November 2010 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

December 13, 2010

Revision History

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

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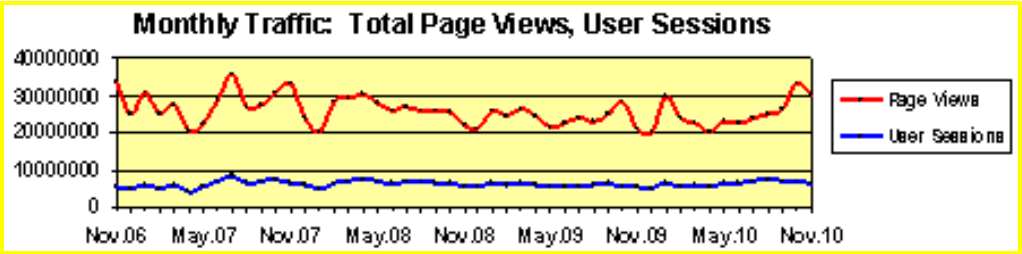
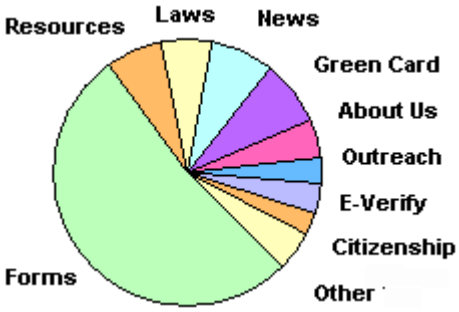
Executive Summary

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

► Overall Traffic Volume Decreased About Ten Percent
Page views decreased ten percent. User sessions decreased nine percent. (See page 2.)

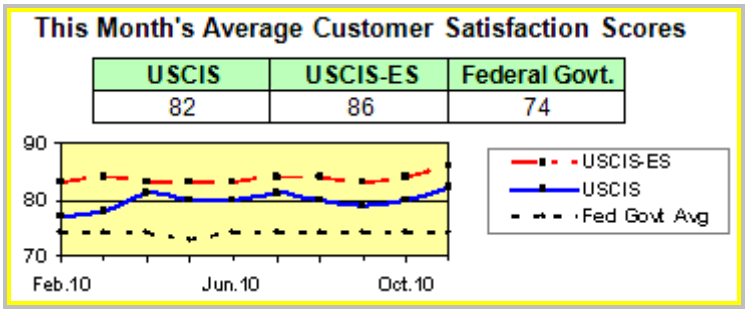


► Traffic Increased to Citizenship and Military Areas
Citizenship and Military had small increases in traffic, while traffic to the other areas decreased slightly. (See page 8.)



► Changes to Application and Petition Fees Attracted Traffic
New pages on USCIS and USCIS-ES related to application and petition fees that went into effect November 23 attracted noticeable traffic volume. (See pages 10 and 19.)

► Customer Satisfaction Scores Improved for USCIS and USCIS-ES
Satisfaction scores for both USCIS and USCIS-ES, already higher than the federal government average, improved by two points. USCIS improved to 82, and USCIS-ES improved to 86. (See page 16.)

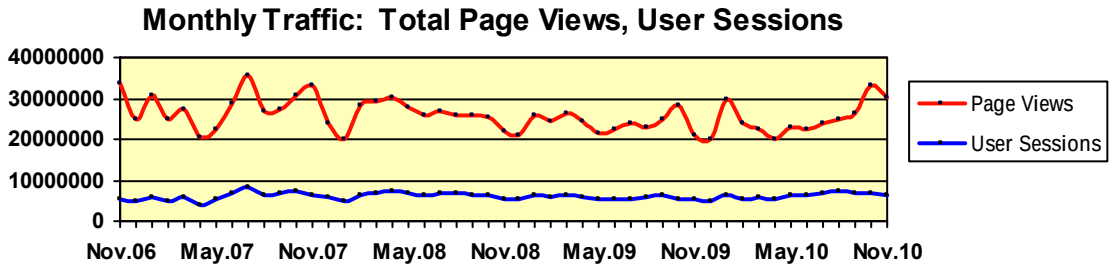


CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased ten percent, and user sessions decreased nine percent.

Metric	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10
Overall							
User Sessions (Visits)	6,327,505	6,509,804	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269
Ave. Weekday User Sessions	244,816	252,191	255,985	271,581	265,128	264,060	255,144
Ave. Session Length (min.)	6:13	6:07	6:07	6:22	6:18	5:56	5:47
Unique Visitors	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906
One-Time Visitors	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039
Repeat Visitors	936,250	969,798	992,174	1,028,814	1,005,225	984,944	937,867
Page Views	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677
Sessions by Content Area *							
About Us	106,041	111,864	114,708	109,440	101,427	98,773	95,758
Citizenship	61,374	58,716	66,942	63,147	57,175	56,920	58,257
Forms / Immigration Forms	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509
Services & Benefits/Topics	--	--	--	--	--	--	--
Outreach	100,533	104,236	108,366	75,634	69,001	68,237	65,636
Laws / Laws & Regulations	151,765	137,710	145,823	135,496	130,363	127,799	123,795
News / Press Room	187,917	186,974	200,039	200,278	182,290	174,488	165,384
E-Verify	96,768	93,473	105,700	89,738	80,944	79,720	78,707
Resources	173,036	171,966	178,192	174,069	162,453	159,486	147,966
Working in the U.S.	23,122	23,340	25,126	24,744	22,706	23,480	21,628
Family	27,355	24,857	28,433	27,162	26,203	26,142	24,342
Adoption	10,162	9,581	8,402	8,940	7,969	7,774	7,599
Green Card	163,530	171,313	181,797	181,266	174,656	201,522	168,637
Humanitarian	6,910	6,230	5,767	5,548	5,296	5,256	4,602
Visit the U.S.	23,926	23,250	22,735	21,916	20,078	19,826	19,573
Military	17,452	10,615	10,467	10,707	10,016	9,888	12,201
Where to Start **	8,917	8,884	16,376	12,176	19,621	15,015	10,296

* 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	Apr.10
Overall										
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	5,398,438
Ave. Weekday User Sessions	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710	214,833	208,630
Ave. Session Length (min.)	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40	6:40	6:28
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	2,947,341
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	2,146,791
Repeat Visitors	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494	875,616	800,550
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	20,154,233
Sessions by Content Area *										
About Us	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240	103,178	94,151
Citizenship	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213	61,260	55,321
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	1,068,444
Services & Benefits /Topics	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684	20,275	--
Outreach	--	--	--	--	--	--	--	--	--	90,488
Laws & Regulations	211,171	202,323	214,631	163,275	135,007	122,987	160,671	137,555	138,535	129,205
Press Room	76,960	72,934	121,675	161,045	127,746	126,476	170,202	138,273	180,215	174,936
E-Verify	52,642	66,692	107,133	80,879	69,616	56,744	62,792	61,467	71,499	83,081
Resources		--	--	186,097	150,560	144,691	187,523	170,010	171,707	155,870
Working in the U.S.		--	--	29,999	24,918	20,518	25,984	21,300	21,090	19,683
Family		--	--	38,173	31,816	23,042	34,239	30,517	29,363	24,715
Adoption		--	--	12,534	10,067	7,559	13,939	8,336	10,712	9,326
Green Card		--	--	138,178	108,233	120,181	159,491	136,008	151,395	132,567
Humanitarian		--	--	6,629	5,741	4,400	11,583	7,672	7,747	5,881
Visit the U.S.		--	--	17,584	15,311	15,138	20,587	17,735	20,995	21,346
Military		--	--	12,730	11,632	8,700	15,608	14,372	12,848	10,147
Where to Start **		--	--	--	--	--	--	16,741	12,613	9,550

* Total user sessions that included views of these top-level landing pages.
** Number of times a visitor clicked the Get Results button

CSWP Visitor Traffic (cont.)

Metric	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Overall									
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
Sessions by Content Area *									
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
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
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
Sessions by Content Area *								
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**
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

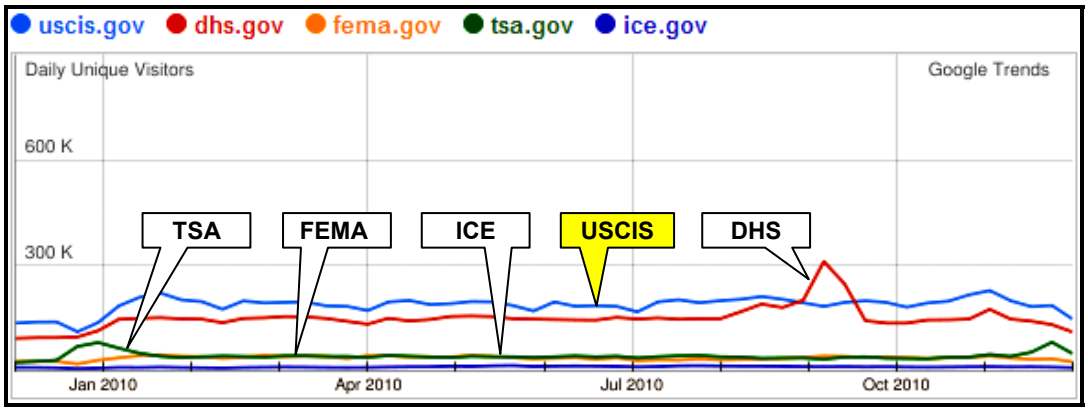
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

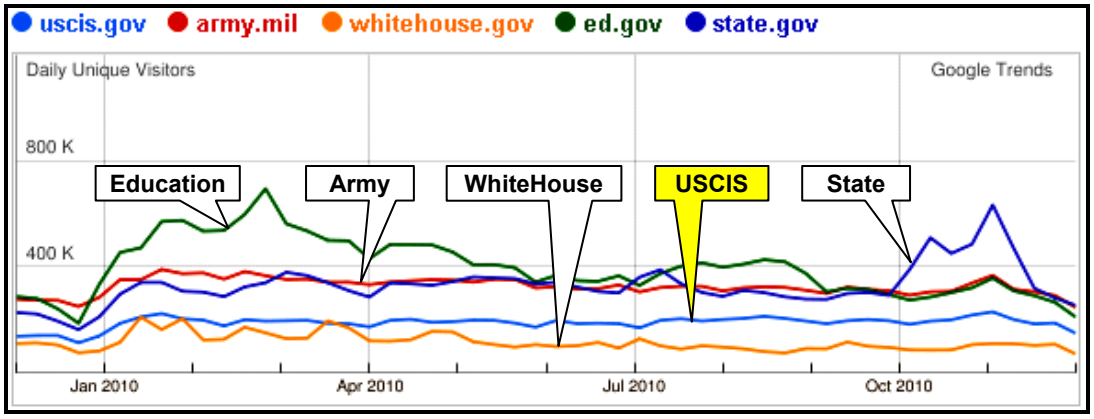
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



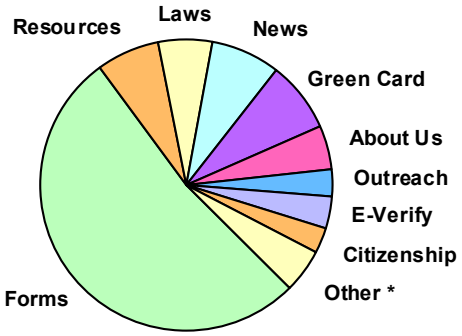
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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:** Citizenship and Military had small increases in traffic, while traffic to the other areas decreased slightly. In the pie chart below, the Military area is included in "Other."

Content Area Landing Page	User Sessions
Forms	1,114,509
Green Card	168,637
News	165,384
Resources	147,966
Laws	123,795
About Us	95,758
E-Verify	78,707
Outreach	65,636
Citizenship	58,257
Family	24,342
Working in the U.S.	21,628
Visit the U.S.	19,573
Military	12,201
Where to Start	10,296
Adoption	7,599
Humanitarian	4,602
Total Sessions to These Pages >	2,118,890



* "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 transactions decreased 18 percent from last month.

	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10
Page Views on Landing Page	29,196	26,796	27,990	26,338	33,403	37,913	35,005	24,986	19,561
Transactions	16,721	17,887	18,565	16,521	19,017	22,584	21,597	16,757	13,696

	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Page Views on Landing Page	17,664	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712
Transactions	16,170	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888

	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	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	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:** Two notable additions to this month's list are New Application and Petition Fees (#14) and the National Customer Service Center (#15). There were only minor changes among the rest of the most viewed pages.

	Top 25 Viewed Pages	**Page Views**	**% of All Views**
1	Home Page (1)	6,238,269	20.79%
2	Forms (2)	1,769,860	5.90%
3	Application for Naturalization, N-400 (3)	457,334	1.52%
4	Petition for Alien Relative, I-130 (4)	454,325	1.52%
5	Application to Replace Permanent Resident Card, I-90 (5)	307,015	1.03%
6	Application to Register Perm. Residence or Adjust Status, I-485 (8)	278,299	0.92%
7	USCIS-ES Home Page (7)	252,158	0.84%
8	News (9)	233,233	0.78%
9	Green Card (Permanent Residence) (6)	217,501	0.72%
10	File My Application Online (E-Filing) (10)	217,282	0.72%
11	Citizenship Through Naturalization (11)	206,446	0.69%
12	Resources (12)	187,398	0.62%
13	Affidavit of Support Under Section 213A of the Act, I-864 (13)	181,733	0.61%
14	New Application and Petition Fees Go Into Effect Nov. 23, 2010 (*)	162,233	0.54%
15	National Customer Service Center (*)	158,406	0.53%
16	Laws (15)	157,963	0.53%
17	Application for Employment Authorization (18)	129,412	0.43%
18	Family of U.S. Citizens (20)	124,109	0.41%
19	Green Card Through Family (14)	123,265	0.41%
20	Check Filing Fees (22)	122,639	0.41%
21	About Us (21)	117,752	0.39%
22	The Naturalization Test (17)	114,855	0.38%
23	How to Calculate Your Cycle Time [empty page] (23)	112,280	0.37%
24	Green Card Based Forms (19)	109,684	0.37%
25	Citizenship and Naturalization Based Forms (24)	109,059	0.36%
		…	…
	Total Page Views this Month >	30,002,677	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. Documents new to the list this month include I-129: Petition for a Nonimmigrant Worker (#5) and I-912: Request for Fee Waiver (#13). There were only minor changes among the rest of the top 25 downloaded files.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-864: Affidavit of Support Under Section 213A of the Act (1)	3,177,563	13.74%
2	M-562: How Do I Renew or Replace My Perm. Resident Card (2)	1,230,121	5.32%
3	M-565: How Do I Apply for U.S. Citizenship? (3)	1,189,936	5.14%
4	M-555: How Do I Help My Relative Become a Perm. Resident (4)	997,542	4.31%
5	I-129: Petition for a Nonimmigrant Worker (*)	873,039	3.77%
6	M-477: Document Checklist (5)	715,253	3.09%
7	M-623: Civics Flash Cards for Naturalization Test (11)	541,042	2.34%
8	I-9: Employment Eligibility Verification (8)	511,802	2.21%
9	M-561: How Do I Help Relative Become a Perm. Resident (10)	480,776	2.08%
10	M-476: A Guide to Naturalization (6)	455,994	1.97%
11	M-618: Welcome to the U.S., Guide for New Immigrants (7)	442,395	1.91%
12	N-400: Application for Naturalization (12)	414,077	1.79%
13	I-912: Request for Fee Waiver (*)	394,537	1.71%
14	Customer Service Guide - Nonimmigrant Services (16)	358,622	1.55%
15	Customer Service Guide - Permanent Residents Naturalization (*)	349,993	1.51%
16	M-564: How Do I Help Fiance(e) Become a Perm. Resident (14)	345,532	1.49%
17	Customer Service Guide – Benefits for U.S. Citizens (*)	281,552	1.22%
18	M-606: How Do I Financially Sponsor Someone to Immigrate (21)	276,685	1.20%
19	M-608: How Do I Get a Reentry Permit (15)	254,161	1.10%
20	M-274: Instructions for Completing Form I-9 (9)	237,797	1.03%
21	I-130: Petition for Alien Relative (19)	235,874	1.02%
22	G-325A: Biographic Information (17)	231,779	1.00%
23	M-715: Writing Vocabulary for the Naturalization Test (25)	197,276	0.85%
24	Customer Service Guide - Hiring Foreign National for Short-Term Employment (*)	187,738	0.81%
25	I-130 Instructions: Petition for Alien Relative (22)	187,298	0.81%
		…	…
	Total Downloaded Files this Month >	23,128,406	100.00%

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

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

Top 25 Referring Pages Sending Traffic to CSWP

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

► **Notable changes this month:** A referral from DHS.gov's Immigration page to the recently launched Citizenship Resource Center (#25) moved into the list of top referrals. Otherwise, there were only minor changes among the top referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	90,299	Home Page	Google search for "uscis" (1)
2	26,959	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on travel.state.gov (2)
3	19,380	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on travel.state.gov (3)
4	12,932	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on travel.state.gov (5)
5	11,593	Forms	Fees for Visa Services on travel.state.gov (7)
6	10,895	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on travel.state.gov (8)
7	14,415	Home Page	Google search for "immigration" (4)
8	10,724	Employment Eligibility Verification	Link to i-9 on irs.gov (6)
9	8,960	Home Page	Home page on dhs.gov (12)
10	8,493	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on travel.state.gov (13)
11	7,414	Home Page	Unspecified source(s) on google.com (15)
12	7,328	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on travel.state.gov (14)
13	7,159	Home Page	Immigrants to US on travel.state.gov (11)
14	5,967	E-Verify - For Employers	E-Verify page on dhs.gov (16)
15	10,685	Home Page	Google search for "uscis.gov" (9)
16	5,497	Home Page	Google search for "ins" (17)
17	5,421	Forms	Immigration page on dhs.gov (19)
18	5,228	Home Page	Unspecified source(s) with links to http://uscis.gov (18)
19	4,936	Immigration Classifications & Visa Categories	Family Immigration page on travel.state.gov (*)
20	4,487	Home Page	Infopass (21)
21	4,373	Petition for Alien Relative (I-130)	Family Immigration on travel.state.gov (20)
22	4,282	Home Page	Google search for www.uscis.gov (24)
23	4,225	Home Page	Career Opportunities on dhs.gov (22)
24	3,992	I-9 PDF	Link to I-9 on irs.gov (*)
25	3,800	Citizenship Resource Center	Immigration page on dhs.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:** 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	3	1	2
asylum	5	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	219,185
uscis.gov	35,166
immigration	32,548
ins	29,435
www.uscis.gov	19,351
us immigration	12,127
i-9 form	11,923
i-9	9,829
uscis forms	8,668
i9 form	7,083
i9	6,845
uscis case status	5,943
immigration forms	5,447
us citizenship	4,883
form i-9	4,609
i-130	4,539
everify	4,306
immigration and naturalization	3,827
i-485	3,450
green card	3,425
us citizenship application	3,234
i-864	3,233
ucis	3,163
citizenship application	2,862
usics	2,771

Phrase	Referrals
n-400	2,708
i-765	2,650
naturalization	2,634
ins.gov	2,577
n400	2,331
affidavit of support	2,322
i-751	2,288
citizenship	2,284
e-verify	1,993
green card renewal	1,934
uscis.com	1,886
i 9 form	1,831
immigration laws	1,656
i-131	1,648
g-325a	1,589
bcis	1,554
imigration	1,543
usci	1,502
i-134	1,415
us citizenship and immigration services uscis	1,352
i-90	1,319
pdf	1,317
i-539	1,225
form i-130	1,223
http://www.uscis.gov/	1,217

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	8979
i 485	7129
i 864	6600
i 751	6364
forms	6325
visa bulletin	6187
i 765	5544
g 325a	5365
infopass	5077
ds 230	4843
i 90	4752
i 131	4714
n 400	4713
i 797	4614
i 94	4225
i 551	3894
h1b	3863
change of address	3559
green card	3523
fees	3151
ar 11	3116
n400	3107
i130	2833
m 476	2760
i 693	2724

Phrase	Count
lottery	2640
case status	2632
visa	2606
class of admission	2465
i 797c	2431
i 9	2419
n 600	2410
i 134	2383
marriage	2218
i485	2191
citizenship	2189
ds230	2111
fee waiver	2105
info pass	2091
g 1145	2084
i 539	2073
green card lottery	2045
status	1977
opt	1975
passport	1886
g325a	1880
appointment	1820
g 325	1806
i765	1804
i864	1801

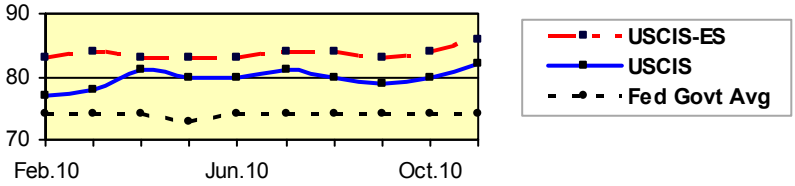
Surveys of User Satisfaction

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:** This month, both USCIS and USCIS-ES improved their average monthly score by two points, to 82 for USCIS.gov, and to 86 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

USCIS	USCIS-ES	Federal Govt.
82	86	74



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	23%	11%
Find Form	16%	9%
Get General Information Before I File My Case	15%	23%
Green Card Information	12%	12%
Check My Case Status	11%	23%
Primary Method Used to Find Information		
Site's Search Feature	37%	37%
Top Navigation Bar	18%	22%
Just Browsing	15%	15%
Used an External Search Engine (e.g., Google)	15%	13%
Site Map	8%	8%
"Where to Start" Feature	7%	5%
Self-Identified Role of Visitor		
U.S. Born Citizen	37%	22%
Permanent Resident (green card holder)	36%	36%
Citizen of a Foreign Country	5%	11%
Attorney	3%	--
Visitor / Non-Immigrant	2%	7%
Conditional Resident	--	4%

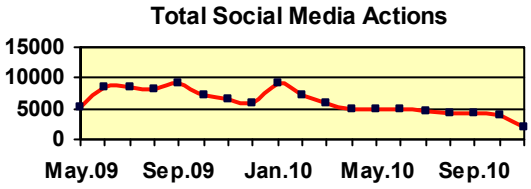
Social Media Activity Using Links on CSWP Pages

Share This Page

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 decreased 48 percent. There were no significant changes in the distributions of top services and top pages.

	Top Services	Count	Share*
1	Facebook (1)	407	20.4%
2	Email (2)	288	14.5%
3	Stumble Upon (3)	254	12.7%
4	Google Bookmarks (4)	170	8.5%
5	Print (5)	143	7.1%
6	Digg (7)	138	6.9%
7	MySpace (6)	115	5.8%
8	Favorites (10)	87	4.4%
9	Twitter (9)	82	4.1%
10	Messenger (8)	67	3.4%
–	All Others...	242	12.2%
	Total	1993	100%



	Top 10 Pages Shared Via Page-Based Social Media Links	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 increased two percent this month. USCIS-ES traffic accounted for about 2.8 percent of all CSWP traffic this month.

USCIS-ES	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10
User Sessions (Visits)	132,054	117,058	139,357	139,388	157,387	177,412	173,204	167,980	174,783
Ave. Weekday User Sessions	4,732	4,385	5,247	5,252	5,719	6,451	6,419	6,218	6,424
Ave. Session Length (min.)	7:14	7:03	7:18	7:48	7:19	7:26	7:14	6:57	6:50
Unique Visitors	96,125	85,518	100,919	102,502	114,110	127,148	125,245	120,893	122,632
One-Time Visitors	78,118	70,112	82,494	84,173	93,547	103,917	102,485	99,318	100,232
Repeat Visitors	18,007	15,406	18,425	18,329	20,563	23,231	22,760	21,575	22,400
Page Views	781,763	647,816	748,673	763,536	824,976	923,216	856,269	840,469	854,445

USCIS-ES	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25
Unique Visitors	99,842	82,797	73,694	101,443	87,431
One-Time Visitors	80,418	67,255	60,032	81,550	71,777
Repeat Visitors	19,424	15,542	13,662	19,893	15,654
Page Views	832,486	643,622	558,808	843,720	708,272

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** A recently published page, Nuevas tarifas de peticiones y solicitudes (New Application and Petition Fees) (#10), broke into the list of top viewed pages. There were only minor changes in the order and traffic volume of the other most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	252,158	29.51%
2	Formularios (2)	39,394	4.61%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	17,540	2.05%
4	Noticias (4)	16,204	1.90%
5	Familiares de ciudadanos estadounidenses (8)	15,920	1.86%
6	El Examen de Naturalizacion (6)	13,054	1.53%
7	Peticion para pariente extranjero, I-130 (7)	12,663	1.48%
8	Tarjeta Verde (residencia permanente) (9)	12,656	1.48%
9	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (14)	11,743	1.37%
10	Nuevas tarifas de peticiones y solicitudes entraran en vigor el 23 de Noviembre del 2010 (*New Application and Petition Fees*) (*)	11,554	1.35%
11	Tarjeta verde (Green card) a traves de la familia (5)	11,512	1.35%
12	Ciudadania por Naturalizacion (15)	10,631	1.24%
13	Recursos (11)	10,401	1.22%
14	Enlace Publico (12)	10,180	1.19%
15	Familiares de residentes permanentes (personas con la tarjeta verde) (20)	9,032	1.06%
16	Formularios de Familia (13)	8,893	1.04%
17	Formularios – Informacion general (16)	8,595	1.01%
18	Formularios para la Ciudadania y la Naturalizacion (18)	8,529	1.00%
19	Tramite y procedimientos para la Tarjeta Verde (Green card) (10)	8,324	0.97%
20	Despues de que una Tarjeta verde (Green Card) haya sido concedida (*)	8,075	0.95%
21	Acerca de nosotros (17)	7,913	0.93%
22	El Examen de Naturalizacion: Preguntas de civismo (19)	7,575	0.89%
23	Familia (21)	6,753	0.79%
24	Ciudadania (24)	6,138	0.72%
25	Solicitud de registro de residencia permanente o ajuste de estatus, I-485 (22)	5,966	0.70%
		…	…
	Total Page Views this Month to USCIS-ES Pages >	854,445	100.00%

Number in parentheses indicates rank in previous month.
* A page not in previous month's Top 25.