

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

USCIS OIT Enterprise Applications Operations and Maintenance Support



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

Table of Contents

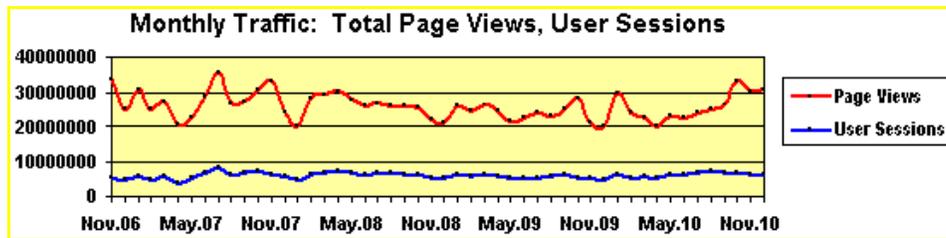
Executive Summary	1
CSWP Visitor Traffic	2
CSWP Traffic Compared to Federal Sites	7
USCIS.gov Compared to Other DHS Web Sites.....	7
USCIS.gov Compared to Leading Federal Web Sites.....	7
Distribution of Traffic by Major Content Area.....	8
FOIA Status Check	9
Top 25 Viewed Pages.....	10
Top 25 Downloaded Files	11
Top 25 Referring Pages Sending Traffic to CSWP	12
Ranking of CSWP Pages in Top Three Search Engines	13
Top 50 Search Terms from Referring External Search Engines	14
Top 50 Search Terms Entered into the CSWP Search Engine	15
Surveys of User Satisfaction.....	16
Social Media Activity Using Links on CSWP Pages.....	17
GovDelivery Subscription Messages	18
USCIS-ES Visitor Traffic	19
Top 25 Viewed USCIS-ES Pages	20

Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for December 2010. Included is data on its Spanish language component, USCIS-ES. Highlights in this report:

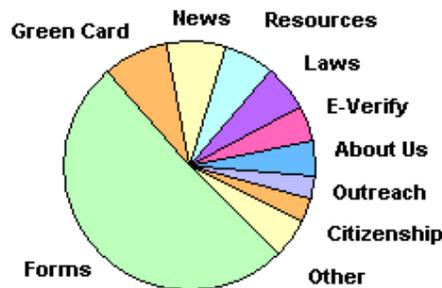
► **Overall Traffic Volume Increased About Two Percent**

Page views and user sessions increased two percent. (See page 2.)



► **Traffic to and Through Major Content Landing Pages Decreased Eight Percent**

While overall traffic to the CSWP increased two percent, the traffic that went to or through the major content area landing pages decreased an average of eight percent. The distribution of traffic to major content areas was largely unchanged. (See page 8.)



► **Petition for a Nonimmigrant Worker (Form I-129) the Most Downloaded File**

Form I-129 was downloaded over 2.1 million times, up from 870,000 last month. Form I-864, Affidavit of Support Under Section 213A of the Act, which was the most downloaded file last month, dropped to 24th. (See page 11.)

► **USCIS and USCIS-ES Continue to Have High Customer Satisfaction Scores**

The CSWP and its Spanish language component, USCIS-ES, continued to earn much higher customer satisfaction scores than the average for federal government sites. (See page 16.)

USCIS	USCIS-ES	Federal Govt.
81	85	74

► **News and Information Distributed Directly to Visitor Subscribers**

The CSWP uses GovDelivery to send notifications to visitors who choose to subscribe to specific pages or follow USCIS on Twitter. (See page 18.)

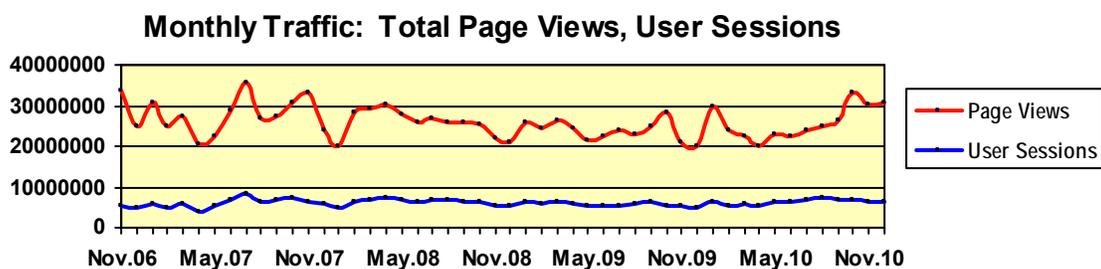
CSWP Visitor Traffic

► **Notable changes this month:** The key indicators of traffic volume – page views and user sessions – increased two percent, while traffic that went to or through the major content areas' landing pages (see Sessions by Content Area, below) decreased an average of eight percent.

Metric	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10
Overall							
User Sessions (Visits)	6,509,804	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365
Ave. Weekday User Sessions	252,191	255,985	271,581	265,128	264,060	255,144	232,727
Ave. Session Length (min.)	6:07	6:07	6:22	6:18	5:56	5:47	5:29
Unique Visitors	3,609,436	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384
One-Time Visitors	2,639,638	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232
Repeat Visitors	969,798	992,174	1,028,814	1,005,225	984,944	937,867	881,152
Page Views	22,536,447	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680
Sessions by Content Area *							
About Us	111,864	114,708	109,440	101,427	98,773	95,758	87,723
Citizenship	58,716	66,942	63,147	57,175	56,920	58,257	55,344
Forms / Immigration Forms	1,159,375	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509	991,126
Services & Benefits/Topics	--	--	--	--	--	--	--
Outreach	104,236	108,366	75,634	69,001	68,237	65,636	59,977
Laws	137,710	145,823	135,496	130,363	127,799	123,795	111,104
News	186,974	200,039	200,278	182,290	174,488	165,384	145,577
E-Verify	93,473	105,700	89,738	80,944	79,720	78,707	93,701
Resources	171,966	178,192	174,069	162,453	159,486	147,966	131,331
Working in the U.S.	23,340	25,126	24,744	22,706	23,480	21,628	21,990
Family	24,857	28,433	27,162	26,203	26,142	24,342	24,190
Adoption	9,581	8,402	8,940	7,969	7,774	7,599	7,949
Green Card	171,313	181,797	181,266	174,656	201,522	168,637	168,976
Humanitarian	6,230	5,767	5,548	5,296	5,256	4,602	4,648
Visit the U.S.	23,250	22,735	21,916	20,078	19,826	19,573	19,083
Military	10,615	10,467	10,707	10,016	9,888	12,201	10,048
Where to Start **	8,884	16,376	12,176	19,621	15,015	10,296	11,336

* 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	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Overall								
User Sessions (Visits)	5,196,257	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	226,569	204,608	180,624	234,810	216,710	214,833	208,630	244,816
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28	6:13
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550	936,250
Page Views	28,134,571	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	109,752	89,859	81,596	103,769	95,240	103,178	94,151	106,041
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260	55,321	61,374
Immigration Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684	20,275	--	--
Outreach	--	--	--	--	--	--	90,488	100,533
Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535	129,205	151,765
Press Room	161,045	127,746	126,476	170,202	138,273	180,215	174,936	187,917
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499	83,081	96,768
Resources	186,097	150,560	144,691	187,523	170,010	171,707	155,870	173,036
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090	19,683	23,122
Family	38,173	31,816	23,042	34,239	30,517	29,363	24,715	27,355
Adoption	12,534	10,067	7,559	13,939	8,336	10,712	9,326	10,162
Green Card	138,178	108,233	120,181	159,491	136,008	151,395	132,567	163,530
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747	5,881	6,910
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995	21,346	23,926
Military	12,730	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	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Overall										
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
Average Weekday User Sessions	194,327	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Average 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
Sessions by Content Area *										
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	367,826	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach	--	--	--	--	--	--	--	--	--	--
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
Metric	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.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	5,477,612
Average Weekday User Sessions	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952
Average Session Length (min.)	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11
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	2,732,046
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	1,954,058
Repeat Visitors	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988
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	22,074,737
Sessions by Content Area *										
About Us	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674
Citizenship	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979
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	1,097,504
Services & Benefits	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731
Outreach	--	--	--	--	--	--	--	--	--	--
Laws & Regulations	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239
Press Room	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081
E-Verify	29,931	28,142	54,780	54,543	78,978	48,537	41,348	40,294	38,083	47,713

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

CSWP Visitor Traffic (cont.)

Metric	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**
Overall								
User Sessions (Visits)	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	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291
Average Session Length (min.)	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23
Unique Visitors	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	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133
Repeat Visitors	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736
Page Views	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	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168
Citizenship	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768
Immigration Forms	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197
Services & Benefits	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918
Laws & Regulations	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627
Press Room	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
Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May 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	
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	
Sessions by Content Area *								
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	
E-Verify	--	--	--	--	--	--	--	

* 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.

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

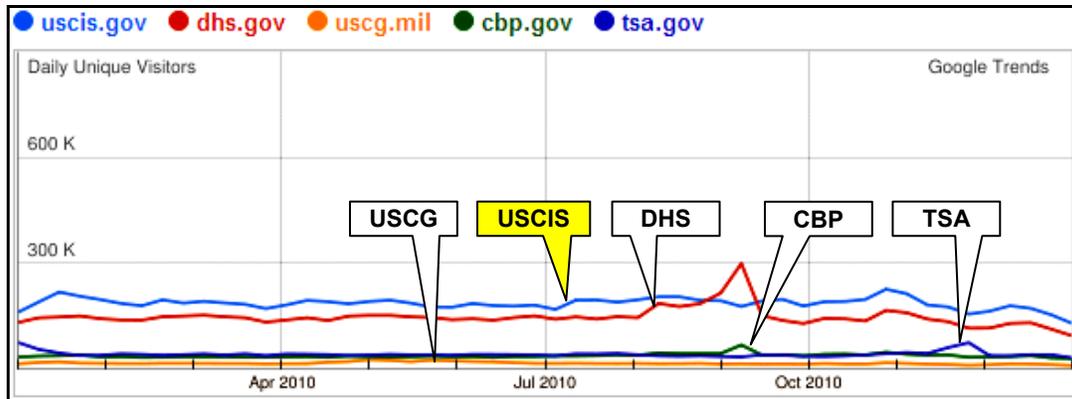
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

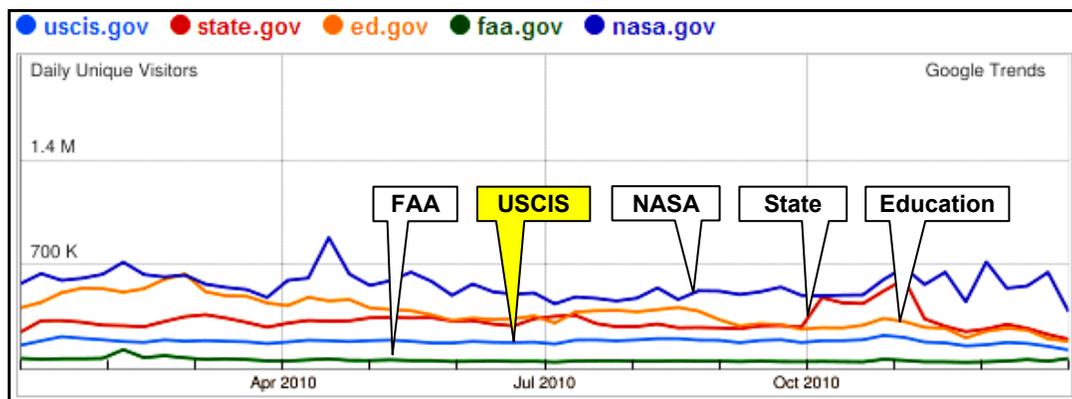
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



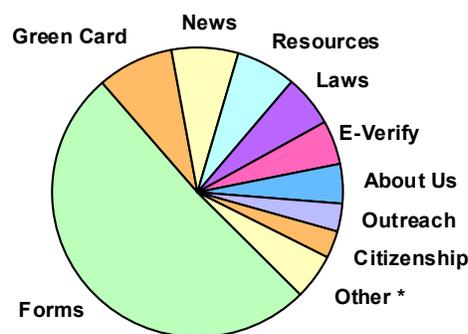
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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 reflect counts of user sessions to 15 key landing pages and the 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:** While overall traffic to the CSWP increased two percent, the traffic that went to or through the major content area landing pages decreased an average of eight percent. The distribution of traffic to major content areas was largely unchanged.

Content Area Landing Page	User Sessions
Forms	991,126
Green Card	168,976
News	145,577
Resources	131,331
Laws	111,104
E-Verify	93,701
About Us	87,723
Outreach	59,977
Citizenship	55,344
Family	24,190
Working in the U.S.	21,990
Visit the U.S.	19,083
Where to Start	11,336
Military	10,048
Adoption	7,949
Humanitarian	4,648
Total Sessions to These Pages >	1,944,103



* "Other" in chart includes Family, Working in the U.S., Visit the U.S., Where to Start, Military, Adoption, and Humanitarian.

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:** Total transactions decreased two percent.

	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10
Page Views on Landing Page	26,796	27,990	26,338	33,403	37,913	35,005	24,986	19,561	18,296
Transactions	17,887	18,565	16,521	19,017	22,584	21,597	16,757	13,696	13,401

	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10
Page Views on Landing Page	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196
Transactions	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721

	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Page Views on Landing Page	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664
Transactions	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170

	Jun.08	Jul.08	Aug.08	Sep.08
Page Views on Landing Page	3,509	15,599	9,014	10,025
Transactions	3,952	12,398	9,549	10,573

Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov.

► **Notable changes this month:** Additions to this month's list include Contact Us (#14), Petition to Remove the Conditions of Residence (#17), E-Verify (#18), and Biographic Information (#20).

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,248,795	17.16%
2	Forms (2)	1,564,439	5.12%
3	Application for Naturalization, N-400 (3)	480,081	1.57%
4	Petition for Alien Relative, I-130 (4)	368,142	1.20%
5	Application to Replace Permanent Resident Card, I-90 (5)	255,890	0.84%
6	Green Card (Permanent Residence) (9)	222,474	0.73%
7	Application to Register Perm. Residence or Adjust Status, I-485 (6)	213,725	0.70%
8	News (8)	206,679	0.68%
9	USCIS-ES Home Page (7)	184,901	0.60%
10	File My Application Online (E-Filing) (10)	176,344	0.58%
11	Affidavit of Support Under Section 213A of the Act, I-864 (13)	167,424	0.55%
12	Citizenship Through Naturalization (11)	166,987	0.55%
13	Resources (12)	165,579	0.54%
14	Contact Us (*)	145,471	0.48%
15	Laws (16)	140,487	0.46%
16	Application for Employment Authorization, I-765 (17)	135,491	0.44%
17	Petition to Remove the Conditions of Residence, I-751 (*)	121,372	0.40%
18	E-Verify (*)	114,408	0.37%
19	Family of U.S. Citizens (18)	113,682	0.37%
20	Biographic Information, G-325A (*)	110,584	0.36%
21	Check Filing Fees (20)	110,305	0.36%
22	About Us (21)	107,503	0.35%
23	How to Calculate Your Cycle Time [empty page] (23)	102,762	0.34%
24	Forms Updates RSS Page (*)	102,481	0.34%
25	Green Card Through Family (19)	96,976	0.32%
	
	Total Page Views this Month >	30,581,680	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 Downloaded Files

The following table shows the 25 most downloaded files on USCIS.gov.

► **Notable changes this month:** Form I-129 was downloaded over 2.1 million times, up from 870,000 last month. Form I-864, the most downloaded file last month, moved to the 24th position.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-129: Petition for a Nonimmigrant Worker (5)	2,185,553	11.04%
2	M-562: How Do I Renew or Replace My Perm. Resident Card (2)	988,681	4.99%
3	M-565: How Do I Apply for U.S. Citizenship? (3)	980,286	4.95%
4	M-555: How Do I Help My Relative Become a Perm. Resident (4)	825,833	4.17%
5	M-477: Document Checklist (6)	765,121	3.86%
6	M-476: A Guide to Naturalization (10)	455,739	2.30%
7	M-623: Civics Flash Cards for Naturalization Test (7)	449,175	2.27%
8	I-9: Employment Eligibility Verification (8)	416,509	2.10%
9	M-561: How Do I Help Relative Become a Perm. Resident (9)	402,821	2.03%
10	M-618: Welcome to the U.S., Guide for New Immigrants (11)	345,389	1.74%
11	Customer Service Guide - Nonimmigrant Services (14)	309,345	1.56%
12	I-130 Instructions: Petition for Alien Relative (25)	289,554	1.46%
13	M-564: How Do I Help Fiance(e) Become a Perm. Resident (16)	284,731	1.44%
14	N-400: Application for Naturalization (12)	276,905	1.40%
15	I-140: Immigrant Petition for Alien Worker (*)	274,396	1.39%
16	Customer Service Guide – Perm. Residents Naturalization (15)	270,966	1.37%
17	M-274: Instructions for Completing Form I-9 (20)	266,363	1.34%
18	Customer Service Guide – U.S. Citizens (17)	244,796	1.24%
19	M-608: How Do I Get a Reentry Permit (19)	235,333	1.19%
20	M-606: How Do I Financially Sponsor Someone to Immigrate (18)	216,025	1.09%
21	I-130: Petition for Alien Relative (21)	215,525	1.09%
22	I-601: Application for Waiver of Grounds of Inadmissibility (*)	211,252	1.07%
23	G-325A: Biographic Information (22)	201,205	1.02%
24	I-864: Affidavit of Support Under Section 213A of the Act (1)	194,663	0.98%
25	I-485: Application to Register Permanent Residence or Adjust Status (*)	184,316	0.93%
	
	Total Downloaded Files this Month >	19,805,054	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:** Unspecified sources on Google generated the second most frequent referrals. Google and the State Department's Bureau of Consular Affairs site (Travel.State.Gov) continue to provide a significant share of referral traffic.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	86,076	Home Page	Google search for "uscis" (1)
2	55,953	Home Page	Unspecified source(s) on google.com (11)
3	27,700	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.Gov (2)
4	17,198	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on Travel.State.Gov (3)
5	11,598	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.Gov (4)
6	11,144	Employment Eligibility Verification (I-9)	Link to i-9 on irs.gov (8)
7	10,639	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.Gov (6)
8	9,181	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.Gov (10)
9	9,023	Forms	Fees for Visa Services on Travel.State.Gov (5)
10	8,282	Home Page	Google search for "immigration" (7)
11	7,754	Home Page	Home page on dhs.gov (9)
12	7,004	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.Gov (12)
13	6,040	Home Page	Unidentified link(s) to http://uscis.gov (18)
14	5,481	E-Verify - For Employers	E-Verify page on dhs.gov (14)
15	5,448	Home Page	Immigrants to US on Travel.State.Gov (13)
16	4,811	Home Page	Google search for "ins" (16)
17	8,902	Home Page	Google search for "uscis.gov" (15)
18	4,582	Green Card (Permanent Residence)	Unspecified source(s) on google.com (*)
19	4,483	I-9 (PDF)	Unspecified source(s) on google.com (*)
20	4,454	Home Page	Infopass (20)
21	4,453	Forms	Immigration page on dhs.gov (17)
22	4,298	Forms	Unspecified source(s) on google.com (*)
23	3,853	Home Page	Career Opportunities on dhs.gov (23)
24	3,785	I-9 (PDF)	Link to I-9 on irs.gov (24)
25	3,576	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.Gov (*)

Number in parentheses indicates rank in the previous month. (*) = A referral not in the previous month's Top 25.

Ranking of CSWP Pages in Top Three Search Engines

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

► **Notable changes this month:** USCIS.gov was listed as the first search result in a Yahoo search for "asylum," up from being listed seventh or eighth in recent months. There were no other notable changes from last month.

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	2
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	2	2
green card	1	1	1
asylum	7	1	6

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.

Phrase	Referrals
uscis	184,330
uscis.gov	28,187
immigration	25,785
ins	25,679
www.uscis.gov	15,106
i-9 form	10,560
us immigration	10,005
i-9	8,734
uscis forms	7,185
i9	5,881
green card	5,495
uscis case status	5,226
i9 form	5,095
i-130	4,557
us citizenship	4,394
everify	4,177
form i-9	4,104
immigration forms	4,002
immigration and naturalization	3,144
i-485	3,109
us citizenship application	2,876
i-765	2,794
ucis	2,558
i-864	2,554
i-751	2,478

Phrase	Referrals
n400	2,404
usics	2,339
n-400	2,328
naturalization	2,255
citizenship application	2,135
ins.gov	2,088
affidavit of support	1,915
i 9 form	1,866
e-verify	1,761
uscis.com	1,586
citizenship	1,580
i-129	1,529
green card renewal	1,502
i-131	1,480
usci	1,476
i130	1,420
pdf	1,381
form i-130	1,321
g-325a	1,298
i-134	1,275
bcis	1,208
i 130	1,171
ina	1,161
http://www.uscis.gov/	1,160
http://uscis.gov/	1,144

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 specific forms continue to account for about half of the most popular search requests.

Phrase	Count
i 130	8875
i 485	6794
forms	6157
i 864	5927
i 751	5561
i 765	5358
visa bulletin	4997
infopass	4714
ds 230	4535
g 325a	4502
i 94	4262
i 551	4161
i 797	4155
i 131	4122
h1b	4086
n 400	3937
i 90	3806
green card	3122
i130	2716
n400	2634
i 9	2619
change of address	2595
i 693	2512
m 476	2469
ar 11	2460

Phrase	Count
i 797c	2419
fees	2294
case status	2281
visa	2271
ds230	2207
i 134	2153
form i 551	2052
i 539	2040
dream act	2034
class of admission	2018
i485	2002
marriage	1978
info pass	1953
opt	1915
i 912	1912
passport	1889
g325a	1846
n 600	1828
tps	1776
appointment	1775
citizenship	1743
status	1740
processing times	1726
processing time	1722
i864	1708

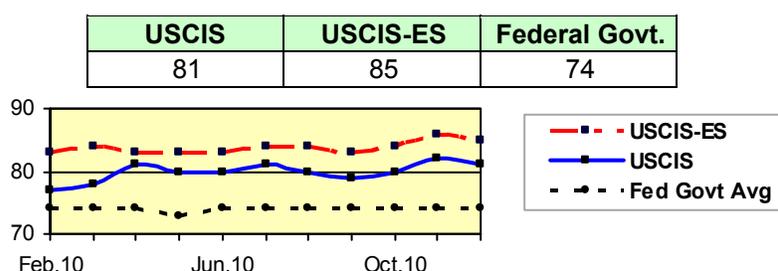
Surveys of User Satisfaction

USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The average monthly score for both USCIS and USCIS-ES decreased by one point, to 81 for USCIS.gov and to 85 for USCIS-ES. Both sites continue to have ACSI-verified user satisfaction scores that are higher than the average of all federal government Web sites that use ForeSee Results surveys.

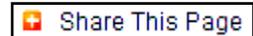
This Month's Average Customer Satisfaction Scores



Top Visitor Responses to Selected Survey Questions (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	21%	9%
Find Form	17%	9%
Get General Information Before I File My Case	15%	25%
Green Card Information	11%	13%
Check My Case Status	11%	24%
Primary Method Used to Find Information		
Site's Search Feature	30%	32%
Top Navigation Bar	24%	24%
Used an External Search Engine (e.g., Google)	18%	17%
Just Browsing	15%	12%
Site Map	8%	9%
"Where to Start" Feature	6%	5%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	31%	39%
Naturalized U.S. Citizen	24%	15%
U.S. Born Citizen	17%	8%
Citizen of a Foreign Country	6%	10%
Attorney	3%	--
Visitor / Non-Immigrant	--	6%

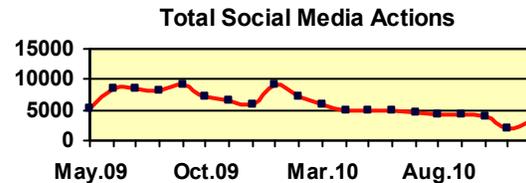
Social Media Activity Using Links on CSWP Pages



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 variety of social media tools.

► **Notable changes this month:** The volume of social media activity using page-based links increased 70 percent. The page on New Application and Petition Fees that was published in November was the second most shared page.

	Top Services	Count	Share*
1	Facebook (1)	801	23.7%
2	Email (2)	591	17.5%
3	Stumble Upon (3)	451	12.4%
4	Google Bookmarks (4)	281	8.3%
5	Print (5)	255	7.5%
6	MySpace (7)	190	5.6%
7	Digg (6)	172	5.1%
8	Messenger (10)	142	4.3%
9	Twitter (9)	133	4.0%
10	YMail (*)	74	2.3%
–	All Others...	312	9.3%
	Total	3402	100%



	Top 10 Pages Shared Via Page-Based Social Media Links	Count	Share
1	USCIS Home Page (1)	352	10.3%
2	New Application and Petition Fees (*)	95	2.8%
3	How to Calculate My Cycle Time (3)	55	1.6%
4	Fiance(e) Visa (*)	55	1.6%
5	Guide to Naturalization (2)	48	1.4%
6	Family of U.S. Citizens (8)	39	1.2%
7	Resources (4)	29	0.9%
8	USCIS-ES Home Page (*)	27	0.8%
9	Forms (*)	24	0.7%
10	Citizenship Through Naturalization (*)	23	0.7%
–	All Others...	2655	78.0%
	Total	3402	100%

Number in parentheses indicates rank in the previous month.

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

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

GovDelivery Subscription Messages

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. People may also follow USCIS.gov using Twitter.

► **Notable changes this month:** GovDelivery is used to disseminate content change emails and Twitter messages. The GovDelivery subscription service has been resumed after a few months of inactivity.

Metric	Nov10	Dec10
GovDelivery Emails		
Bulletins Issued	2	15
Emails Distributed to Subscribers	282,213	49,179
Subscribers at End of Month	280,617	281,480
Subscriptions	840,739	845,987
Total Subscribable Topics **	17	17
Twitter Bulletins		
Twitter Bulletins Issued	26	16
Notifications Sent to Subscribers	20,535	14,381
Subscribers at End of Month	817	966

** Top subscribable topics: News Releases, Forms Updates, H-1B Cap Season, Federal Register Announcements, H-2B Cap Season, USCIS Import, E-Verify Updates

USCIS-ES Visitor Traffic

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about three percent of all traffic to the CSWP.

► **Notable changes this month:** User sessions decreased 12 percent and page views decreased 17 percent. USCIS-ES traffic accounted for about 2.4 percent of all CSWP traffic this month, compared to 2.8 percent last month.

USCIS-ES	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10
User Sessions (Visits)	139,357	139,388	157,387	177,412	173,204	167,980	174,783	154,120
Ave. Weekday User Sessions	5,247	5,252	5,719	6,451	6,419	6,218	6,424	5,505
Ave. Session Length (min.)	7:18	7:48	7:19	7:26	7:14	6:57	6:50	6:46
Unique Visitors	100,919	102,502	114,110	127,148	125,245	120,893	122,632	108,304
One-Time Visitors	82,494	84,173	93,547	103,917	102,485	99,318	100,232	89,501
Repeat Visitors	18,425	18,329	20,563	23,231	22,760	21,575	22,400	18,803
Page Views	748,673	763,536	824,976	923,216	856,269	840,469	854,445	704,417

USCIS-ES	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

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** Pages involving Green Card content continue to be very popular. Nuevas tarifas de peticiones y solicitudes (New Application and Petition Fees), the tenth most viewed page last month, moved to position 23.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	184,901	26.25%
2	Formularios (2)	32,695	4.64%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	14,199	2.02%
4	Noticias (4)	13,635	1.94%
5	Tarjeta verde (Green card) a traves de la familia (11)	13,479	1.91%
6	Familiares de ciudadanos estadounidenses (5)	13,470	1.91%
7	Peticion para pariente extranjero, I-130 (7)	11,836	1.68%
8	Tarjeta Verde (residencia permanente) (8)	10,926	1.55%
9	El Examen de Naturalizacion (6)	9,463	1.34%
10	Recursos (13)	8,806	1.25%
11	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (9)	8,804	1.25%
12	Enlace Publico (14)	8,653	1.23%
13	Familiares de residentes permanentes (personas con la tarjeta verde) (15)	8,018	1.14%
14	Ciudadania por Naturalizacion (12)	7,859	1.12%
15	Despues de que una Tarjeta verde (Green Card) haya sido concedida (20)	7,573	1.08%
16	Tramite y procedimientos para la Tarjeta Verde (Green card) (19)	7,475	1.06%
17	Formularios de Familia (16)	7,387	1.05%
18	Familia (23)	6,777	0.96%
19	Acerca de nosotros (21)	6,701	0.95%
20	Formularios para la Ciudadania y la Naturalizacion (18)	6,620	0.94%
21	Formularios – Informacion general (17)	6,351	0.90%
22	El Examen de Naturalizacion: Preguntas de civismo (22)	5,708	0.81%
23	Nuevas tarifas de peticiones y solicitudes entraran en vigor el 23 de Noviembre del 2010 (<i>New Application and Petition Fees</i>) (10)	5,335	0.76%
24	Tarjeta Verde (Green card) para un familiar de un residente permanente (*)	5,269	0.75%
25	Solicitud de Naturalizacion, N-400 (*)	5,241	0.74%
	
	Total Page Views this Month to USCIS-ES Pages >	704,417	100.00%

Number in parentheses indicates rank in previous month.

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