



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

October 2, 2009

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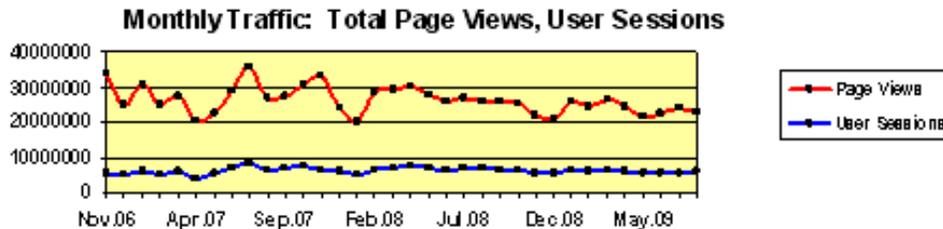
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Executive Summary

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

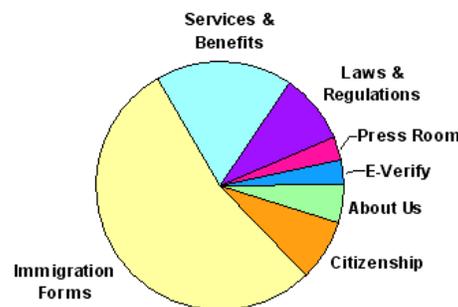
► Traffic Volume Increased Slightly

Total user sessions increased 9 percent, while page views decreased by 4 percent. (See page 2).



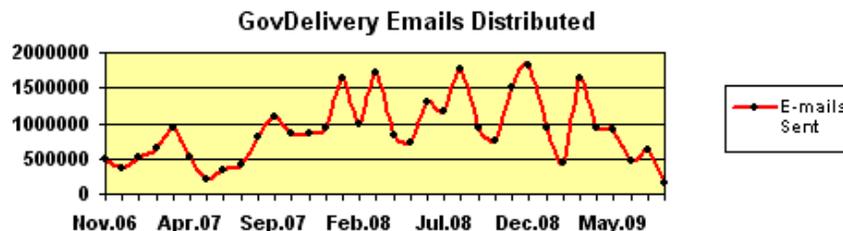
► Immigration Forms Continue to Attract Half of All Visits

Distribution of traffic to the site's primary content areas was largely unchanged. (See page 8.)



► GovDelivery Emails Distributed Decreased 76 Percent

Over 146,000 email notifications were distributed this month. (See page 11.)



► Social Media Activity on CSWP Pages Unchanged

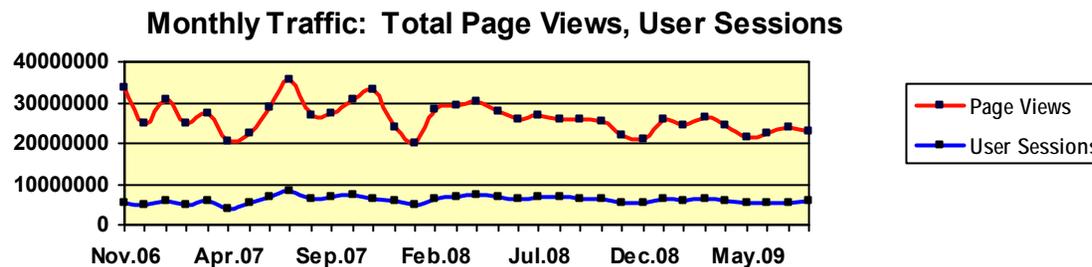
This is the fourth full month in which the CSWP has provided social media options on many of its pages. By clicking a page's "Share This Page" button, visitors are able to email, bookmark, and share the page through a wide range of social networking websites. Volume and distribution of activity has been about the same for the past three months. (See page 17).

CSWP Visitor Traffic

► **Notable changes this month:** Total user sessions increased 9 percent, while page views decreased by 4 percent.

Metric	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09
OVERALL										
User Sessions (Visits)	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088
Average Weekday User Sessions	217,952	194,327	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210
Average Session Length (min.)	5:11	5:10	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37
Unique Visitors	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691
One-Time Visitors	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028
Repeat Visitors	777,988	743,243	932,560	875,269	911,999	869,247	764,617	802,299	868,993	941,663
Page Views	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850
SESSIONS BY CONTENT AREA**										
About Us	118,674	110,278	140,908	131,997	140,533	125,837	116,936	119,211	122,388	114,798
Citizenship	195,979	167,232	248,238	214,824	211,796	181,602	164,469	164,056	173,580	173,960
Immigration Forms	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948
Services & Benefits	392,731	367,826	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303
Laws & Regulations	188,239	176,197	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323
Press Room	107,081	105,231	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934
E-Verify	47,713	51,051	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692

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



CSWP Visitor Traffic (cont.)

Metric	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08
OVERALL									
User Sessions (Visits)	6,444,469	6,873,150	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	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834	240,273
Average Session Length (min.)	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17	5:08
Unique Visitors	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907
One-Time Visitors	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097
Repeat Visitors	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048	875,810
Page Views	28,158,130	29,404,570	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	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215	141,194
Citizenship	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852	223,548
Immigration Forms	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816
Services & Benefits	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112	455,531
Laws & Regulations	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081	231,771
Press Room	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718	123,728
E-Verify	29,931	28,142	54,780	54,543	78,978	48,537	41,348	40,294	38,083

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

CSWP Visitor Traffic (cont.)

Metric	May 07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*
OVERALL									
User Sessions (Visits)	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568
Average Weekday User Sessions	198,855	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291
Average Session Length (min.)	5:08	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23
Unique Visitors	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869
One-Time Visitors	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133
Repeat Visitors	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736
Page Views	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597
SESSIONS BY CONTENT AREA**									
About Us	146,569	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168
Citizenship	253,079	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768
Immigration Forms	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197
Services & Benefits	459,238	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918
Laws & Regulations	207,185	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627
Press Room	167,884	163,819	288,576	261,337	227,123	162,919	123,607	92,657	87,572
E-Verify	--	--	--	--	--	38,302	34,571	29,467	27,676

* January 2008 numbers are artificially low because one-third of the month's traffic 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
OVERALL						
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101
SESSIONS BY CONTENT AREA**						
About Us	232,057	153,665	190,695	177,238	189,575	107,418
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592
Press Room	117,788	92,883	102,350	99,960	121,579	182,934
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

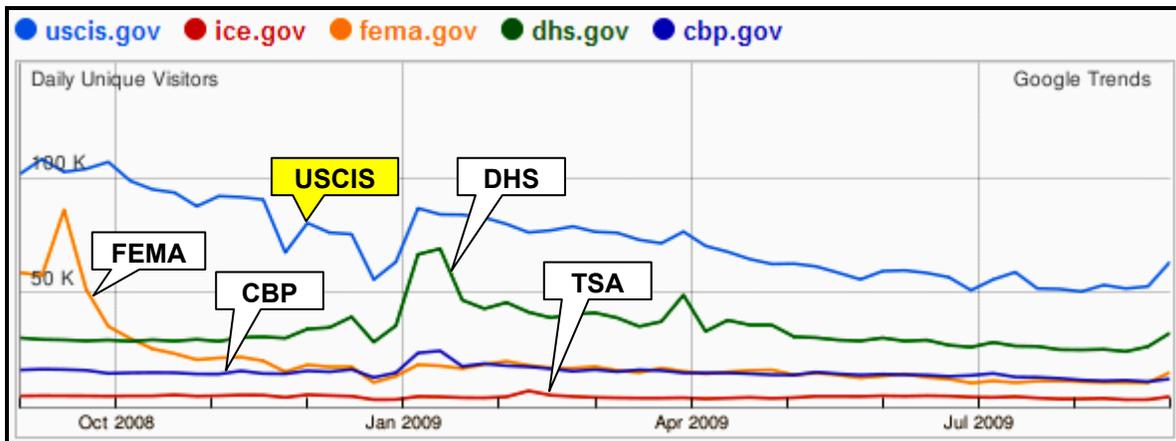
**Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

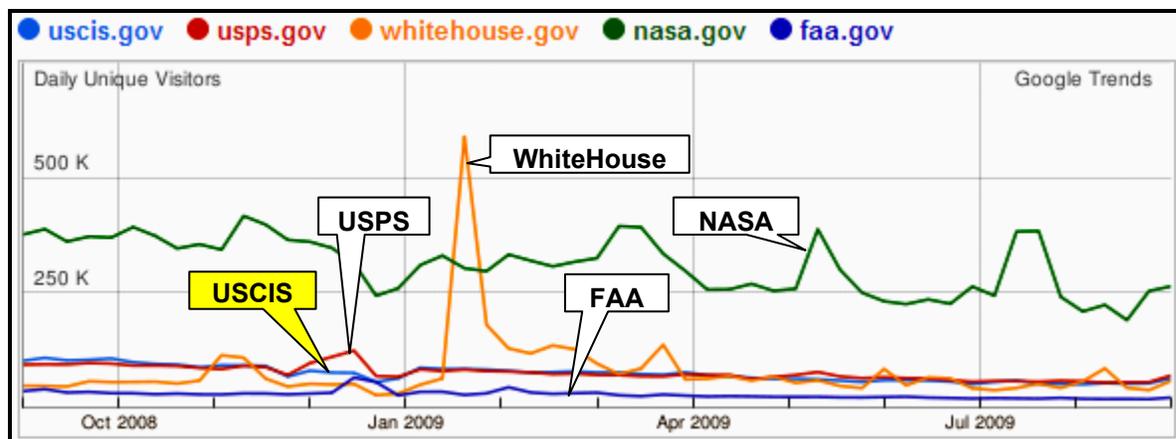
The charts below reflect **Google Trends** estimates of Daily Unique Visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **Notable changes this month:** None. The CSWP continues to be the most visited Department of Homeland Security (DHS) site and one of the top 10 most visited federal sites.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



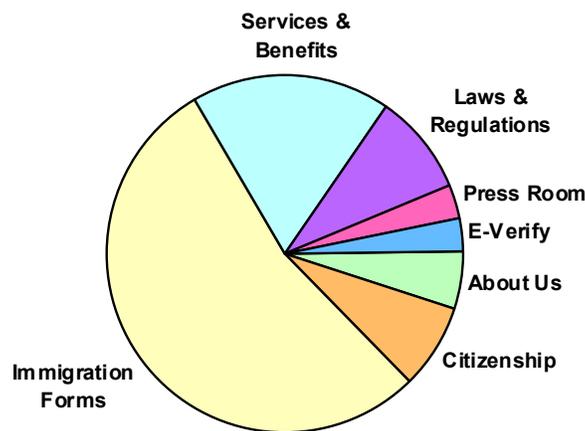
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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. About half of all visitors to the major landing pages continue to view the Immigration Forms page during their visits to USCIS.gov. (See pages 2-5 for tables of data on Sessions by Content Area going back to November 2006.)

► **Notable changes this month:** None. The distribution of traffic by major content area was unchanged.

Content Area Landing Page	User Sessions
Immigration Forms	1,212,948
Services & Benefits	410,303
Citizenship	173,960
Laws & Regulations	202,323
Press Room	72,934
About Us	114,978
E-Verify	66,692
Total Sessions to These Pages >	2,254,138



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 volume increased about 35 percent this month.

2009	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.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
Distinct hosts served	5,098	4,908	5,406	4,983	5,238	5,093	5,352	4,795
Total data transferred (MB)	61.4	62.1	71.2	80.2	102.8	119.6	104.0	124.5
Submission of Transactions:								
Successful requests for pages	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442
Distinct hosts served	3,862	3,755	4,123	4,933	4,042	3,939	3,233	3,757
Total data transferred (MB)	62.7	59.8	69.3	77.3	79.5	85.7	66.6	76.3

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 Forms landing page and three forms-related subpages continue to attract a high volume of visitors. The Application for Naturalization page returned to its position as among the top ten viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,304,397	22.93%
2	Forms (2)	2,367,034	10.24%
3	Services and Benefits (3)	710,531	3.07%
4	Lawful Permanent Residence ("Green Card") (5)	411,408	1.78%
5	Case Services While Your Case is Pending with USCIS (4)	407,704	1.76%
6	Application for Naturalization (15)	378,536	1.64%
7	Study Materials for Naturalization Test (9)	295,755	1.28%
8	Laws and Regulations (8)	272,335	1.18%
9	Citizenship (10)	268,383	1.16%
10	Petition for Alien Relative (6)	263,067	1.14%
11	Employment Eligibility Verification (7)	238,977	1.03%
12	Contact Us (11)	216,304	0.93%
13	Green Card Based Forms (12)	204,199	0.88%
14	Citizenship & Naturalization Based Forms (13)	189,952	0.82%
15	File My Application Online (16)	172,850	0.75%
16	Family Based Forms (17)	172,360	0.75%
17	Processing Times and Case Status (14)	168,480	0.73%
18	Application to Replace Permanent Resident Card (19)	159,985	0.69%
19	Application to Register Perm. Residence or Adjust Status (22)	157,339	0.68%
20	About Us (18)	149,190	0.64%
21	Affidavit of Support Under Section 213A of the Act (20)	146,997	0.64%
22	"How Do I?" Guides for Permanent Residents (*)	132,702	0.57%
23	"How Do I?" Customer Guides (21)	120,577	0.52%
24	Biographic Information (25)	118,120	0.51%
25	Citizenship for Permanent Residents (23)	109,920	0.48%
	
	Total Page Views this Month >	23,134,580	100.00%

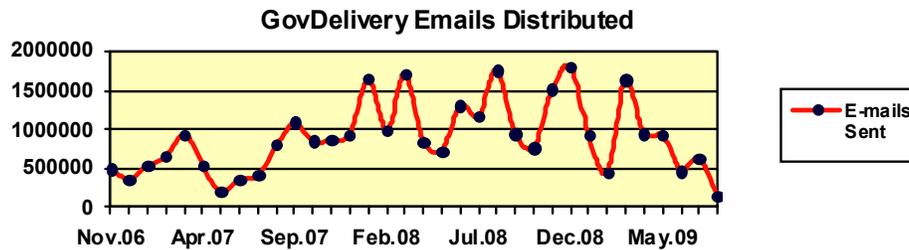
A number in parentheses indicates a page's ranking in the previous month.

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

GovDelivery Subscription Email System

Email volumes fluctuate from month to month based on the number of changes that are made to subscribable CSWP pages.

► **Notable changes this month:** There was a 76 percent decrease this month in the number of email notifications sent to those who subscribe to CSWP pages. As of September 1, 2009, there were over 282,000 active subscribers to at least one CSWP page. The click-through rate was 30 percent, which is about twice the average rate over the past 18 months.



Total Emails Sent to Subscribers This Month: 146,681 (down 76% from last month)

Total Subscribers: 282,331

Total Page Subscriptions: 924,353 (up 2% from last month)

Net* New Subscriptions Added This Month: 20,990

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: 30 percent

* 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:** Referrals from the Google Toolbar rank as the third most frequent referral for the second consecutive month. Otherwise, there were only minor changes among the top referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	86,612	Home	Google search for "uscis" (1)
2	39,053	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	24,661	Home	Google Toolbar search for unknown term (3)
4	18,780	Home	Google search for "uscis.gov" (8)
5	14,445	Employment Eligibility Verification	IRS.gov search for "i-9" (4)
6	10,962	Home	Google search for "ins" (6)
7	10,533	Home	Home page on dhs.gov (12)
8	9,648	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (11)
9	9,435	Forms	USCIS Customer Service Gateway (7)
10	8,790	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) page on travel.state.gov (19)
11	8,728	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (9)
12	8,345	Poverty Guidelines	Affidavit of Support page on travel.state.gov (14)
13	8,022	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (18)
14	7,968	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (15)
15	7,905	Form I-134	Affidavit of Support page on immihelp.com (13)
16	7,156	Lawful Permanent Residence (Green Card)	Home Page on dhs.gov (*)
17	7,039	Forms	Homeland Security Forms page on dhs.gov (*)
18	6,398	Forms	Visa Application Forms page on travel.state.gov (20)
19	6,166	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (25)
20	5,788	Home	Google search for "immigration" (21)
21	5,620	Forms	Fees for Visa Services page travel.state.gov (22)
22	5,470	Immigration Classifications and Visa Categories: Immigrants	Family Immigration page on travel.state.gov (*)
23	5,273	Employment Eligibility Verification	Homeland Security Forms page on dhs.gov (*)
24	5,195	Employment Authorization	Unknown page on irs.gov (*)
25	5,069	Forms	Immigration page on dhs.gov (23)

A number in parentheses indicates a ranking in the previous month for the same referring page and destination page.
* Indicates a page that was not in the previous month's Top 25 Referring Pages.

Ranking of CSWP Pages in Google and Yahoo Searches

The following results indicate how highly the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

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

Ranking of CSWP Pages in Search Requests on Google and Yahoo

Search Terms	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	1
immigration and naturalization services	1	1
immigration forms	1	1
citizenship	1	2
ins	1	1
naturalization	1	1
green card	1	2
asylum	1	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, and forms (e.g., I-9, I-485) account for the majority of the top 50 requests. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

Phrase	Referrals
uscis	434,228
uscis.gov	118,054
ins	90,359
www.uscis.gov	80,765
immigration	74,158
us immigration	42,791
i-9 form	41,104
immigration and naturalization	33,423
i-9	29,155
immigration forms	27,850
green card	22,480
i9 form	18,171
uscis forms	17,386
uscis gov	16,181
form i-9	15,909
us citizenship and immigration services uscis	15,706
i9	14,853
e-verify	14,033
us citizenship	13,892
us citizenship application	9,812
ins.gov	9,611
citizenship	8,864
i-130	8,485
i-485	8,266
uscis case status	7,638
uscis processing times	7,090

Phrase	Referrals
citizenship application	7,024
usci	6,914
everify	6,626
affidavit of support	6,168
bcis	6,086
us immigration forms	5,989
homeland security immigration	5,651
usics	5,650
n-400	5,573
citizenship test	5,433
usa immigration	5,385
green card renewal	5,324
e verify	5,245
immigration and naturalization service	5,159
ins forms	5,129
naturalization	5,129
i-864	5,113
g-325a	4,911
i 9 form	4,561
us citizenship and immigration services	4,543
2009 i-9 form	4,462
u.s. citizenship and immigration services	4,310
www.ins.gov	4,026
i-765	4,008

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine indicate what is most important to CSWP visitors. This data can help drive site design and content coding decisions for making the most requested content easy to find.

► **Notable changes this month:** None. There were only minor shifts among the most requested search terms and their order. Searches related to forms continue to account for about half of the top 50 terms.

Phrase	Count
i 130	12658
i 90	11237
infopass	10673
n 400	9587
green card	9519
i 485	8726
forms	8716
ar 11	8192
g 325a	7677
i 751	7489
change of address	6543
case status	6090
i 94	5793
i 131	5790
m 476	5616
h1b	5372
i 864	5368
marriage	5081
i 9	5032
citizenship	4960
i 765	4864
ds 230	4801
n400	4780
visa bulletin	4549
i130	4255

Phrase	Count
i 797	4203
visa	4189
i 102	4066
form i 90	4031
i 551	3885
i 539	3881
passport	3587
naturalization	3453
info pass	3435
i 134	3343
status	3316
form i 130	3008
address change	2980
fees	2885
civil surgeon	2851
student visa	2846
i90	2803
e verify	2720
appointment	2651
deportation	2627
ar11	2605
n 600	2588
fiance visa	2579
i 129f	2572
affidavit of support	2503

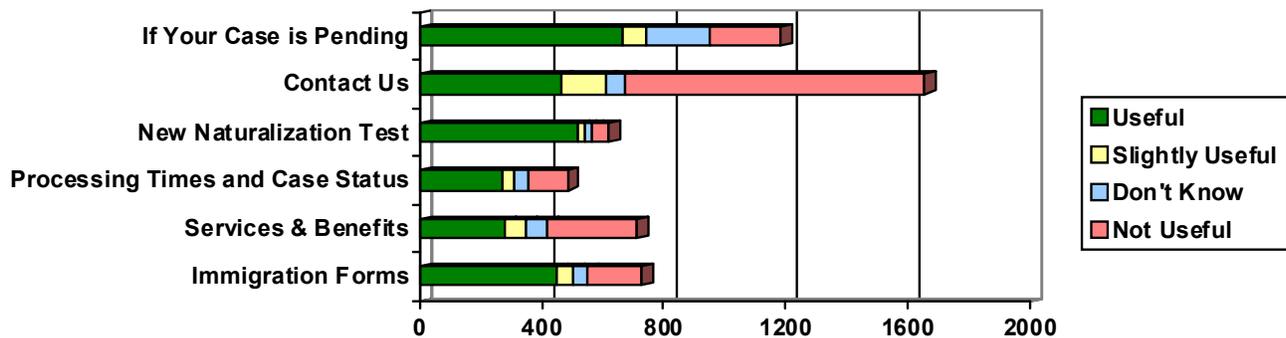
Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that gives users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, suggest levels of user satisfaction and areas where further data gathering may be useful.

► **Notable changes this month:** Among the six most surveyed pages, the average rating of "Useful" increased by 13 percent, while the average for "Not Useful" decreased by 14 percent. The New Naturalization Test page was the 6th most rated page. The average ratings across all six of the most surveyed pages were:

- Useful – 49.2 percent
- Slightly Useful – 7.8 percent
- Don't Know – 8.5 percent
- Not Useful – 34.5 percent

Count of Ratings for Pages That Triggered the Most Survey Responses



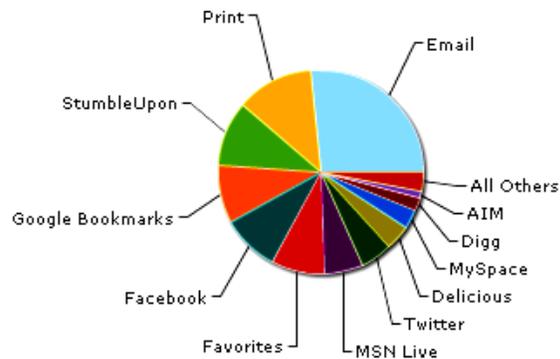
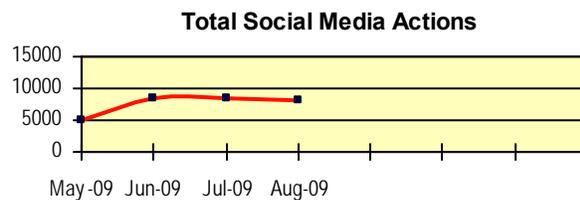
Social Media Activity on CSWP Pages

In April 2009, the CSWP began offering a social media option on many of its pages. By clicking a page's "Share This Page" button, visitors are able to email, bookmark, and share the page through a wide range of social networking websites, including StumbleUpon, Facebook, and Twitter. The tables below reflect the counts of visitors' usage of one or more social media options throughout the site.



► **Notable changes this month:** None. There were only minor shifts within the lists of most used social media services and the pages on which they occurred. Total volume of activity remained virtually unchanged.

Service	Count	Share
Email	2142	26.4%
Print	976	12.0%
StumbleUpon	839	10.3%
Google Bookmarks	734	9.0%
Facebook	723	8.9%
Favorites	689	8.4%
MSN Live	521	6.4%
Twitter	448	5.5%
Delicious	306	3.7%
MySpace	227	2.8%
Digg	186	2.2%
AIM	86	1.0%
All Others	277	3.4%
Total	8154	100%



	Top 10 Pages with Social Media Activity	Count
1	Processing Times and Case Status (1)	478
2	Immigration Forms (2)	275
3	New Naturalization Test (3)	192
4	Services and Benefits (4)	134
5	N-400, Application for Naturalization (5)	122
6	If Your Case Was Approved (6)	114
7	New Naturalization Test, with Audio (7)	113
8	Update: Case Status Inquires with Service Centers *	102
9	Citizenship *	79
10	Permanent Resident (Green Card) *	75

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

* Indicates an item that was not in the previous month's ranking.