

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

USCIS OIT Enterprise Applications Operations and Maintenance Support



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

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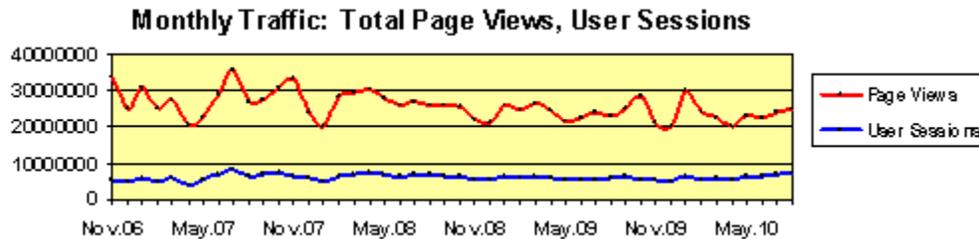
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Executive Summary

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

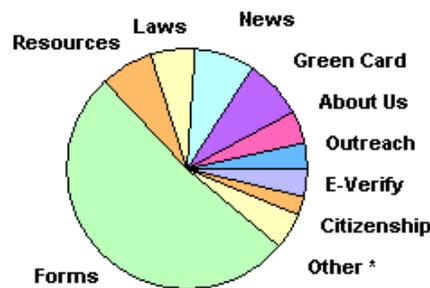
► **Traffic Volume Increased Four Percent**

Page views increased four percent, and user sessions increased six percent. (See page 2.)



► **Traffic to E-Verify Decreased 15 Percent**

Visits to E-Verify, which had increased about 70 percent over the preceding five months, decreased 15 percent this month. (See page 8.)



► **USCIS-ES Has Highest Federal User Satisfaction Score**

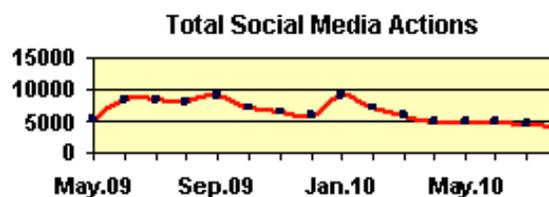
USCIS.gov and its Spanish language component (USCIS-ES) continue to rank higher than the average of federal government Web sites that use the ForeSee Results survey. The USCIS-ES site tied with the NASA main site as having the highest average satisfaction score among federal portals and department main sites for the quarter ending June 2010. (See page 15.)

Monthly Average Customer Satisfaction Scores

	Feb.10	Mar.10	Apr.10	May 10	June 10	July 10	Aug.10
USCIS	77	78	81	80	80	81	80
USCIS-ES	83	84	83	83	83	84	84
Federal Govt (avg.)	74	74	74	73	74	74	74

► **Social Media Activity Decreased Five Percent**

The level of social media activity on CSWP pages decreased five percent. (See page 16.)



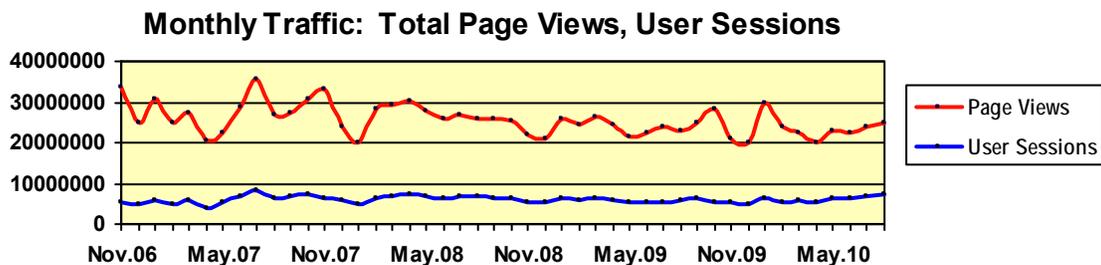
CSWP Visitor Traffic

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

Metric	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
Overall							
User Sessions (Visits)	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735
Ave. Weekday User Sessions	216,710	214,833	208,630	244,816	252,191	255,985	271,581
Ave. Session Length (min.)	6:40	6:40	6:28	6:13	6:07	6:07	6:22
Unique Visitors	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708
One-Time Visitors	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894
Repeat Visitors	801,494	875,616	800,550	936,250	969,798	992,174	1,028,814
Page Views	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138
Sessions by Content Area *							
About Us	95,240	103,178	94,151	106,041	111,864	114,708	109,440
Citizenship	59,213	61,260	55,321	61,374	58,716	66,942	63,147
Forms / Immigration Forms	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309
Topics / Services & Benefits	231,684	20,275	--	--	--	--	--
Outreach	--	--	90,488	100,533	104,236	108,366	75,634
Laws / Laws & Regulations	137,555	138,535	129,205	151,765	137,710	145,823	135,496
News / Press Room	138,273	180,215	174,936	187,917	186,974	200,039	200,278
E-Verify	61,467	71,499	83,081	96,768	93,473	105,700	89,738
Resources	170,010	171,707	155,870	173,036	171,966	178,192	174,069
Working in the U.S.	21,300	21,090	19,683	23,122	23,340	25,126	24,744
Family	30,517	29,363	24,715	27,355	24,857	28,433	27,162
Adoption	8,336	10,712	9,326	10,162	9,581	8,402	8,940
Green Card	136,008	151,395	132,567	163,530	171,313	181,797	181,266
Humanitarian	7,672	7,747	5,881	6,910	6,230	5,767	5,548
Visit the U.S.	17,735	20,995	21,346	23,926	23,250	22,735	21,916
Military	14,372	12,848	10,147	17,452	10,615	10,467	10,707
Where to Start **	16,741	12,613	9,550	8,917	8,884	16,376	12,176

* 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	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Overall									
User Sessions (Visits)	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175
Ave. Weekday User Sessions	207,627	219,162	209,191	235,210	247,801	226,569	204,608	180,624	234,810
Ave. Session Length (min.)	5:15	5:14	4:52	4:37	4:45	4:57	4:51	4:54	5:20
Unique Visitors	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495
One-Time Visitors	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408
Repeat Visitors	764,617	802,299	868,993	941,663	995,079	956,671	839,536	782,310	995,087
Page Views	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676
Sessions by Content Area *									
About Us	116,936	119,211	122,388	114,798	128,002	109,752	89,859	81,596	103,769
Citizenship	164,469	164,056	173,580	173,960	124,670	79,053	63,211	48,197	67,866
Immigration Forms	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386
Services & Benefits /Topics	381,692	404,631	427,377	410,303	411,679	287,010	231,727	216,666	284,063
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	195,640	205,646	211,171	202,323	214,631	163,275	135,007	122,987	160,671
Press Room	107,841	96,552	76,960	72,934	121,675	161,045	127,746	126,476	170,202
E-Verify	46,486	56,338	52,642	66,692	107,133	80,879	69,616	56,744	62,792
Resources				--	--	186,097	150,560	144,691	187,523
Working in the U.S.				--	--	29,999	24,918	20,518	25,984
Family				--	--	38,173	31,816	23,042	34,239
Adoption				--	--	12,534	10,067	7,559	13,939
Green Card				--	--	138,178	108,233	120,181	159,491
Humanitarian				--	--	6,629	5,741	4,400	11,583
Visit the U.S.				--	--	17,584	15,311	15,138	20,587
Military				--	--	12,730	11,632	8,700	15,608
Where to Start **				--	--	--	--	--	--

* 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	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09
Overall										
User Sessions (Visits)	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607
Average Weekday User Sessions	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275
Average Session Length (min.)	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09
Unique Visitors	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666
One-Time Visitors	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419
Repeat Visitors	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247
Page Views	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327
Sessions by Content Area *										
About Us	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837
Citizenship	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602
Immigration Forms	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399
Services & Benefits	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478
Laws & Regulations	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	--	--
Press Room	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	235,692	214,995
E-Verify	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	136,553	177,940
Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08	Apr.08	May.08	Jun.08
Overall										
User Sessions (Visits)	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084
Page Views	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340
Sessions by Content Area *										
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773	215,500
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584	190,372
E-Verify	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543	78,978

*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.

CSWP Visitor Traffic (cont.)

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May 07	Jun.07	Jul.07	Aug.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	6,752,419	8,125,806	6,512,486
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510	246,209
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38	4:57
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990
Sessions by Content Area *										
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016	161,335
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522	232,039
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264	512,733
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115	232,354
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576	261,337
E-Verify	--	--	--	--	--	--	--	--	--	--

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

Legacy Data:

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
Overall											
User Sessions (Visits)	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Ave. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Ave. Session Length (min.)	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
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

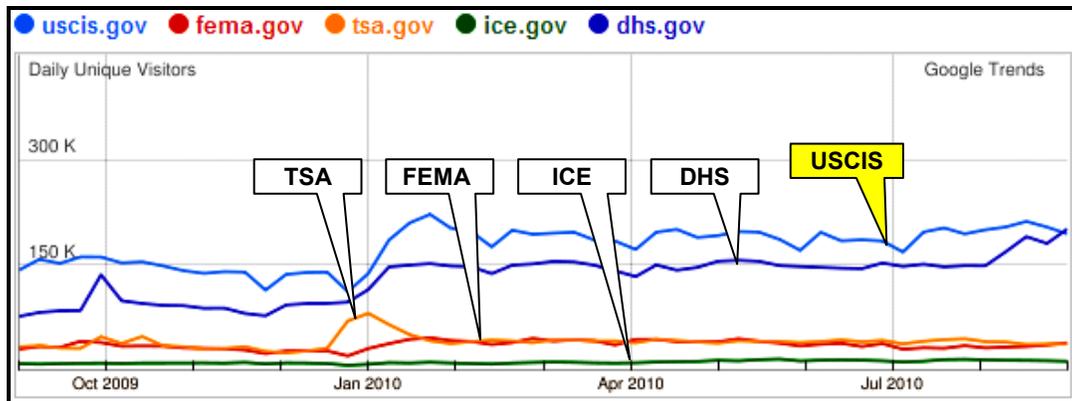
*Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

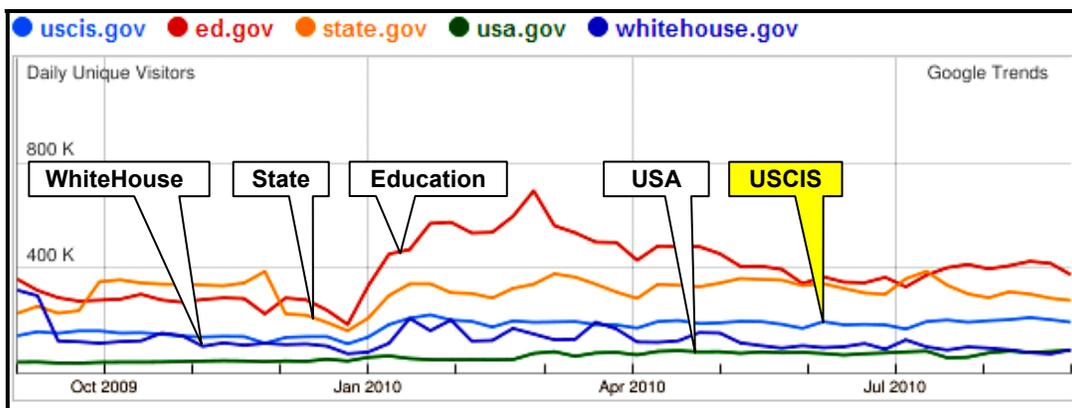
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



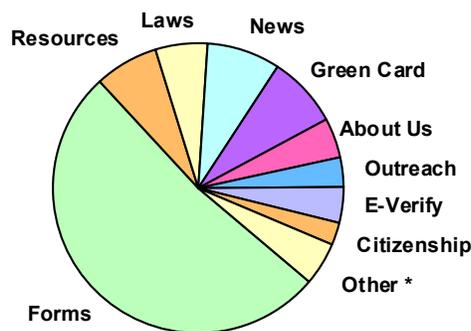
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of 4 federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known federal 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:** Visits to E-Verify, which had increased about 70 percent over the preceding five months, decreased 15 percent this month. 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	1,230,309
Resources	174,069
Laws	136,496
News	200,278
Green Card	181,266
About Us	109,440
Outreach	75,634
E-Verify	89,738
Citizenship	63,147
Family	27,164
Working in the U.S.	24,744
Visit the U.S.	21,916
Where to Start	12,176
Military	10,707
Adoption	8,940
Humanitarian	5,548
Total Sessions to These Pages >	2,371,572



* "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 requests for transaction pages increased 14 percent this month.

	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
Traffic to Landing Page:									
Successful requests for pages	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403	37,913
Distinct hosts served	16,654	18,660	17,178	17,016	15,383	16,368	15,863	16,616	16,799
Total data transferred (MB)	164.7	179.6	203.8	229.1	201.6	212.6	213.8	347.8	407.9
Submission of Transactions:									
Successful requests for pages	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017	22,584
Distinct hosts served	6,544	7,166	6,235	6,378	6,317	6,760	6,551	7,025	7,430
Total data transferred (MB)	89.6	106.2	105.5	128.4	129.1	138.1	213.8	149.8	183.6

	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09
Traffic to Landing Page:									
Successful requests for pages	13,543	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725
Distinct hosts served	5,406	4,983	5,238	5,093	5,352	4,795	5,016	4,638	8,381
Total data transferred (MB)	71.2	80.2	102.8	119.6	104.0	124.5	104.8	95.2	109.7
Submission of Transactions:									
Successful requests for pages	13,543	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984
Distinct hosts served	4,123	4,933	4,042	3,939	3,233	3,757	3,477	3,486	4,372
Total data transferred (MB)	69.3	77.3	79.5	85.7	66.6	76.3	72.1	69.0	85.3

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09
Traffic to Landing Page:									
Successful requests for pages	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946	11,804
Distinct hosts served	1,379	6,898	3,904	4,289	4,535	4,176	4,234	5,098	4,908
Total data transferred (MB)	20.6	87.5	50.5	52.5	58.4	51.9	51.9	61.4	62.1
Submission of Transactions:									
Successful requests for pages	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398	11,808
Distinct hosts served	761	3,416	2,582	3,038	3,386	3,227	3,166	3,862	3,755
Total data transferred (MB)	20.0	64.8	49.7	54.6	61.2	54.5	53.8	62.7	59.8

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)	6,087,911	24.34%
2	Forms (2)	2,051,277	8.20%
3	Application for Naturalization (3)	468,001	1.87%
4	Petition for Alien Relative (4)	442,980	1.77%
5	Application to Replace Permanent Resident Card (6)	318,971	1.28%
6	News (5)	291,598	1.17%
7	Application to Register Perm. Residence or Adjust Status (8)	290,635	1.16%
8	File My Application Online (E-Filing) (7)	280,056	1.12%
9	Citizenship Through Naturalization (9)	254,518	1.02%
10	Green Card (Permanent Residence) (10)	246,351	0.98%
11	USCIS-ES Home Page (12)	238,069	0.95%
12	Resources (11)	225,647	0.90%
13	Affidavit of Support Under Section 213A of the Act (13)	201,498	0.81%
14	Green Card Through Family (14)	196,856	0.79%
15	Application for Employment Authorization (16)	187,642	0.75%
16	Laws (15)	180,691	0.72%
17	Contact Us (17)	175,487	0.70%
18	Green Card Based Forms (18)	155,758	0.62%
19	Family of U.S. Citizens (23)	146,766	0.59%
20	The Naturalization Test (19)	145,773	0.58%
21	Citizenship and Naturalization Based Forms (21)	141,859	0.57%
22	About Us (20)	140,733	0.56%
23	Check Filing Fees (22)	138,541	0.55%
24	How to Calculate My Cycle Time (*)	122,547	0.49%
25	Study Materials for the Naturalization Test (*)	118,912	0.48%
	
	Total Page Views this Month >	25,013,138	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 web site (travel.state.gov) and from Google searches. There were relatively minor changes among the top 25 referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	112,394	Home Page	Google search for "uscis" (1)
2	75,920	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	16,472	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (3)
4	15,264	Poverty Guidelines	Affidavit of Support page on travel.state.gov (4)
5	14,672	Employment Eligibility Verification	Link to www.uscis.gov/i-9 on irs.gov (5)
6	13,319	Home Page	Google search for "uscis.gov" (7)
7	11,105	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (8)
8	10,383	Home Page	Home page on dhs.gov (10)
9	9,827	Home Page	Unidentified link on google.com (23)
10	9,766	Affidavit of Support Under Section 213A of the Act	Affidavit of Support Instructions on travel.state.gov (11)
11	9,386	Home Page	Google search for "immigration" (15)
12	8,553	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance(e) (K-1) on travel.state.gov (12)
13	7,419	Forms	Fees for Visa Services on travel.state.gov (14)
14	7,381	Home Page	Unidentified link to http://uscis.gov (13)
15	6,959	Home Page	Google search for "ins" (16)
16	6,254	Employment Authorization	Unidentified link on irs.gov (19)
17	5,946	Forms	Immigration page on dhs.gov (21)
18	5,854	Home Page	Immigrants to the U.S. on travel.state.gov (17)
19	5,799	Immigration Classifications and Visa Categories: Immigrants	Family Immigration on travel.state.gov (*)
20	5,741	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support Instructions on travel.state.gov (22)
21	5,638	Home Page	Infopass (20)
22	5,253	Petition for Alien Relative	Family Immigration on travel.state.gov (*)
23	5,195	Home Page	Career Opportunities on dhs.gov (18)
24	4,586	Petition for Alien Relative	Immigrant Visa for a Spouse on travel.state.gov (*)
25	4,485	Check Filing Fees	Check Filing Fees on immihelp.com (24)

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	1	1
green card	1	1	1
asylum	9	4	3

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered into external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** None. Searches for the agency name (e.g., uscis, ins), 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 remain relatively unchanged from month to month.

Phrase	Referrals
uscis	267,285
uscis.gov	46,374
ins	35,430
immigration	29,716
www.uscis.gov	26,311
i-9 form	16,864
us immigration	14,275
i-9	12,697
uscis forms	12,082
green card	9,525
i9 form	8,958
i9	8,874
us citizenship	6,505
immigration forms	6,480
immigration and naturalization	6,181
form i-9	6,043
i-130	4,709
uscis case status	4,630
everify	4,400
i-485	3,636
ucis	3,636
ins.gov	3,354
usics	3,274
e-verify	2,955
i-765	2,933
us citizenship application	2,863

Phrase	Referrals
citizenship application	2,644
citizenship	2,564
uscis.com	2,460
affidavit of support	2,329
naturalization	2,219
bcis	2,152
i 9 form	2,099
green card renewal	2,013
usci	1,923
i-751	1,895
i-864	1,722
g-325a	1,707
us citizenship and immigration services	1,655
i-131	1,641
immigration and naturalization service	1,629
i-134	1,596
uscis gov	1,577
www.ins.gov	1,575
ins forms	1,568
n-400	1,540
ar-11	1,493
e verify	1,428
usa immigration	1,424
imigration	1,400

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 many of the most popular search requests.

Phrase	Count
i 130	10214
i 90	8674
visa bulletin	8015
i 485	7750
infopass	7038
i 751	6940
forms	6768
n 400	6756
i 765	6686
i 864	6664
h1b	6107
case status	5949
change of address	5777
tps	5493
i 131	5448
g 325a	5417
ar 11	5364
i 94	4877
m 476	4675
i 797	4642
ds 230	4455
i 551	4120
i 9	3842
n400	3658
green card	3551

Phrase	Count
i 134	3418
status	3378
ead	3279
i 693	3137
visa	3113
i 539	3048
i130	2888
tps el salvador	2880
class of admission	2793
opt	2789
passport	2733
i 797c	2627
marriage	2606
change address	2575
n 600	2464
info pass	2450
i90	2415
renew green card	2335
name change	2283
citizenship	2268
check status	2256
lottery	2209
fee waiver	2205
processing times	2175
address change	2132

Surveys of User Satisfaction

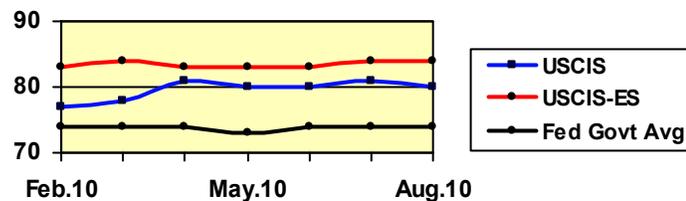
USCIS.gov and its Spanish language component, USCIS-ES, use ForeSee Results surveys as part of the American Customer Satisfaction Index (ACSI) E-Government Index to gauge customer satisfaction and identify areas for improvement.



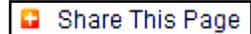
► **Notable changes this month:** USCIS.gov and USCIS-ES continue to have ACSI-verified user satisfaction scores that are higher than the average of all federal government Web sites that use ForeSee Results surveys. For the quarter that ended on June 30, 2010, the USCIS-ES site tied with the National Aeronautics and Space Administration (NASA) main site as having the highest average satisfaction score among federal portals and department main sites.

Monthly Average Customer Satisfaction Scores

	Feb.10	Mar.10	Apr.10	May 10	June 10	July 10	Aug.10
USCIS	77	78	81	80	80	81	80
USCIS-ES	83	84	83	83	83	84	84
Federal Govt (avg.)	74	74	74	73	74	74	74



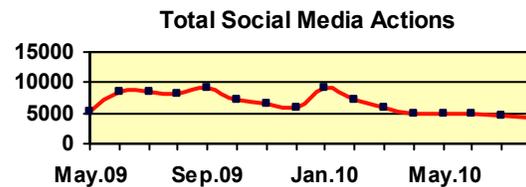
Social Media Activity on CSWP Pages



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 five percent. Otherwise, there were no significant changes in the top services and top pages.

	Top Services	Count	Share*
1	Facebook (1)	956	21.7%
2	Email (2)	851	19.4%
3	Print (3)	545	12.4%
4	MySpace (4)	289	6.6%
5	Delicious (*)	253	5.7%
6	Google Bookmarks (8)	231	5.2%
7	Twitter (7)	221	5.0%
8	Favorites (6)	212	4.8%
9	Messenger (9)	201	4.6%
10	Digg (6)	167	3.8%
–	All Others...	716	10.8%
	Total	4399	100%



	Top 10 Pages with Social Media Activity	Count	Share*
1	USCIS Home Page (1)	398	8.79%
2	New Form I-90, Application to Replace Permanent Resident Card (2)	72	2.33%
3	Guide to Naturalization (3)	63	1.29%
4	18-Month Extension of TPS for El Salvador (5)	46	1.1%
5	Fiance(e) Visa (4)	42	0.9%
6	Naturalization Interview and Test (*)	42	0.9%
7	Study Materials for Naturalization Test (6)	41	0.9%
8	USCIS-ES Home Page (*)	40	0.9%
9	Family of U.S. Citizens (10)	37	0.8%
10	Citizenship Through Naturalization (*)	39	0.84%
–	All Others...	3579	81.25%
	Total	4399	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:** Traffic to USCIS-ES increased 12 percent, compared to 4 percent for the full CSWP. USCIS-ES traffic accounted for about 3.7 percent of all CSWP traffic.

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

FULL CSWP (for comparison)	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
User Sessions (Visits)	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735
Ave. Weekday User Sessions	216,710	214,833	208,630	244,815	252,191	255,985	271,581
Ave. Session Length (min.)	6:40	6:40	6:28	6:13	6:07	6:07	6:22
Unique Visitors	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708
One-Time Visitors	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894
Repeat Visitors	801,494	875,616	800,550	936,250	969,798	992,174	1,028,814
Page Views	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138

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

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

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)	247,557	26.82%
2	Formularios (2)	47,521	5.15%
3	Formularios de Residencia Permanente (Tarjeta Verde) (5)	22,665	2.46%
4	Tarjeta verde (Green card) a traves de la familia (4)	20,161	2.18%
5	Noticias (3)	18,388	1.99%
6	El Examen de Naturalizacion (6)	16,961	1.84%
7	Tramite y procedimientos para la Tarjeta Verde (Green card) (8)	14,416	1.56%
8	Familiares de ciudadanos estadounidenses (11)	12,446	1.35%
9	Recursos (9)	12,302	1.33%
10	Tarjeta Verde (residencia permanente) (10)	12,188	1.32%
11	Formularios de Familia (13)	11,278	1.22%
12	Enlace Publico (12)	11,087	1.20%
13	Formularios para la Ciudadania y la Naturalizacion (14)	9,833	1.07%
14	Ciudadania por Naturalizacion (15)	9,120	0.99%
15	Acerca de nosotros (16)	9,005	0.98%
16	Ciudadania (17)	8,827	0.96%
17	Peticion para pariente extranjero (*)	8,411	0.91%
18	Formularios – Informacion general (18)	8,374	0.91%
19	El Examen de Naturalizacion: Preguntas de civismo (19)	8,107	0.88%
20	Solicitud para reemplazar la tarjeta de residente permanente (Green Card) (7)	8,020	0.87%
21	Estatus de Proteccion Temporal (*)	6,728	0.73%
22	Familiares de residentes permanentes (personas con la tarjeta verde) (22)	6,671	0.72%
23	Familia (23)	6,160	0.67%
24	Despues de que una Tarjeta verde (Green Card) haya sido concedida (21)	6,073	0.66%
25	Solicitud de registro de residencia permanente o ajuste de estatus (24)	5,742	0.62%
	
	Total Page Views this Month to USCIS-ES Pages >	923,216	100.00%

Number in parentheses indicates rank in previous month.

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

USCIS.gov Response to Haiti Earthquake

USCIS is part of a broad federal initiative to provide support in response to the January 2010 earthquake in Haiti. Information and resources on the CSWP continue to support the needs of those affected by the earthquake and those working to help them.



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

