

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

USCIS OIT Enterprise Applications Operations and Maintenance Support



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

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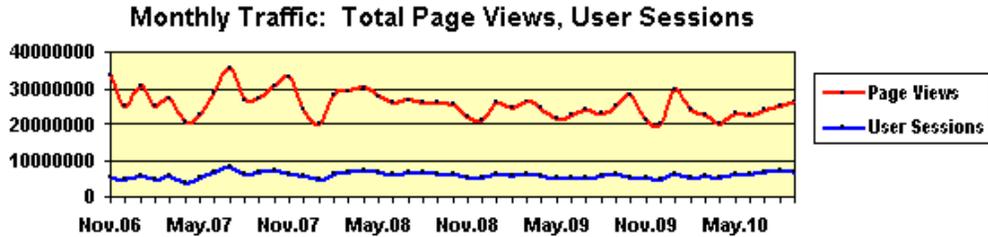
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Executive Summary

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

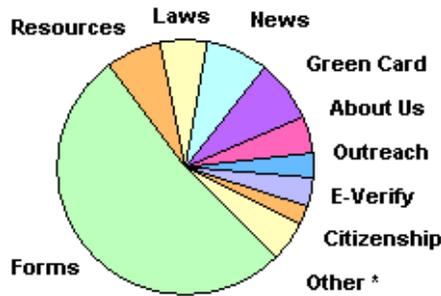
► **Traffic Volume Increased Five Percent**

Page views increased five percent, while user sessions decreased four 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.)



► **Top 25 Downloaded Files Added to Report**

Several of the top downloads are from the "How Do I" series of guides that answer questions about immigration benefits. (See page 11.)

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

USCIS.gov and its Spanish language component (USCIS-ES) continue to rank higher than the average of federal government Web sites that use the ForeSee Results survey. A new table provides data on the top answers to survey questions about how visitors use the site and their self-identified role. (See page 16.)

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
79	83	74

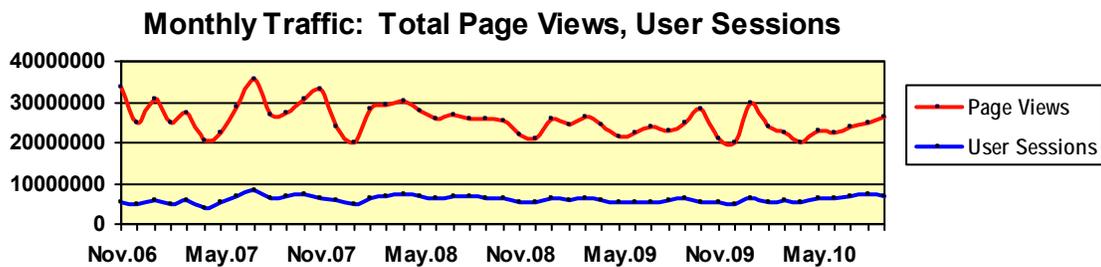
CSWP Visitor Traffic

► **Notable changes this month:** There was a small overall increase in traffic. Page views increased five percent, while user sessions decreased four percent.

Metric	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
Overall							
User Sessions (Visits)	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735	6,886,006
Ave. Weekday User Sessions	214,833	208,630	244,816	252,191	255,985	271,581	265,128
Ave. Session Length (min.)	6:40	6:28	6:13	6:07	6:07	6:22	6:18
Unique Visitors	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018
One-Time Visitors	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793
Repeat Visitors	875,616	800,550	936,250	969,798	992,174	1,028,814	1,005,225
Page Views	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368
Sessions by Content Area *							
About Us	103,178	94,151	106,041	111,864	114,708	109,440	101,427
Citizenship	61,260	55,321	61,374	58,716	66,942	63,147	57,175
Forms / Immigration Forms	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877
Topics / Services & Benefits	20,275	--	--	--	--	--	--
Outreach	--	90,488	100,533	104,236	108,366	75,634	69,001
Laws / Laws & Regulations	138,535	129,205	151,765	137,710	145,823	135,496	130,363
News / Press Room	180,215	174,936	187,917	186,974	200,039	200,278	182,290
E-Verify	71,499	83,081	96,768	93,473	105,700	89,738	80,944
Resources	171,707	155,870	173,036	171,966	178,192	174,069	162,453
Working in the U.S.	21,090	19,683	23,122	23,340	25,126	24,744	22,706
Family	29,363	24,715	27,355	24,857	28,433	27,162	26,203
Adoption	10,712	9,326	10,162	9,581	8,402	8,940	7,969
Green Card	151,395	132,567	163,530	171,313	181,797	181,266	174,656
Humanitarian	7,747	5,881	6,910	6,230	5,767	5,548	5,296
Visit the U.S.	20,995	21,346	23,926	23,250	22,735	21,916	20,078
Military	12,848	10,147	17,452	10,615	10,467	10,707	10,016
Where to Start **	12,613	9,550	8,917	8,884	16,376	12,176	19,621

* 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	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Overall									
User Sessions (Visits)	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997
Ave. Weekday User Sessions	219,162	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710
Ave. Session Length (min.)	5:14	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40
Unique Visitors	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998
One-Time Visitors	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504
Repeat Visitors	802,299	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494
Page Views	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223
Sessions by Content Area *									
About Us	119,211	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240
Citizenship	164,056	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213
Immigration Forms	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894
Services & Benefits /Topics	404,631	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	205,646	211,171	202,323	214,631	163,275	135,007	122,987	160,671	137,555
Press Room	96,552	76,960	72,934	121,675	161,045	127,746	126,476	170,202	138,273
E-Verify	56,338	52,642	66,692	107,133	80,879	69,616	56,744	62,792	61,467
Resources			--	--	186,097	150,560	144,691	187,523	170,010
Working in the U.S.			--	--	29,999	24,918	20,518	25,984	21,300
Family			--	--	38,173	31,816	23,042	34,239	30,517
Adoption			--	--	12,534	10,067	7,559	13,939	8,336
Green Card			--	--	138,178	108,233	120,181	159,491	136,008
Humanitarian			--	--	6,629	5,741	4,400	11,583	7,672
Visit the U.S.			--	--	17,584	15,311	15,138	20,587	17,735
Military			--	--	12,730	11,632	8,700	15,608	14,372
Where to Start **			--	--	--	--	--	--	16,741

* 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
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
Average Weekday User Sessions	240,273	217,952	194,327	241,772	249,722	238,627	235,275	207,627
Average Session Length (min.)	5:08	5:11	5:10	5:18	5:18	5:22	5:09	5:15
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
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
Repeat Visitors	875,810	777,988	743,243	932,560	875,269	911,999	869,247	764,617
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
Sessions by Content Area *								
About Us	141,194	118,674	110,278	140,908	131,997	140,533	125,837	116,936
Citizenship	223,548	195,979	167,232	248,238	214,824	211,796	181,602	164,469
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
Services & Benefits	455,531	392,731	367,826	482,207	458,234	478,750	422,478	381,692
Laws & Regulations	231,771	188,239	176,197	233,508	224,862	--	--	--
Press Room	123,728	107,081	105,231	100,502	110,476	235,692	214,995	195,640
E-Verify	38,083	47,713	51,051	75,517	89,242	136,553	177,940	107,841

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

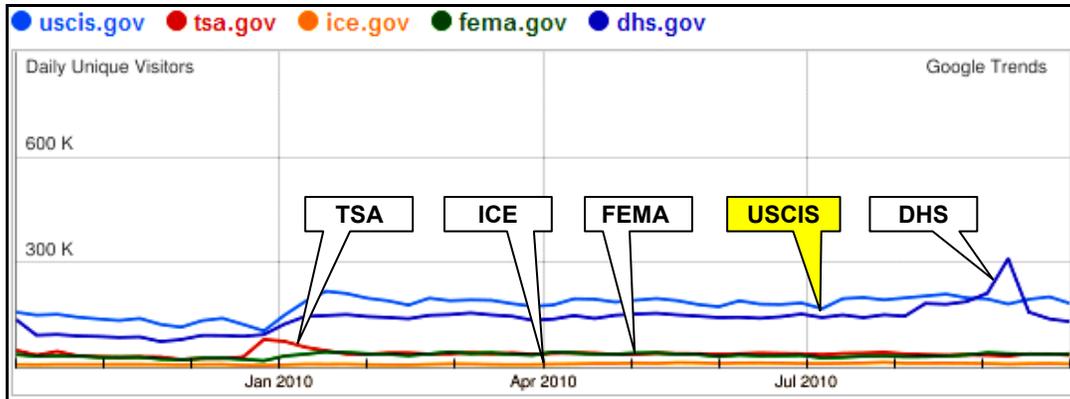
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

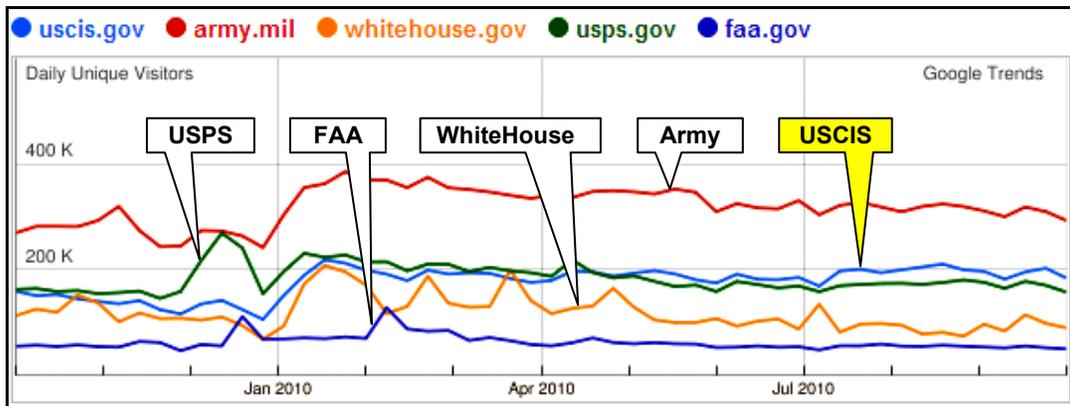
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



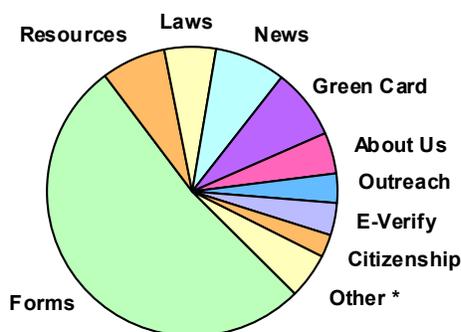
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known 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 track user sessions to 15 key landing pages and the number of times that users selected the Where to Start option on the Home Page. (See pages 2-5 for tables of data on Sessions by Content Area from November 2006 to the present.)

► **Notable changes this month:** None. There were only minor fluctuations in the level and distribution of traffic among the other major content areas.

Content Area Landing Page	User Sessions
Forms	1,167,877
Resources	162,453
Laws	130,363
News	182,290
Green Card	174,656
About Us	101,427
Outreach	69,001
E-Verify	80,944
Citizenship	57,175
Family	26,203
Working in the U.S.	22,706
Visit the U.S.	20,078
Where to Start	19,621
Military	10,016
Adoption	7,969
Humanitarian	5,296
Total Sessions to These Pages >	2,238,075



* "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:** None. Total requests for transaction pages decreased four percent this month.

	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
Traffic to Landing Page:								
Successful requests for pages	27,712	29,196	26,796	27,990	26,338	33,403	37,913	35,005
Distinct hosts served	17,178	17,016	15,383	16,368	15,863	16,616	16,799	15,854
Total data transferred (MB)	203.8	229.1	201.6	212.6	213.8	347.8	407.9	350.9
Submission of Transactions:								
Successful requests for pages	14,888	16,721	17,887	18,565	16,521	19,017	22,584	21,597
Distinct hosts served	6,235	6,378	6,317	6,760	6,551	7,025	7,430	7,093
Total data transferred (MB)	105.5	128.4	129.1	138.1	213.8	149.8	183.6	175.5

	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Traffic to Landing Page:							
Successful requests for pages	27,387	18,562	15,861	14,056	17,725	28,414	30,624
Distinct hosts served	5,352	4,795	5,016	4,638	8,381	16,654	18,660
Total data transferred (MB)	104.0	124.5	104.8	95.2	109.7	164.7	179.6
Submission of Transactions:							
Successful requests for pages	12,214	16,442	12,222	12,397	14,984	16,994	19,228
Distinct hosts served	3,233	3,757	3,477	3,486	4,372	6,544	7,166
Total data transferred (MB)	66.6	76.3	72.1	69.0	85.3	89.6	106.2

	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Traffic to Landing Page:							
Successful requests for pages	10,174	11,946	11,804	13,543	14,598	15,717	17,664
Distinct hosts served	4,234	5,098	4,908	5,406	4,983	5,238	5,093
Total data transferred (MB)	51.9	61.4	62.1	71.2	80.2	102.8	119.6
Submission of Transactions:							
Successful requests for pages	10,477	12,398	11,808	13,543	14,787	13,991	16,170
Distinct hosts served	3,166	3,862	3,755	4,123	4,933	4,042	3,939
Total data transferred (MB)	53.8	62.7	59.8	69.3	77.3	79.5	85.7

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

Top 25 Viewed Pages

The following table shows the 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)	5,731,840	21.82%
2	Forms (2)	1,970,719	7.50%
3	Application for Naturalization (3)	442,436	1.68%
4	Petition for Alien Relative (4)	435,688	1.66%
5	Application to Replace Permanent Resident Card (5)	296,745	1.13%
6	Application to Register Perm. Residence or Adjust Status (7)	273,166	1.04%
7	News (6)	267,397	1.02%
8	File My Application Online (E-Filing) (8)	264,071	1.01%
9	Green Card (Permanent Residence) (10)	244,137	0.93%
10	Citizenship Through Naturalization (9)	233,989	0.89%
11	USCIS-ES Home Page (11)	228,544	0.87%
12	Resources (12)	212,552	0.81%
13	Affidavit of Support Under Section 213A of the Act (13)	189,390	0.72%
14	Green Card Through Family (14)	182,746	0.70%
15	Laws (16)	174,897	0.67%
16	Contact Us (17)	167,136	0.64%
17	Application for Employment Authorization (15)	159,402	0.61%
18	Family of U.S. Citizens (19)	142,027	0.54%
19	Green Card Based Forms (18)	140,620	0.54%
20	The Naturalization Test (20)	137,679	0.52%
21	About Us (22)	129,794	0.49%
22	Check Filing Fees (23)	128,543	0.49%
23	Citizenship and Naturalization Based Forms (21)	126,764	0.48%
24	How to Calculate My Cycle Time (24)	120,663	0.46%
25	Study Materials for the Naturalization Test (25)	117,108	0.45%
	
Total Page Views this Month >		26,269,368	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:** This is the first time this page has appeared in this report. All of the top downloaded files in this list 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	3,334,160	14.58%
2	M-562: How Do I Renew or Replace My Perm. Resident Card	1,434,330	6.27%
3	M-565: How Do I Apply for U.S. Citizenship?	1,175,187	5.14%
4	M-555: How Do I Help My Relative Become a Perm. Resident	1,124,492	4.92%
5	M-477: Document Checklist	636,964	2.79%
6	M-623: Civics Flash Cards for Naturalization Test	576,164	2.52%
7	M-561: How Do I Help My Relative Become a Perm. Resident	547,590	2.39%
8	I-9: Employment Eligibility Verification	532,878	2.33%
9	M618: Welcome to the U.S., Guide for New Immigrants	524,079	2.29%
10	M-476: A Guide to Naturalization	511,692	2.24%
11	N-400: Application for Naturalization	434,935	1.90%
12	M-564: How Do I Help My Fiance(e) Become a Perm. Resident	392,086	1.71%
13	Customer Service Guide - Benefits for Permanent Residents	358,254	1.57%
14	M-565: How Do I Apply for U.S. Citizenship	318,990	1.39%
15	M-608: How Do I Get a Reentry Permit	304,821	1.33%
16	Customer Service Guide - Nonimmigrant Services	300,664	1.31%
17	M-274: Instructions for Completing Form I-9	292,243	1.28%
18	G-325A: Biographic Information	230,909	1.01%
19	Customer Service Guide - Info Available to U.S. Citizens	230,198	1.01%
20	M-623: Civics Flash Cards for Naturalization Test (print)	228,335	1.00%
21	M-579: How Do I Extend My Nonimmigrant Stay	220,389	0.96%
22	I-485: Application to Register Perm. Residence or Adjust Status	216,161	0.95%
23	I-130: Petition for Alien Relative	216,044	0.94%
24	M-274: Instructions for Completing Form I-9	215,196	0.94%
25	M-584: How Do I Complete Form I-9	211,473	0.92%
	
	Total Downloaded Files this Month >	22,869,520	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:** None. Many referrals continue to come from the State Department's Bureau of Consular Affairs site (travel.state.gov) and from Google searches.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	109,405	Home Page	Google search for "uscis" (1)
2	57,154	Affidavit of Support Under Section 213A of the Act	Affidavit of Support Instructions on travel.state.gov (2)
3	13,376	Employment Eligibility Verification	Link to www.uscis.gov/i-9 on irs.gov (5)
4	12,506	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support Instructions on travel.state.gov (7)
5	11,382	Poverty Guidelines	Affidavit of Support Instructions on travel.state.gov (4)
6	11,263	Home Page	Google search for "immigration" (11)
7	9,652	Home Page	Home page on dhs.gov (8)
8	8,485	Contract Between Sponsor and Household Member	Affidavit of Support Instructions on travel.state.gov (3)
9	8,266	Forms	Fees for Visa Services on travel.state.gov (13)
10	7,676	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) (K-1) on travel.state.gov (12)
11	7,396	Home Page	Google search for "uscis.gov" (6)
12	7,013	Home Page	Unidentified link to http://uscis.gov (14)
13	6,958	For Employers	E-Verify page on dhs.gov (*)
14	6,608	Home Page	Immigrants to the U.S. on travel.state.gov (18)
15	6,382	Home Page	Google search for "ins" (15)
16	6,083	Home Page	Yahoo search for "uscis" (*)
17	5,824	Forms	Immigration page on dhs.gov (17)
18	5,665	Employment Authorization	Unidentified link on irs.gov (16)
19	5,527	Home Page	Google search for "www.uscis.gov" (*)
20	5,332	Immigration Classifications and Visa Categories: Immigrants	Family Immigration on travel.state.gov (19)
21	5,255	Home Page	Unidentified link on google.com (9)
22	5,242	Home Page	Infopass (21)
23	4,943	Petition for Alien Relative	Family Immigration on travel.state.gov (22)
24	4,704	Home Page	Immigration on dhs.gov (*)
25	4,313	Citizenship and Naturalization Based Resources	Immigration 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	1	1
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	6	7	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), 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	264,644
uscis.gov	51,968
ins	36,518
immigration	33,903
www.uscis.gov	30,626
i-9 form	14,909
us immigration	13,792
i-9	12,416
uscis forms	12,213
green card	10,042
i9 form	8,342
i9	8,116
immigration forms	7,061
us citizenship	6,145
immigration and naturalization	5,951
form i-9	5,442
everify	4,909
uscis case status	4,887
i-130	4,631
ucis	3,900
i-485	3,821
ins.gov	3,685
usics	3,328
citizenship application	3,005
i-765	2,951
us citizenship application	2,947

Phrase	Referrals
e-verify	2,825
naturalization	2,728
pdf	2,584
citizenship	2,494
n-400	2,405
uscis.com	2,394
n400	2,380
i-864	2,339
green card renewal	2,316
i-751	2,283
i 9 form	2,277
affidavit of support	2,251
naturalization application	2,213
bcis	2,035
i-131	1,866
usci	1,843
ins forms	1,812
us citizenship and immigration services	1,671
g-325a	1,601
www.ins.gov	1,588
i-90	1,581
immigration and naturalization service	1,529
imigration	1,509
www.uscis.com	1,498

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine indicate what is most important to CSWP visitors once they enter the site.

► **Notable changes this month:** None. Searches for forms continue to account for about half of the most popular search requests.

Phrase	Count
i 130	9619
i 90	7686
i 485	7442
visa bulletin	7047
i 864	6831
i 751	6816
i 765	6211
infopass	6014
case status	5854
i 131	5713
n 400	5667
forms	5564
h1b	5562
g 325a	5314
change of address	4966
i 797	4836
ds 230	4591
ar 11	4398
tps	4307
i 94	4241
i 9	4233
green card	3744
i 134	3639
i 551	3620
n400	3399

Phrase	Count
status	3328
lottery	3002
i 539	2949
i 693	2917
ead	2906
i130	2894
m 476	2891
visa	2860
class of admission	2653
i 797c	2616
green card lottery	2427
marriage	2395
check status	2325
renew green card	2287
opt	2264
n 600	2248
change address	2242
info pass	2241
passport	2222
i 129f	2177
i90	2165
fee waiver	2126
affidavit of support	2106
tps el salvador	2102
ds230	2077

Surveys of User Satisfaction

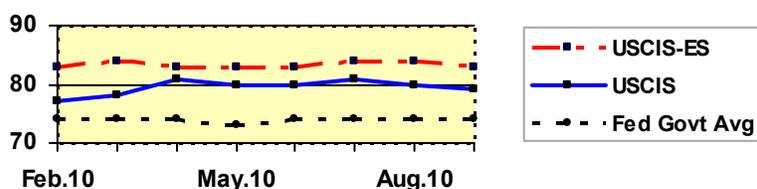
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** A new table on this page reports the top five answers to survey questions about how visitors use the site and their self-identified role. 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.

This Month's Average Customer Satisfaction Scores

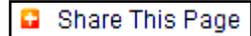
USCIS	USCIS-ES	Federal Govt.
79	83	74



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	15%	10%
Get General Information Before I File My Case	14%	24%
Green Card Information	11%	12%
Check My Case Status	11%	24%
Primary Method Used to Find Information		
Site's Search Feature	34%	37%
Top Navigation Bar	18%	24%
Just Browsing	16%	14%
Used an External Search Engine (e.g., Google)	15%	12%
Site Map	9%	7%
"Where to Start" Feature	8%	6%
Self-Identified Role of Visitor		
U.S. Citizen	37%	23%
Permanent Resident (green card holder)	34%	34%
Citizen of a Foreign Country	5%	11%
Visitor / Non-Immigrant	3%	7%
Attorney	3%	--
Conditional Resident	--	4%

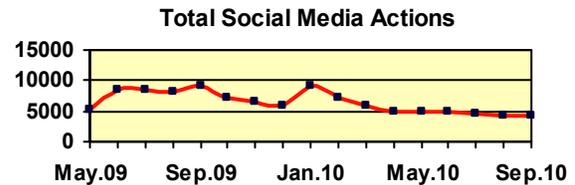
Social Media Activity on CSWP Pages



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 three percent. There were no significant changes in the top services and top pages.

	Top Services	Count	Share*
1	Facebook (1)	889	20.90%
2	Email (2)	781	18.36%
3	Stumble Upon (*)	429	10.09%
4	Print (3)	354	8.32%
5	Google Bookmarks (8)	301	7.08%
6	MySpace (4)	233	5.48%
7	Twitter (7)	195	4.58%
8	Digg (6)	194	4.56%
9	Messenger (9)	184	4.33%
10	Favorites (6)	165	3.88%
-	All Others...	528	12.42%
	Total	4253	100%



	Top 10 Pages with Social Media Activity	Count	Share*
1	USCIS Home Page (1)	475	11.17%
2	Guide to Naturalization (3)	74	1.74%
3	18-Month Extension of TPS for El Salvador (4)	53	1.25%
4	Study Materials for Naturalization Test (7)	52	1.22%
5	Naturalization Interview and Test (6)	51	1.20%
6	USCIS-ES Home Page (8)	44	1.03%
7	Resources (*)	41	0.96%
8	Family of U.S. Citizens (9)	40	0.94%
9	New Form I-90, Application to Replace Permanent Resident Card (2)	37	0.87%
10	News (*)	31	0.73%
-	All Others...	3355	78.89%
	Total	4253	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 a Spanish language version of many of its pages. The Spanish site, known as USCIS-ES, is accessible from a link in the header of CSWP pages. The charts below reflect metrics for the USCIS-ES site, as well as corresponding metrics from the full CSWP site (which includes the USCIS-ES numbers) for comparison.

► **Notable changes this month:** Page views on USCIS-ES decreased seven percent, compared to a five percent increase for the full CSWP. USCIS-ES traffic accounted for about 3.2 percent of all CSWP traffic.

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

FULL CSWP (for comparison)	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
User Sessions (Visits)	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735	6,886,006
Ave. Weekday User Sessions	214,833	208,630	244,815	252,191	255,985	271,581	265,128
Ave. Session Length (min.)	6:40	6:28	6:13	6:07	6:07	6:22	6:18
Unique Visitors	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018
One-Time Visitors	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793
Repeat Visitors	875,616	800,550	936,250	969,798	992,174	1,028,814	1,005,225
Page Views	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368

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

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

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)	235,536	27.51%
2	Formularios (2)	44,813	5.23%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	20,705	2.42%
4	Tarjeta verde (Green card) a traves de la familia (4)	17,362	2.03%
5	Noticias (5)	17,220	2.01%
6	El Examen de Naturalizacion (6)	14,852	1.73%
7	Tramite y procedimientos para la Tarjeta Verde (Green card) (7)	13,972	1.63%
8	Peticion para pariente extranjero (17)	13,028	1.52%
9	Familiares de ciudadanos estadounidenses (8)	12,382	1.45%
10	Recursos (9)	11,869	1.39%
11	Tarjeta Verde (residencia permanente) (10)	11,654	1.36%
12	Formularios de Familia (11)	11,135	1.30%
13	Enlace Publico (12)	10,329	1.21%
14	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (20)	8,873	1.04%
15	Acerca de nosotros (15)	8,496	0.99%
16	Formularios para la Ciudadania y la Naturalizacion (13)	8,434	0.98%
17	Ciudadania por Naturalizacion (14)	8,287	0.97%
18	Formularios – Informacion general (18)	8,017	0.94%
19	El Examen de Naturalizacion: Preguntas de civismo (19)	7,594	0.89%
20	Ciudadania (16)	7,376	0.86%
21	Familiares de residentes permanentes (personas con la tarjeta verde) (22)	6,957	0.81%
22	Solicitud de registro de residencia permanente o ajuste de estatus (25)	6,279	0.73%
23	Familia (23)	6,141	0.72%
24	Despues de que una Tarjeta verde (Green Card) haya sido concedida (24)	5,431	0.63%
25	Solicitud de Naturalizacion (*)	5,350	0.62%
	
	Total Page Views this Month to USCIS-ES Pages >	856,269	100.00%

Number in parentheses indicates rank in previous month.

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