

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

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**Information Technology Sustainment and Security Remediation**



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

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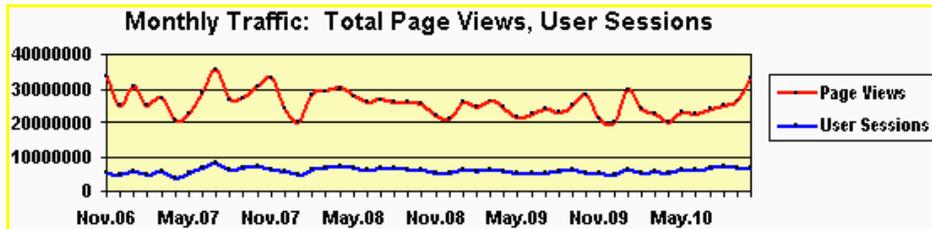
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# Executive Summary

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

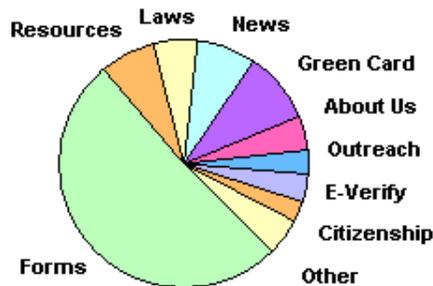
► **Traffic Volume Increased 27 Percent**

Page views increased 27 percent, while user sessions decreased 0.3 percent. (See page 2.)



► **Distribution of Traffic Largely Unchanged**

There were only minor fluctuations in the level and distribution of traffic among the major content areas. (See page 8.)

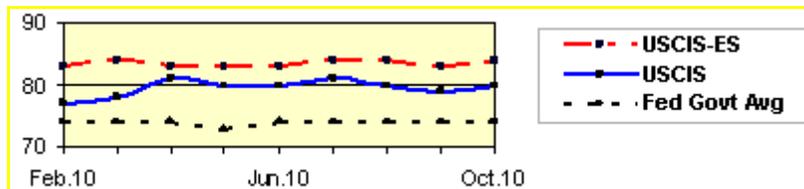


► **State Dept's Bureau of Consular Affairs Refers a Steady Stream of Traffic to the CSWP**

Many web-based referrals of traffic to the CSWP continue to come from the State Department's Bureau of Consular Affairs web site. (See page 12.)

► **USCIS and USCIS-ES Earn High Satisfaction Scores**

USCIS.gov and its Spanish language component (USCIS-ES) continue to earn user satisfaction scores that are higher than the federal government average. (See page 16.)



► **USCIS-ES Traffic Accounts for Three Percent of All CSWP Traffic**

Since its launch one year ago, USCIS-ES has accounted for about three percent of all traffic to the CSWP. This month, the USCIS-ES share was about 2.5 percent. (See page 18.)

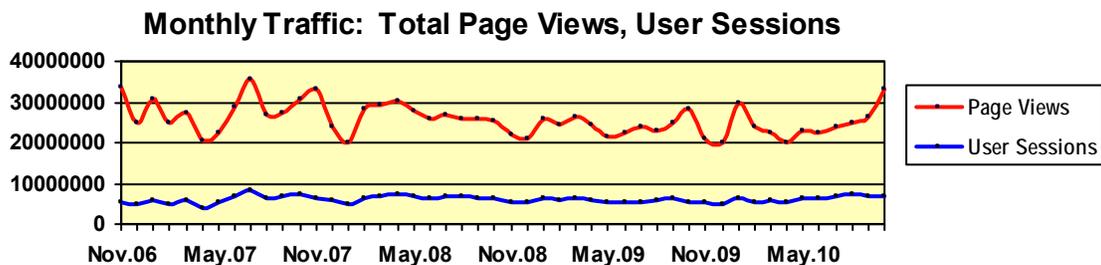
# CSWP Visitor Traffic

► **Notable changes this month:** There was a significant increase in traffic. Page views increased 27 percent, while user sessions decreased 0.3 percent.

Metric	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10
<b>Overall</b>							
User Sessions (Visits)	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735	6,886,006	6,863,381
Ave. Weekday User Sessions	208,630	244,816	252,191	255,985	271,581	265,128	264,060
Ave. Session Length (min.)	6:28	6:13	6:07	6:07	6:22	6:18	5:56
Unique Visitors	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018	3,802,691
One-Time Visitors	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793	2,817,747
Repeat Visitors	800,550	936,250	969,798	992,174	1,028,814	1,005,225	984,944
Page Views	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368	33,334,881
<b>Sessions by Content Area *</b>							
About Us	94,151	106,041	111,864	114,708	109,440	101,427	98,773
Citizenship	55,321	61,374	58,716	66,942	63,147	57,175	56,920
Forms / Immigration Forms	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877	1,135,790
Services & Benefits/Topics	--	--	--	--	--	--	--
Outreach	90,488	100,533	104,236	108,366	75,634	69,001	68,237
Laws / Laws & Regulations	129,205	151,765	137,710	145,823	135,496	130,363	127,799
News / Press Room	174,936	187,917	186,974	200,039	200,278	182,290	174,488
E-Verify	83,081	96,768	93,473	105,700	89,738	80,944	79,720
Resources	155,870	173,036	171,966	178,192	174,069	162,453	159,486
Working in the U.S.	19,683	23,122	23,340	25,126	24,744	22,706	23,480
Family	24,715	27,355	24,857	28,433	27,162	26,203	26,142
Adoption	9,326	10,162	9,581	8,402	8,940	7,969	7,774
Green Card	132,567	163,530	171,313	181,797	181,266	174,656	201,522
Humanitarian	5,881	6,910	6,230	5,767	5,548	5,296	5,256
Visit the U.S.	21,346	23,926	23,250	22,735	21,916	20,078	19,826
Military	10,147	17,452	10,615	10,467	10,707	10,016	9,888
Where to Start **	9,550	8,917	8,884	16,376	12,176	19,621	15,015

\* 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	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10
<b>Overall</b>									
User Sessions (Visits)	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542
Ave. Weekday User Sessions	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710	214,833
Ave. Session Length (min.)	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40	6:40
Unique Visitors	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536
One-Time Visitors	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920
Repeat Visitors	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494	875,616
Page Views	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875
<b>Sessions by Content Area *</b>									
About Us	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240	103,178
Citizenship	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213	61,260
Immigration Forms	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390
Services & Benefits /Topics	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684	20,275
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	211,171	202,323	214,631	163,275	135,007	122,987	160,671	137,555	138,535
Press Room	76,960	72,934	121,675	161,045	127,746	126,476	170,202	138,273	180,215
E-Verify	52,642	66,692	107,133	80,879	69,616	56,744	62,792	61,467	71,499
Resources	--	--	--	186,097	150,560	144,691	187,523	170,010	171,707
Working in the U.S.	--	--	--	29,999	24,918	20,518	25,984	21,300	21,090
Family	--	--	--	38,173	31,816	23,042	34,239	30,517	29,363
Adoption	--	--	--	12,534	10,067	7,559	13,939	8,336	10,712
Green Card	--	--	--	138,178	108,233	120,181	159,491	136,008	151,395
Humanitarian	--	--	--	6,629	5,741	4,400	11,583	7,672	7,747
Visit the U.S.	--	--	--	17,584	15,311	15,138	20,587	17,735	20,995
Military	--	--	--	12,730	11,632	8,700	15,608	14,372	12,848
Where to Start **	--	--	--	--	--	--	--	16,741	12,613

\* 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.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
<b>Overall</b>									
User Sessions (Visits)	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915
Average Weekday User Sessions	240,273	217,952	194,327	241,772	249,722	238,627	235,275	207,627	219,162
Average Session Length (min.)	5:08	5:11	5:10	5:18	5:18	5:22	5:09	5:15	5:14
Unique Visitors	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617
One-Time Visitors	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318
Repeat Visitors	875,810	777,988	743,243	932,560	875,269	911,999	869,247	764,617	802,299
Page Views	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273
<b>Sessions by Content Area *</b>									
About Us	141,194	118,674	110,278	140,908	131,997	140,533	125,837	116,936	119,211
Citizenship	223,548	195,979	167,232	248,238	214,824	211,796	181,602	164,469	164,056
Immigration Forms	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590
Services & Benefits	455,531	392,731	367,826	482,207	458,234	478,750	422,478	381,692	404,631
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	231,771	188,239	176,197	233,508	224,862	235,692	214,995	195,640	205,646
Press Room	123,728	107,081	105,231	100,502	110,476	136,553	177,940	107,841	96,552
E-Verify	38,083	47,713	51,051	75,517	89,242	60,224	53,394	46,486	56,338
Metric	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	
<b>Overall</b>									
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	
Average Weekday User Sessions	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834	
Average Session Length (min.)	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17	
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	
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	
Repeat Visitors	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048	
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	
<b>Sessions by Content Area *</b>									
About Us	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215	
Citizenship	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852	
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	
Services & Benefits	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112	
Laws & Regulations	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081	
Press Room	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718	
E-Verify	29,931	28,142	54,780	54,543	78,978	48,537	41,348	40,294	

\*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**
<b>Overall</b>								
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
<b>Sessions by Content Area *</b>								
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	
<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	
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	
<b>Sessions by Content Area *</b>								
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
<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

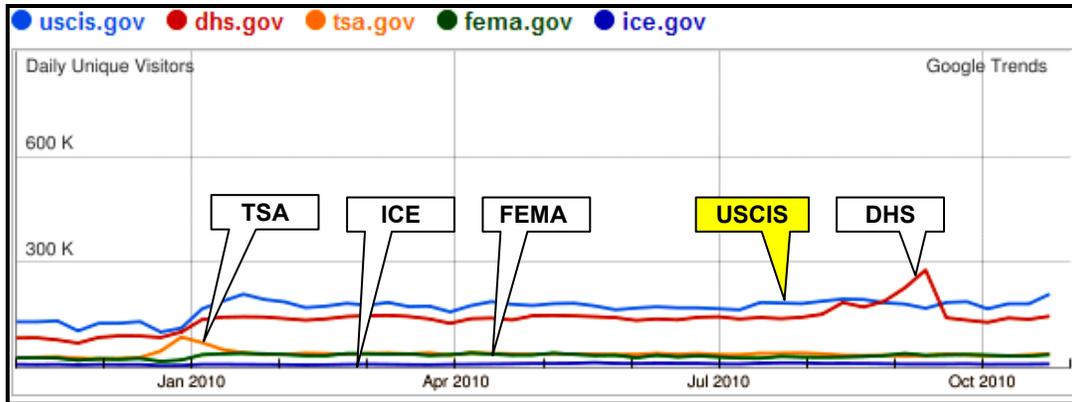
\*Total user sessions that included views of these top-level landing pages.

## CSWP Traffic Compared to Federal Sites

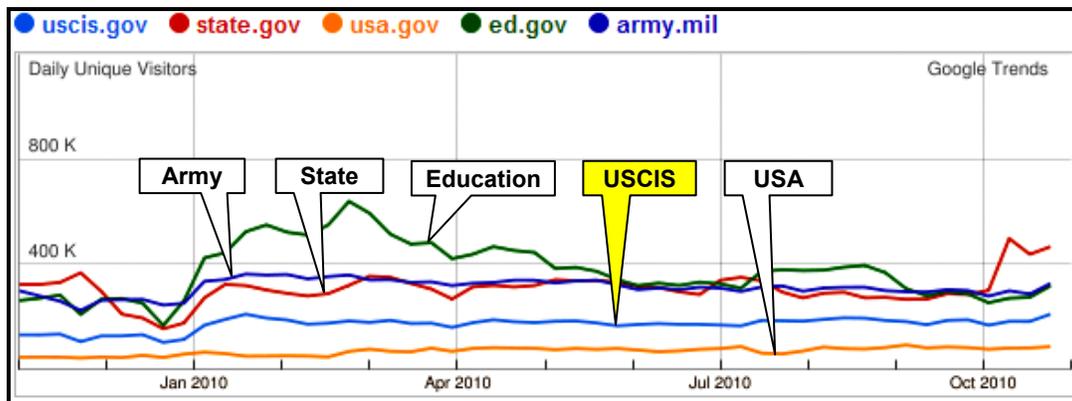
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.\*

► **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



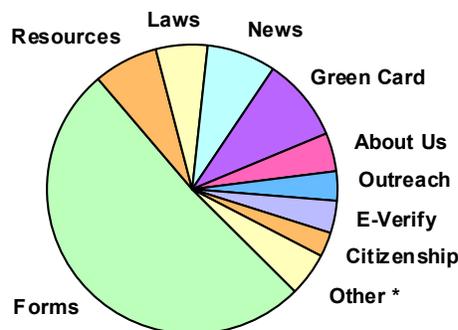
\* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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:** None. There were only minor fluctuations in the level and distribution of traffic among the major content areas.

Content Area Landing Page	User Sessions
Forms	1,135,790
Resources	159,486
Laws	127,799
News	174,488
Green Card	201,522
About Us	98,773
Outreach	68,237
E-Verify	79,720
Citizenship	56,920
Family	26,142
Working in the U.S.	23,480
Visit the U.S.	19,826
Where to Start	15,015
Military	9,888
Adoption	7,774
Humanitarian	5,256
Total Sessions to These Pages >	2,210,116



\* "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:** Total successful transactions decreased 22 percent from last month.

	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10
Page Views on Landing Page	27,712	29,196	26,796	27,990	26,338	33,403	37,913	35,005	24,986
Transactions Submitted	14,888	16,721	17,887	18,565	16,521	19,017	22,584	21,597	16,757

	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Page Views on Landing Page	17,664	27,387	18,562	15,861	14,056	17,725	28,414	30,624
Transactions Submitted	16,170	12,214	16,442	12,222	12,397	14,984	16,994	19,228

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

	Jun.08	Jul.08	Aug.08	Sep.08
Page Views on Landing Page	3,509	15,599	9,014	10,025
Transactions Submitted	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:** None. There were only minor changes in the order and traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,517,914	16.55%
2	Forms (2)	1,830,238	5.49%
3	Application for Naturalization (3)	440,223	1.32%
4	Petition for Alien Relative (4)	424,296	1.27%
5	Application to Replace Permanent Resident Card (5)	311,720	0.94%
6	Green Card (Permanent Residence) (9)	272,308	0.82%
7	USCIS-ES Home Page (11)	270,371	0.81%
8	Application to Register Perm. Residence or Adjust Status (6)	261,446	0.78%
9	News (7)	255,027	0.77%
10	File My Application Online (E-Filing) (8)	238,976	0.72%
11	Citizenship Through Naturalization (10)	231,775	0.70%
12	Resources (12)	211,914	0.64%
13	Affidavit of Support Under Section 213A of the Act (13)	179,943	0.54%
14	Green Card Through Family (14)	175,794	0.53%
15	Laws (15)	166,925	0.50%
16	Contact Us (16)	161,969	0.49%
17	The Naturalization Test (20)	140,395	0.42%
18	Application for Employment Authorization (17)	140,293	0.42%
19	Green Card Based Forms (19)	132,710	0.40%
20	Family of U.S. Citizens (18)	125,910	0.38%
21	About Us (21)	125,083	0.38%
22	Check Filing Fees (22)	121,023	0.36%
23	How to Calculate My Cycle Time (24)	118,613	0.36%
24	Citizenship and Naturalization Based Forms (23)	118,501	0.36%
25	RSS Forms Update Page (*)	111,697	0.34%
		...	...
Total Page Views this Month >		33,334,881	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:** None. All of the top downloaded files listed below are PDF files. Several of the top downloads are from the "How Do I" series of guides that answer questions about immigration benefits.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-864: Affidavit of Support Under Section 213A of the Act (1)	3,458,376	15.46%
2	M-562: How Do I Renew or Replace My Perm. Resident Card (2)	1,456,382	6.51%
3	M-565: How Do I Apply for U.S. Citizenship? (3)	1,311,255	5.86%
4	M-555: How Do I Help My Relative Become a Perm. Resident (4)	1,076,306	4.81%
5	M-477: Document Checklist (5)	656,667	2.94%
6	M-476: A Guide to Naturalization (10)	579,033	2.59%
7	M-618: Welcome to the U.S., Guide for New Immigrants (9)	478,430	2.14%
8	I-9: Employment Eligibility Verification (8)	475,238	2.12%
9	M-274: Instructions for Completing Form I-9 (17)	473,836	2.12%
10	M-561: How Do I Help My Relative Become a Perm. Resident (7)	451,645	2.02%
11	M-623: Civics Flash Cards for Naturalization Test (6)	433,451	1.94%
12	N-400: Application for Naturalization (11)	429,913	1.92%
13	Customer Service Guide - Benefits for Permanent Residents (13)	370,722	1.66%
14	M-564: How Do I Help Fiance(e) Become a Perm. Resident (12)	335,880	1.50%
15	Customer Service Guide - Nonimmigrant Services (16)	289,798	1.30%
16	M-608: How Do I Get a Reentry Permit (15)	247,073	1.10%
17	G-325A: Biographic Information (18)	234,092	1.05%
18	Customer Service Guide - Info Available to U.S. Citizens (19)	224,253	1.00%
19	I-130: Petition for Alien Relative (23)	221,987	0.99%
20	I-485: Applic. to Register Perm. Residence or Adjust Status (22)	208,955	0.93%
21	M-606: How Do I Financially Sponsor Someone to Immigrate (*)	194,837	0.87%
22	I-130 Instructions: Petition for Alien Relative (*)	173,300	0.77%
23	All Employment-Based I-485 Inventory as of Oct. 1, 2010 (*)	165,147	0.74%
24	M-584: How Do I Complete Form I-9 (25)	162,914	0.73%
25	M-715: Writing Vocabulary for the Naturalization Test (*)	158,955	0.71%
		...	...
	Total Downloaded Files this Month >	22,369,213	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:** Many referrals continue to come from the State Department's Bureau of Consular Affairs ([travel.state.gov](http://travel.state.gov)) and from Google searches. Names of destination pages are annotated where appropriate to identify the associated form numbers.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	94,553	Home Page	Google search for "uscis" (1)
2	27,797	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on <a href="http://travel.state.gov">travel.state.gov</a> (2)
3	20,328	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on <a href="http://travel.state.gov">travel.state.gov</a> (2)
4	15,073	Home Page	Google search for "immigration" (6)
5	13,087	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on <a href="http://travel.state.gov">travel.state.gov</a> (4)
6	12,228	Employment Eligibility Verification	Link to <a href="http://www.uscis.gov/i-9">www.uscis.gov/i-9</a> on <a href="http://irs.gov">irs.gov</a> (3)
7	11,871	Forms	Fees for Visa Services on <a href="http://travel.state.gov">travel.state.gov</a> (9)
8	11,804	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on <a href="http://travel.state.gov">travel.state.gov</a> (5)
9	11,464	Home Page	Google search for "uscis.gov" (11)
10	10,686	Home Page	Yahoo search for "uscis" (16)
11	9,160	Home Page	Immigrants to the U.S. on <a href="http://travel.state.gov">travel.state.gov</a> (14)
12	9,066	Home Page	Home page on <a href="http://dhs.gov">dhs.gov</a> (7)
13	8,691	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on <a href="http://travel.state.gov">travel.state.gov</a> (8)
14	7,757	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for a Fiance(e) (K-1) on <a href="http://travel.state.gov">travel.state.gov</a> (10)
15	7,334	Home Page	Unidentified link on <a href="http://google.com">google.com</a> (21)
16	6,638	For Employers	E-Verify page on <a href="http://dhs.gov">dhs.gov</a> (13)
17	6,234	Home Page	Google search for "ins" (15)
18	6,116	Home Page	Unidentified link(s) to <a href="http://uscis.gov">http://uscis.gov</a> (12)
19	5,827	Forms	Immigration page on <a href="http://dhs.gov">dhs.gov</a> (17)
20	4,901	Petition for Alien Relative (I-130)	Family Immigration on <a href="http://travel.state.gov">travel.state.gov</a> (23)
21	4,893	Home Page	Infopass (22)
22	4,661	Home Page	Career Opportunities on <a href="http://dhs.gov">dhs.gov</a> (*)
23	4,641	Home Page	Visa Types for Immigrants on <a href="http://travel.state.gov">travel.state.gov</a> (*)
24	4,608	Home Page	Google search for "www.uscis.gov" (19)
25	4,195	Green Card (Permanent Residence)	Google search for "green card" (*)

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:** None.

### Ranking of CSWP Pages in Search Requests on Three Top Search Engines

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	2	2
green card	1	1	1
asylum	7	8	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. Searches for agency name (e.g., uscis, ins), specific forms (notably I-9), immigration, and citizenship account for the majority of the top 50 requests. The order and volume of traffic related to the various terms are relatively unchanged from last month.

Phrase	Referrals
uscis	250,979
uscis.gov	47,693
ins	36,194
immigration	34,606
www.uscis.gov	28,742
i-9 form	14,538
us immigration	12,876
i-9	12,495
green card	11,696
uscis forms	10,479
i9 form	8,534
i9	8,219
uscis case status	6,622
immigration forms	6,351
us citizenship	5,286
form i-9	5,233
immigration and naturalization	4,861
everify	4,851
i-130	4,355
ucis	3,525
i-485	3,450
ins.gov	3,315
us citizenship application	3,254
usics	2,994
i-765	2,986
citizenship application	2,933

Phrase	Referrals
naturalization	2,803
e-verify	2,692
i-864	2,475
i 9 form	2,301
citizenship	2,285
affidavit of support	2,269
n-400	2,260
i-751	2,244
uscis.com	2,144
green card renewal	2,111
n400	2,067
bcis	2,063
i-131	2,012
usci	1,662
g-325a	1,660
imigration	1,614
i-134	1,481
www.uscis.com	1,396
immigration laws	1,388
e verify	1,375
ins forms	1,374
us immigration forms	1,365
immigration and naturalization service	1,353
us citizenship and immigration services	1,347

## 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	8921
i 751	7580
forms	7123
i 485	7049
i 90	6965
lottery	6449
i 864	6035
visa bulletin	6023
infopass	5720
i 765	5635
g 325a	5323
n 400	5103
i 131	5060
green card lottery	4972
i 797	4682
h1b	4657
case status	4505
ds 230	4454
i 94	4446
green card	4190
change of address	4090
i 551	3844
i 9	3730
ar 11	3607
n400	3025

Phrase	Count
visa	2964
renew green card	2902
class of admission	2888
m 476	2795
i 693	2761
i 797c	2751
i 134	2667
status	2658
i130	2645
marriage	2596
i 539	2302
citizenship	2207
fees	2205
ead	2128
opt	2121
name change	2100
passport	2091
green card renewal	2088
i90	2069
ds230	2067
dv lottery	2063
n 600	2041
g 1145	2027
affidavit of support	2024
info pass	2011

## Surveys of User Satisfaction

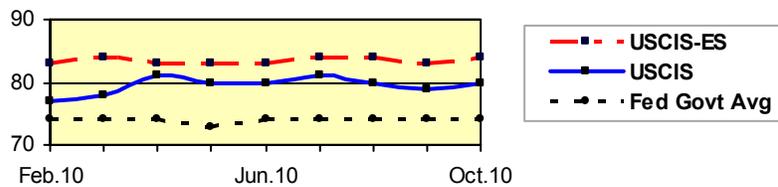
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** None. USCIS.gov and USCIS-ES 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. The large table below reports the top answers to survey questions about how visitors use the site and their self-identified role.

### This Month's Average Customer Satisfaction Scores

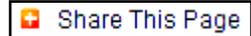
USCIS	USCIS-ES	Federal Govt.
80	84	74



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	25%	10%
Find Form	15%	10%
Get General Information Before I File My Case	15%	24%
Check My Case Status	11%	12%
Green Card Information	10%	24%
Primary Method Used to Find Information		
Site's Search Feature	36%	35%
Top Navigation Bar	18%	23%
Just Browsing	16%	16%
Used an External Search Engine (e.g., Google)	14%	11%
"Where to Start" Feature	8%	7%
Site Map	7%	8%
Self-Identified Role of Visitor		
U.S. Citizen	38%	22%
Permanent Resident (green card holder)	35%	36%
Citizen of a Foreign Country	4%	11%
Visitor / Non-Immigrant	3%	9%
Attorney	3%	--
Conditional Resident	--	3%

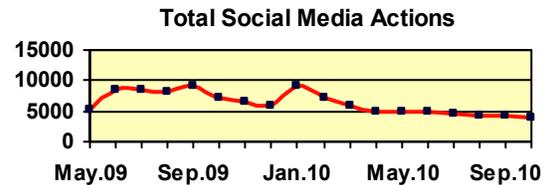
## Social Media Activity on CSWP Pages



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

► **Notable changes this month:** The volume of social media activity decreased 10 percent. There were no significant changes in the top services and top pages.

	Top Services	Count	Share*
1	Facebook (1)	841	21.9%
2	Email (2)	639	16.6%
3	Stumble Upon (3)	454	11.8%
4	Google Bookmarks (5)	312	8.1%
5	Print (4)	274	7.1%
6	MySpace (6)	218	5.7%
7	Digg (8)	211	5.5%
8	Messenger (9)	170	4.4%
9	Twitter (7)	149	3.9%
10	Favorites (10)	129	3.4%
-	All Others...	446	11.6%
	Total	3843	100%



	Top 10 Pages with Social Media Activity	Count	Share*
1	USCIS Home Page (1)	453	11.7%
2	Guide to Naturalization (2)	48	1.1%
3	How to Calculate My Cycle Time (*)	46	1.1%
4	Resources (7)	38	0.9%
5	Green Card Through Family (*)	37	0.9%
6	Naturalization Test (*)	37	0.9%
7	Green Card (*)	37	0.9%
8	Family of U.S. Citizens (9)	36	0.9%
9	News (10)	32	0.8%
10	Visit the United States (*)	31	0.8%
-	All Others...	3058	80.0%
	Total	3843	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.

## 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 accounted for about three percent of all traffic to the CSWP.

► **Notable changes this month:** Page views on USCIS-ES decreased slightly this month. USCIS-ES traffic accounted for about 2.5 percent of all CSWP traffic this month.

USCIS-ES	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10
User Sessions (Visits)	117,366	132,054	117,058	139,357	139,388	157,387	177,412	173,204	167,980
Ave. Weekday User Sessions	4,727	4,732	4,385	5,247	5,252	5,719	6,451	6,419	6,218
Ave. Session Length (min.)	7:25	7:14	7:03	7:18	7:48	7:19	7:26	7:14	6:57
Unique Visitors	87,431	96,125	85,518	100,919	102,502	114,110	127,148	125,245	120,893
One-Time Visitors	71,777	78,118	70,112	82,494	84,173	93,547	103,917	102,485	99,318
Repeat Visitors	15,654	18,007	15,406	18,425	18,329	20,563	23,231	22,760	21,575
Page Views	708,272	781,763	647,816	748,673	763,536	824,976	923,216	856,269	840,469

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

## Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** None. Pages related to forms and Green Cards continue to be among the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	270,371	32.17%
2	Formularios (2)	40,044	4.76%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	19,092	2.27%
4	Noticias (5)	15,258	1.82%
5	Tarjeta verde (Green card) a traves de la familia (4)	14,187	1.69%
6	El Examen de Naturalizacion (6)	14,009	1.67%
7	Peticion para pariente extranjero (8)	12,666	1.51%
8	Familiares de ciudadanos estadounidenses (9)	12,127	1.44%
9	Tarjeta Verde (residencia permanente) (11)	11,774	1.40%
10	Tramite y procedimientos para la Tarjeta Verde (Green card) (7)	11,688	1.39%
11	Recursos (10)	10,871	1.29%
12	Enlace Publico (13)	9,555	1.14%
13	Formularios de Familia (12)	9,489	1.13%
14	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (14)	9,065	1.08%
15	Ciudadania por Naturalizacion (17)	8,219	0.98%
16	Formularios – Informacion general (18)	7,898	0.94%
17	Acerca de nosotros (15)	7,891	0.94%
18	Formularios para la Ciudadania y la Naturalizacion (16)	7,880	0.94%
19	El Examen de Naturalizacion: Preguntas de civismo (19)	7,789	0.93%
20	Familiares de residentes permanentes (personas con la tarjeta verde) (21)	7,040	0.84%
21	Familia (23)	5,964	0.71%
22	Solicitud de registro de residencia permanente o ajuste de estatus (22)	5,949	0.71%
23	Solicitud de Naturalizacion (25)	5,689	0.68%
24	Ciudadania (20)	5,590	0.67%
25	Otras maneras para obtener la Tarjeta verde (*)	4,941	0.59%
		...	...
	Total Page Views this Month to USCIS-ES Pages >	840,469	100.00%

Number in parentheses indicates rank in previous month.

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