card (22)	140,293	0.62%
22	Study Materials for the Naturalization Test (21)	139,000	0.61%
23	About Us (23)	129,982	0.57%
24	Family of U.S. Citizens (24)	126,877	0.56%
25	Office of Public Engagement (*)	118,907	0.52%
	
	Total Page Views this Month >	22,714,164	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.

Top 25 Referring Pages Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites, and the pages on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** A majority of the top 25 referring sources continue to be from the pages of the State Department's Bureau of Consular Affairs Web site (travel.state.gov) and from Google searches. There were relatively minor changes in the order and traffic volume of the most frequent referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	142,175	Home Page	Google search for "uscis" (1)
2	64,032	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	20,391	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (4)
4	19,931	Poverty Guidelines	Affidavit of Support page on travel.state.gov (5)
5	19,336	Affidavit of Support Under Section 213A of the Act	Preparing Affidavit of Support Forms page on travel.state.gov (6)
6	17,804	Home Page	Google toolbar searches for unknown term(s) (3)
7	16,128	Employment Eligibility Verification	IRS.gov search for "i-9" (7)
8	13,899	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (10)
9	12,799	Home Page	Google search for "uscis.gov" (8)
10	10,659	Affidavit of Support Under Section 213A of the Act	Visa Application Forms on travel.state.gov (9)
11	10,539	Home Page	Home page on dhs.gov (11)
12	10,373	Intending Immigrant's Affidavit of Support Exemption	Preparing Affidavit of Support Forms page on travel.state.gov (12)
13	8,849	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) (K-1) on travel.state.gov (13)
14	8,127	Forms	Fees for Visa Services on travel.state.gov (20)
15	8,065	Home Page	Unidentified link to http://uscis.gov (15)
16	6,860	Home Page	Immigrants to the U.S. on travel.state.gov (18)
17	6,653	Home Page	Google search for "ins" (16)
18	5,763	Immigration Classifications and Visa Categories: Immigrants	Family Immigration on travel.state.gov (*)
19	5,681	Forms	Visa Application Forms on travel.state.gov (17)
20	5,404	Forms	Immigration page on dhs.gov (19)
21	5,016	Petition for Alien Relative	Family Immigration on travel.state.gov (24)
22	4,986	E-Verify	E-Verify page on dhs.gov (*)
23	4,965	Home Page	Infopass (22)
24	4,852	Home Page	Google search for "immigration" (14)
25	4,792	Petition for Alien Relative	Immigrant Visa for Spouse on travel.state.gov (21)

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.

► **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	3	2
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	20	8	2

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, forms (notably I-9), and citizenship account for the majority of the top 50 requests. The order and volume of traffic related to the various terms remain relatively unchanged from month to month.

Phrase	Referrals
uscis	260,676
uscis.gov	46,000
ins	36,547
www.uscis.gov	23,989
immigration	23,235
usci	19,834
i-9 form	14,731
us immigration	13,084
i-9	12,717
green card	9,545
uscis forms	9,109
i9	8,382
immigration forms	7,734
immigration and naturalization	7,567
i9 form	7,088
form i-9	5,476
uscis case status	5,403
us citizenship	5,117
ins.gov	4,170
i-130	3,214
ucis	2,978
usics	2,891
us citizenship application	2,874
i-765	2,867
everify	2,718
i-485	2,710

Phrase	Referrals
citizenship application	2,577
citizenship	2,494
immigration laws	2,439
n-400	2,360
i-864	2,314
uscis.com	2,223
us citizenship and immigration services uscis	2,199
immigration and naturalization service	2,016
n400	2,005
i 9 form	1,988
www.ins.gov	1,811
bcis	1,784
i-131	1,685
i-134	1,642
uscis gov	1,635
green card renewal	1,632
g-325a	1,624
us citizenship and immigration services	1,598
naturalization	1,574
e-verify	1,545
affidavit of support	1,521
imigration	1,432
ins forms	1,430
us immigration forms	1,355

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine indicate what is most important to CSWP visitors once they enter the site.

► **Notable changes this month:** None. Searches for forms continue to account for many of the most popular search requests.

Phrase	Count
i 130	8387
tps	7970
i 90	7350
n 400	7233
infopass	7092
visa bulletin	6871
i 485	6666
case status	6570
i 765	6509
forms	6433
i 864	5895
i 751	5683
ds 230	5654
m 476	5240
change of address	4952
i 94	4884
i 131	4843
i 797	4579
g 325a	4541
i 9	4518
ar 11	4496
i 551	4465
h1b	4402
n400	4319
i 134	3447

Phrase	Count
green card	3368
visa	3352
status	3345
tps honduras	3288
opt	3255
ead	3008
info pass	2944
passport	2831
marriage	2682
i130	2667
renew green card	2639
i 539	2517
appointment	2470
check status	2466
affidavit of support	2427
citizenship	2374
i 797c	2365
green card renewal	2336
dual citizenship	2307
change address	2300
search	2249
i 693	2192
processing times	2120
reentry permit	2096
processing time	2081

Surveys of User Satisfaction

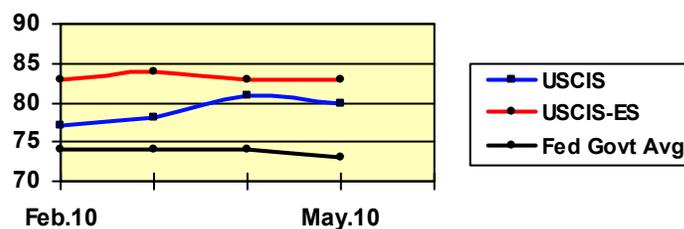
The CSWP gathers visitor customer satisfaction data using the highly-respected ForeSee Results survey system. Over 100 federal Web sites use ForeSee Results surveys as part of the American Customer Satisfaction Index (ACSI) E-Government Index for gauging customer satisfaction and identifying areas for improvement. USCIS.gov and its Spanish language component, USCIS-ES, invite randomly selected visitors to answer a few questions about the accuracy and usefulness of the site's content, the organization of content, the site's ease of use, and whether the site met the visitors' needs. Visitors are encouraged to complete the survey to tell the agency how well the sites are meeting their needs.



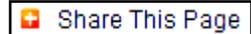
► **Notable changes this month:** This is the fourth month in which the ForeSee Results survey has been used for the CSWP. USCIS.gov and USCIS-ES had May 2010 ACSI ratings that were higher than the average rating of 73 for all participating federal government Web sites.

Monthly Average Customer Satisfaction Scores

	Feb.10	Mar.10	Apr.10	May 10
USCIS	77	78	81	80
USCIS-ES	83	84	83	83
Federal Govt (avg.)	74	74	74	73



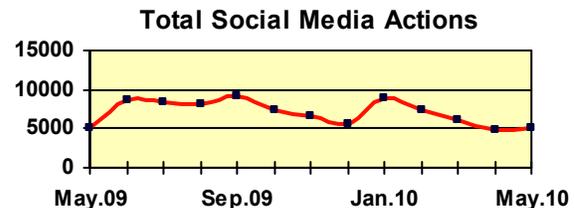
Social Media Activity on CSWP Pages



Many CSWP pages offer social media options. By clicking a page's "Share This Page" link, visitors can email, bookmark, and share the page using a wide range of social media tools.

► **Notable changes this month:** The total volume of social media activity increased by about two percent. Three pages related to the Naturalization Test and two pages related to the redesigned Green Card were among the ten pages that had the greatest amount of social media activity.

	Top Services	Count	Share*
1	Facebook (2)	1144	22.65%
2	Email (1)	1032	20.79%
3	Print (3)	707	14.00%
4	Digg (5)	382	7.56%
5	Favorites (4)	351	6.95%
6	MySpace (6)	286	5.66%
7	Twitter (8)	229	4.53%
8	Google Bookmarks (7)	217	4.30%
9	Live (9)	159	3.15%
10	Y! Mail (**)	102	2.02%
-	All Others	424	8.39%
	Total	5051	100%



	Top 10 Pages with Social Media Activity	Count	Share*
1	USCIS Home Page (2)	285	5.64%
2	Naturalization Test (1)	182	3.61%
3	USCIS to Issue Redesigned Green Card (**)	148	2.93%
4	Guide to Naturalization (4)	88	1.74%
5	Study Materials for Naturalization Test (3)	62	1.23%
6	Naturalization Test: Civics	50	0.99%
7	Fiance(e) Visa (7)	45	0.89%
8	Forms (**)	43	0.85%
9	Fact Sheet on Redesigned Green Card (**)	42	0.83%
10	Visit the United States (9)	37	0.73%
-	All Others	4069	80.56%
	Total	5051	100%

Number in parentheses indicates rank in the previous month.

* "Share" in tables is an item's activity as a percentage of all activity in the month.

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

USCIS-ES Visitor Traffic

Launched in September 2009, the CSWP includes a Spanish language version of many of its pages. The Spanish site, known as USCIS-ES, is accessible from a link in the header of CSWP pages. The charts below 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:** None. Page views in the Spanish site continue to account for about three percent of all CSWP traffic.

USCIS-ES	Jan.10	Feb.10	Mar.10	Apr.10	May10
User Sessions (Visits)	138,399	117,366	132,054	117,058	139,357
Ave. Weekday User Sessions	5,106	4,727	4,732	4,385	5,247
Ave. Session Length (min.)	6:57	7:25	7:14	7:03	7:18
Unique Visitors	101,443	87,431	96,125	85,518	100,919
One-Time Visitors	81,550	71,777	78,118	70,112	82,494
Repeat Visitors	19,893	15,654	18,007	15,406	18,425
Page Views	843,720	708,272	781,763	647,816	748,673

FULL CSWP (for comparison)	Jan.10	Feb.10	Mar.10	Apr.10	May10
User Sessions (Visits)	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505
Ave. Weekday User Sessions	234,810	216,710	214,833	208,630	244,815
Ave. Session Length (min.)	5:20	6:40	6:40	6:28	6:13
Unique Visitors	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867
One-Time Visitors	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617
Repeat Visitors	995,087	801,494	875,616	800,550	936,250
Page Views	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164

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

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

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** The page "Enlace Publico" (Outreach) moved from 25th to 9th moved viewed, presumably because this page was first published in April and has just started attracting attention. 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)	198,227	26.48%
2	Formularios (2)	37,646	5.03%
3	Noticias (6)	15,605	2.08%
4	Formularios de Residencia Permanente (Tarjeta Verde) (3)	14,128	1.89%
5	Tarjeta verde (Green card) a traves de la familia (5)	13,630	1.82%
6	El Examen de Naturalizacion (4)	11,909	1.59%
7	Tramite y procedimientos para la Tarjeta Verde (Green card) (7)	11,791	1.57%
8	Recursos (9)	11,120	1.49%
9	Enlace Publico (25)	9,838	1.31%
10	Familiares de ciudadanos estadounidenses (10)	9,760	1.30%
11	Peticion para pariente extranjero (11)	9,717	1.30%
12	Formularios de Familia (12)	8,680	1.16%
13	Acerca de nosotros (14)	7,954	1.06%
14	Formularios para la Ciudadania y la Naturalizacion (15)	7,438	0.99%
15	Ciudadania por Naturalizacion (13)	7,262	0.97%
16	Mientras mi caso esta en tramite con el USCIS (*)	6,091	0.81%
17	El Examen de Naturalizacion: Preguntas de civismo (*)	6,002	0.80%
18	Tarjeta Verde (residencia permanente) (16)	5,455	0.73%
19	Despues de que una Tarjeta verde (Green Card) haya sido concedida (21)	5,314	0.71%
20	Formularios – Informacion general (20)	5,077	0.68%
21	Solicitud de registro de residencia permanente o ajuste de estatus (18)	5,019	0.67%
22	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (19)	4,960	0.66%
23	Familiares de residentes permanentes (personas con la tarjeta verde) (17)	4,899	0.65%
24	Como renovar una Tarjeta verde (22)	4,881	0.65%
25	Contactenos (24)	4,765	0.64%
	
	Total Page Views this Month to USCIS-ES Pages >	748,673	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 continue to support the needs of those affected by the earthquake and those working to help them.



► **Notable changes this month:** There was a slight increase in overall traffic this month due to an increase in downloads of Form I-821 (Application for Temporary Protected Status). This increased interest in Form I-821 may or may not have been related specifically to Haiti.

