



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

**May 13, 2010**



## Revision History

Version	Date	Name of Author	Summary of Changes
1.0	May 13, 2010	CSWP, Senior Business Analyst	Baseline Draft

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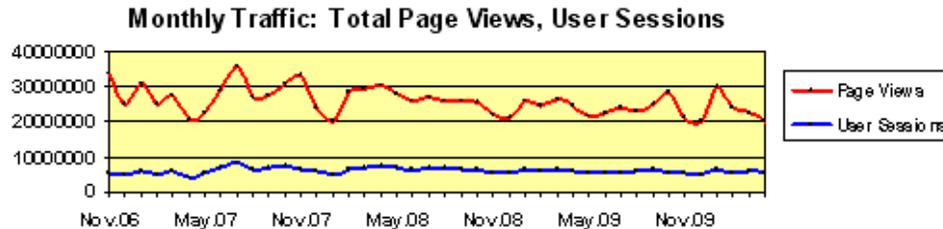
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## Executive Summary

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

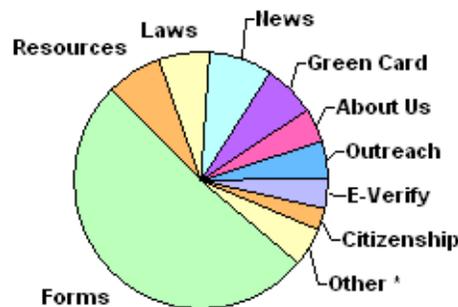
### ► Traffic Volume Decreased 7-10 Percent

User sessions decreased seven percent, page views decreased ten percent. (See page 2.)



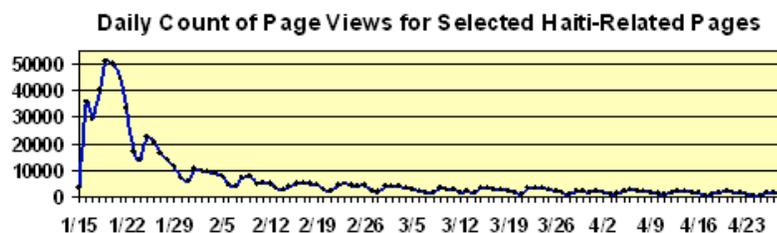
### ► Forms Continue to Attract Dominant Share of Traffic

A new Outreach content area has been added to the site. Content under the former Topics area has been absorbed elsewhere. Traffic to E-Verify increased about 16 percent. Otherwise, the volume and distribution of traffic among major content areas is largely unchanged from last month. (See page 8.)



### ► Traffic to Haiti-Related Pages Continues

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 19.)



### ► New Customer Satisfaction Survey

The CSWP and its Spanish language site now use ForeSee surveys to gauge satisfaction and help identify areas for improvement. Initial scores are higher than the federal government average. (See page 16.)

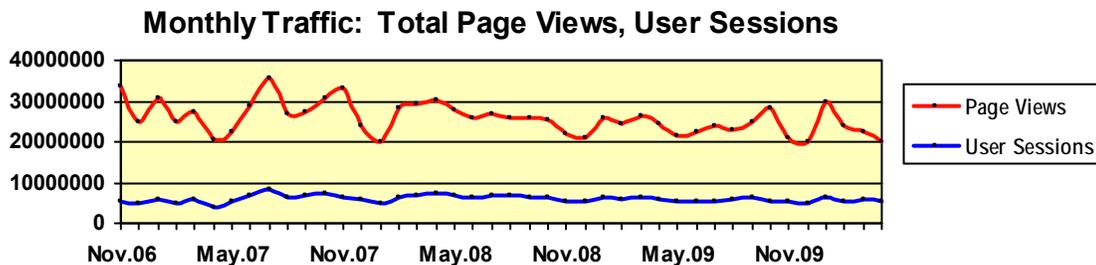
## CSWP Visitor Traffic

► **Notable changes this month:** User sessions decreased by seven percent, and page views decreased by ten percent. A new Outreach content area has been added to the site, and the former Topics area has been removed.

Metric	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
<b>Overall</b>							
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438
Ave. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710	214,833	208,630
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233
<b>Sessions by Content Area *</b>							
About Us	109,752	89,859	81,596	103,769	95,240	103,178	94,151
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260	55,321
Forms / Immigration Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444
Topics / Services & Benefits	287,010	231,727	216,666	284,063	231,684	20,275	--
Outreach	--	--	--	--	--	--	90,488
Laws / Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535	129,205
News / Press Room	161,045	127,746	126,476	170,202	138,273	180,215	174,936
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499	83,081
Resources	186,097	150,560	144,691	187,523	170,010	171,707	155,870
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090	19,683
Family	38,173	31,816	23,042	34,239	30,517	29,363	24,715
Adoption	12,534	10,067	7,559	13,939	8,336	10,712	9,326
Green Card	138,178	108,233	120,181	159,491	136,008	151,395	132,567
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747	5,881
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995	21,346
Military	12,730	11,632	8,700	15,608	14,372	12,848	10,147
Where to Start **	--	--	--	--	16,741	12,613	9,550

\* 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	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
<b>Overall</b>										
User Sessions (Visits)	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Ave. Weekday User Sessions	194,327	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Ave. Session Length (min.)	5:10	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076
One-Time Visitors	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997
Repeat Visitors	743,243	932,560	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079
Page Views	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410
<b>Sessions by Content Area *</b>										
About Us	110,278	140,908	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002
Citizenship	167,232	248,238	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670
Immigration Forms	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375
Services & Benefits /Topics	367,826	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Laws & Regulations	176,197	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	105,231	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	51,051	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133
Resources									--	--
Working in the U.S.									--	--
Family									--	--
Adoption									--	--
Green Card									--	--
Humanitarian									--	--
Visit the U.S.									--	--
Military									--	--
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	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08
<b>Overall</b>								
User Sessions (Visits)	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612
Average Weekday User Sessions	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952
Average Session Length (min.)	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11
Unique Visitors	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046
One-Time Visitors	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058
Repeat Visitors	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988
Page Views	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737
<b>Sessions by Content Area *</b>								
About Us	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674
Citizenship	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979
Immigration Forms	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504
Services & Benefits	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731
Laws & Regulations	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239
Press Room	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081
E-Verify	54,780	54,543	78,978	48,537	41,348	40,294	38,083	47,713
Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08	
<b>Overall</b>								
User Sessions (Visits)	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	
Page Views	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	
<b>Sessions by Content Area *</b>								
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	
E-Verify	--	38,302	34,571	29,467	27,676	29,931	28,142	

\*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
<b>Overall</b>										
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510	246,209
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38	4:57
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990
<b>Sessions by Content Area *</b>										
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016	161,335
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522	232,039
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264	512,733
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115	232,354
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576	261,337
E-Verify	--	--	--	--	--	--	--	--	--	--

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

**Legacy Data:**

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>Overall</b>											
User Sessions (Visits)	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Ave. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Ave. Session Length (min.)	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
<b>Sessions by Content Area *</b>											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

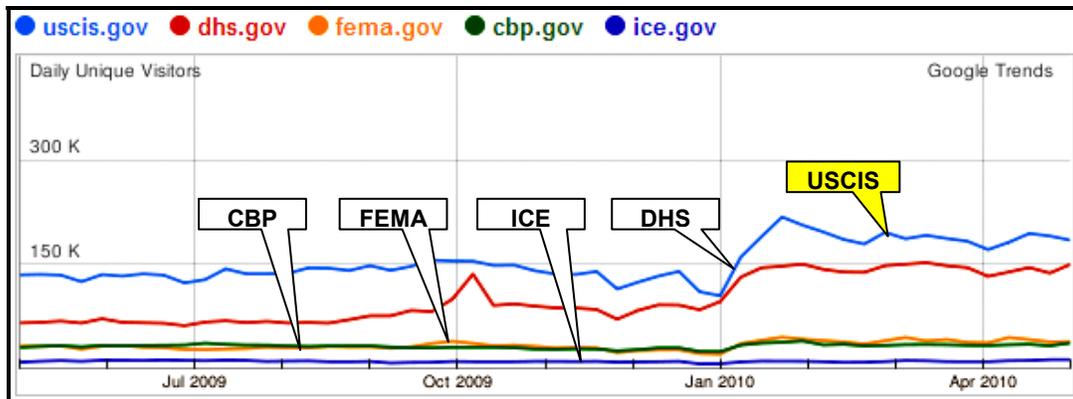
\*Total user sessions that included views of these top-level landing pages.

## CSWP Traffic Compared to Federal Sites

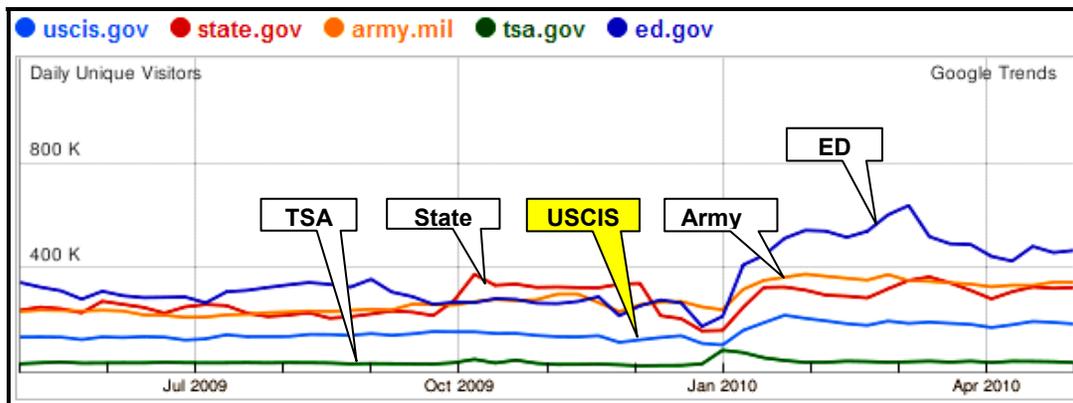
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.\*

► **Notable changes this month:** None. 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



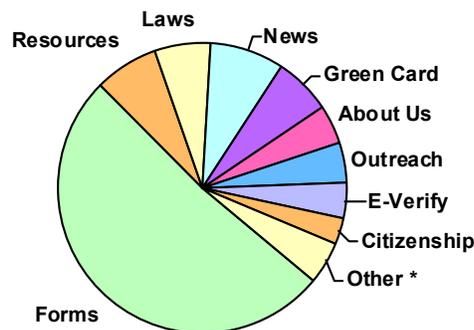
\* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known federal 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:** A new Outreach content area has been added to the site, and the former Topics area has been removed. Traffic to E-Verify increased about 16 percent, even though traffic throughout the site decreased about 10 percent. Otherwise, the volume and distribution of traffic among major content areas is largely unchanged from last month.

Content Area Landing Page	User Sessions
Forms	1,068,444
Resources	155,870
Laws	129,205
News	174,936
Green Card	132,567
About Us	94,151
Outreach	90,488
E-Verify	83,081
Citizenship	55,321
Family	24,715
Working in the U.S.	19,683
Visit the U.S.	21,346
Where to Start	9,550
Military	10,147
Adoption	9,326
Humanitarian	5,881
Total Sessions to These Pages >	2,084,711



\* "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 seven percent.

<b>2009-2010</b>	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
<b>Traffic to Landing Page:</b>									
Successful requests for pages	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796
Distinct hosts served	4,795	5,016	4,638	8,381	16,654	18,660	17,178	17,016	15,383
Total data transferred (MB)	124.5	104.8	95.2	109.7	164.7	179.6	203.8	229.1	201.6
<b>Submission of Transactions:</b>									
Successful requests for pages	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887
Distinct hosts served	3,757	3,477	3,486	4,372	6,544	7,166	6,235	6,378	6,317
Total data transferred (MB)	76.3	72.1	69.0	85.3	89.6	106.2	105.5	128.4	129.1

<b>2009</b>	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09
<b>Traffic to Landing Page:</b>							
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
<b>Submission of Transactions:</b>							
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

<b>2008</b>	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
<b>Traffic to Landing Page:</b>							
Successful requests for pages	3,509	15,599	9,014	10,025	11,277	9,996	10,174
Distinct hosts served	1,379	6,898	3,904	4,289	4,535	4,176	4,234
Total data transferred (MB)	20.6	87.5	50.5	52.5	58.4	51.9	51.9
<b>Submission of Transactions:</b>							
Successful requests for pages	3,952	12,398	9,549	10,573	11,783	10,536	10,477
Distinct hosts served	761	3,416	2,582	3,038	3,386	3,227	3,166
Total data transferred (MB)	20.0	64.8	49.7	54.6	61.2	54.5	53.8

## Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

► **Notable changes this month:** The page, "Application to Register Permanent Residence or Adjust Status," jumped from 17th to the 4th most viewed page. 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)	4,500,658	22.33%
2	Forms (2)	1,741,838	8.64%
3	Application for Naturalization (3)	410,512	2.04%
4	Application to Register Perm. Residence or Adjust Status (17)	240,521	1.19%
5	News (7)	224,281	1.11%
6	Citizenship Through Naturalization (4)	213,109	1.06%
7	Resources (9)	197,482	0.98%
8	Citizenship and Naturalization Based Forms (5)	197,376	0.98%
9	Petition for Alien Relative (8)	194,692	0.97%
10	File My Application Online (6)	194,516	0.97%
11	Affidavit of Support Under Section 213A of the Act (14)	183,113	0.91%
12	Green Card (Permanent Residence) (10)	173,446	0.86%
13	USCIS-ES Home Page (11)	167,647	0.83%
14	Laws (15)	166,713	0.83%
15	Green Card Based Forms (12)	162,311	0.81%
16	Green Card Through Family (16)	155,350	0.77%
17	The Naturalization Test (13)	151,726	0.75%
18	Petition for Alien Relative (8)	146,728	0.73%
19	Application for Employment Authorization (18)	144,716	0.72%
20	Contact Us (21)	139,620	0.69%
21	Study Materials for the Naturalization Test (20)	131,102	0.65%
22	Application to Replace Permanent Resident Card (19)	126,439	0.63%
23	About Us (22)	116,444	0.58%
24	Family of U.S. Citizens (23)	115,849	0.57%
25	RSS Feed Page (*)	114,521	0.57%
		...	...
	Total Page Views this Month >	20,154,233	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:** Five referrals were not on this list last 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](http://travel.state.gov)) and from Google searches.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	146,934	Home Page	Google search for "uscis" (1)
2	73,931	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on <a href="http://travel.state.gov">travel.state.gov</a> (2)
3	22,581	Home Page	Google toolbar searches for unknown term(s) (3)
4	16,953	Contract Between Sponsor and Household Member	Affidavit of Support page on <a href="http://travel.state.gov">travel.state.gov</a> (6)
5	16,524	Poverty Guidelines	Affidavit of Support page on <a href="http://travel.state.gov">travel.state.gov</a> (7)
6	16,144	Affidavit of Support Under Section 213A of the Act	Preparing Affidavit of Support Forms page on <a href="http://travel.state.gov">travel.state.gov</a> (8)
7	15,678	Employment Eligibility Verification	IRS.gov search for "i-9" (4)
8	14,135	Home Page	Google search for "uscis.gov" (5)
9	11,187	Affidavit of Support Under Section 213A of the Act	Visa Application Forms on <a href="http://travel.state.gov">travel.state.gov</a> (10)
10	11,152	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on <a href="http://travel.state.gov">travel.state.gov</a> (13)
11	9,833	Home Page	Home page on <a href="http://dhs.gov">dhs.gov</a> (9)
12	8,475	Intending Immigrant's Affidavit of Support Exemption	Preparing Affidavit of Support Forms page on <a href="http://travel.state.gov">travel.state.gov</a> (16)
13	8,054	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on <a href="http://travel.state.gov">travel.state.gov</a> (14)
14	7,801	Home Page	Google search for "immigration" (11)
15	7,654	Home Page	Unidentified link to <a href="http://uscis.gov">http://uscis.gov</a> (15)
16	7,037	Home Page	Google search for "ins" (17)
17	6,039	Forms	Visa Application Forms on <a href="http://travel.state.gov">travel.state.gov</a> (21)
18	5,669	Home Page	Immigrants to the U.S. on <a href="http://travel.state.gov">travel.state.gov</a> (19)
19	5,410	Forms	Immigration page on <a href="http://dhs.gov">dhs.gov</a> (20)
20	5,341	Forms	Fees for Visa Services on <a href="http://travel.state.gov">travel.state.gov</a> (24)
21	5,066	Petition for Alien Relative	Immigrant Visa for Spouse on <a href="http://travel.state.gov">travel.state.gov</a> (*)
22	4,688	Home Page	Infopass (*)
23	4,486	Home Page	Careers Opportunities page on <a href="http://dhs.gov">dhs.gov</a> (*)
24	4,287	Petition for Alien Relative	Family Immigration page on <a href="http://travel.state.gov">travel.state.gov</a> (*)
25	4,258	Contract Between Sponsor and Household Member	Visa Application Forms on <a href="http://travel.state.gov">travel.state.gov</a> (*)

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	2	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	36	8	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 related to the various terms remain relatively unchanged from month to month.

Phrase	Referrals
uscis	242,244
uscis.gov	49,935
ins	35,067
usci	23,903
immigration	23,820
www.uscis.gov	21,870
i-9 form	11,687
i-9	11,647
us immigration	11,074
immigration and naturalization	8,635
i9	8,092
green card	7,874
uscis forms	7,837
i9 form	6,378
immigration forms	6,148
form i-9	4,744
everify	4,425
ins.gov	4,378
us citizenship	4,117
i-130	3,303
i-485	3,180
us citizenship application	2,922
citizenship	2,677
i-765	2,633
uscis case status	2,618
citizenship application	2,554

Phrase	Referrals
ucis	2,444
usics	2,386
n-400	2,242
us citizenship and immigration services uscis	2,144
immigration and naturalization service	1,991
www.ins.gov	1,956
bcis	1,849
e-verify	1,848
uscis.com	1,775
n400	1,652
uscis gov	1,585
us citizenship and immigration services	1,548
i 9 form	1,536
immigration laws	1,494
ins forms	1,441
uscis.	1,407
affidavit of support	1,349
immigration services	1,317
i-131	1,302
imigration	1,252
i-864	1,242
i-751	1,237
green card renewal	1,217
g-325a	1,210

## 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	9524
n 400	8124
i 90	7832
infopass	7432
i 485	7279
forms	7022
h1b	6915
i 765	6607
visa bulletin	6406
i 864	5702
i 131	5570
i 751	5445
case status	5297
m 476	5185
i 9	5058
i 94	5014
g 325a	4959
ds 230	4906
i 551	4726
n400	4675
i 797	4668
change of address	4503
ar 11	4483
tps	3671
i 134	3632

Phrase	Count
visa	3630
green card	3460
status	3154
ead	3141
renew green card	3020
i130	3007
opt	3001
passport	2978
marriage	2792
info pass	2783
i 539	2626
citizenship	2570
appointment	2509
i 693	2504
affidavit of support	2482
green card renewal	2428
i 797c	2392
n 600	2372
deportation	2309
form i 551	2258
dual citizenship	2244
processing times	2225
premium processing	2189
change address	2175
i 9 form	2167

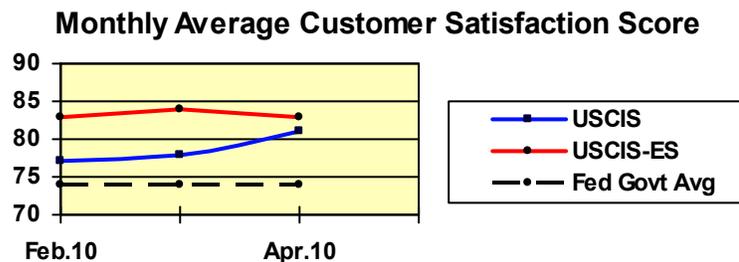
## Surveys of User Satisfaction

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.

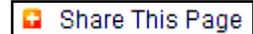


► **Notable changes this month:** This is the third month in which ForeSee Results survey results have been tabulated for the CSWP. Both USCIS.gov and USCIS-ES had an April 2010 ACSI score that was higher than the average federal government score of 74.

Latest Monthly Customer Satisfaction Score (100-point scale)	
USCIS	81
USCIS-ES	83



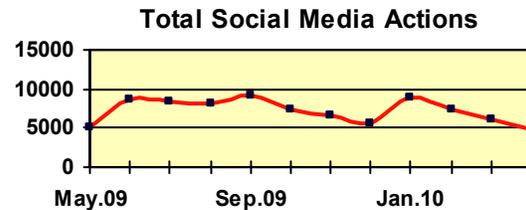
## Social Media Activity on CSWP Pages



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 websites.

► **Notable changes this month:** The total volume of social media activity decreased by about 18 percent. Three pages related to the Naturalization Test were among the five pages that had the greatest amount of social media activity.

	Top Services	Count	Share*
1	Email (1)	1094	22.2%
2	Facebook (2)	1032	20.9%
3	Print (3)	650	13.2%
4	Favorites (4)	373	7.6%
5	Digg (6)	338	6.8%
6	MySpace (5)	326	6.6%
7	Google Bookmarks (7)	235	4.7%
8	Twitter (10)	227	4.6%
9	Live (8)	157	3.2%
10	Delicious (9)	106	2.1%
–	All Others	401	8.1%
	Total	4939	100%



	Top 10 Pages with Social Media Activity	Count	Share*
1	Naturalization Test (1)	193	3.91%
2	USCIS Home Page (**)	112	2.27%
3	Study Materials for Naturalization Test (3)	80	1.62%
4	Guide to Naturalization (9)	78	1.58%
5	USCIS Naturalization Interview and Test (**)	64	1.30%
6	USCIS Continues to Accept FY 2011 H-1B Petitions (**)	62	1.26%
7	Fiance(e) Visa (7)	61	1.24%
8	After a Green Card is Granted (**)	41	0.83%
9	Visit the United States (**)	41	0.83%
10	How to Calculate My Cycle Time (10)	39	0.79%
–	All Others	4168	85.76%
	Total	4939	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.

SPANISH PORTION OF SITE	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366	132,054	117,058
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727	4,732	4,385
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25	7:14	7:03
Unique Visitors	99,842	82,797	73,694	101,443	87,431	96,125	85,518
One-Time Visitors	80,418	67,255	60,032	81,550	71,777	78,118	70,112
Repeat Visitors	19,424	15,542	13,662	19,893	15,654	18,007	15,406
Page Views	832,486	643,622	558,808	843,720	708,272	781,763	647,816

FULL CSWP (for comparison)	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438
Ave. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710	214,833	208,630
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233

## 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:** None.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	167,647	25.88%
2	Formularios (2)	32,589	5.03%
3	Formularios de Residencia Permanente (Tarjeta Verde) (5)	13,678	2.11%
4	El Examen de Naturalizacion (4)	13,082	2.02%
5	Tarjeta verde (Green card) a traves de la familia (8)	12,773	1.97%
6	Noticias (6)	11,561	1.78%
7	Tramite y procedimientos para la Tarjeta Verde (Green card) (7)	10,589	1.63%
8	Temas (3)	10,486	1.62%
9	Recursos (9)	10,481	1.62%
10	Familiares de ciudadanos estadounidenses (10)	10,069	1.55%
11	Peticion para pariente extranjero (11)	9,820	1.52%
12	Formularios de Familia (14)	8,278	1.28%
13	Ciudadania por Naturalizacion (12)	7,731	1.19%
14	Acerca de nosotros (13)	7,368	1.14%
15	Formularios para la Ciudadania y la Naturalizacion (15)	7,327	1.13%
16	Tarjeta Verde (residencia permanente) (17)	5,344	0.82%
17	Familiares de residentes permanentes (personas con la tarjeta verde) (19)	5,080	0.78%
18	Solicitud de registro de residencia permanente o ajuste de estatus (20)	4,998	0.77%
19	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (*)	4,822	0.74%
20	Formularios – Informacion general (*)	4,656	0.72%
21	Despues de que una Tarjeta verde (Green Card) haya sido concedida (23)	4,515	0.70%
22	Como renovar una Tarjeta verde (18)	4,407	0.68%
23	Ciudadania (16)	4,288	0.66%
24	Contactenos (24)	4,257	0.66%
25	Enlace Publico (*)	4,162	0.64%
		...	...
	Total Page Views this Month to USCIS-ES Pages >	647,816	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:** None.

