



**March 2011 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

April 20, 2011



Revision History

Version	Date	Name of Author	Summary of Changes
1.0	April 20, 2011	CSWP, Senior Business Analyst	Baseline Draft

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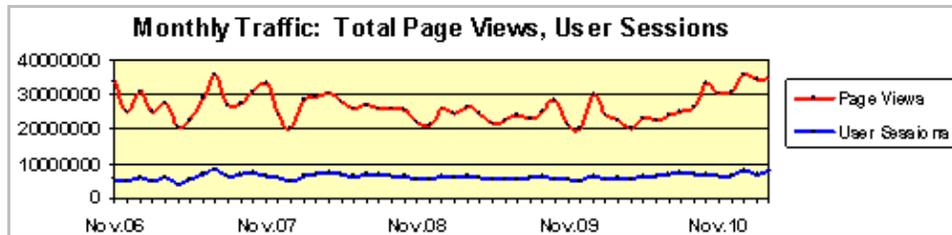
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for March 2011. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

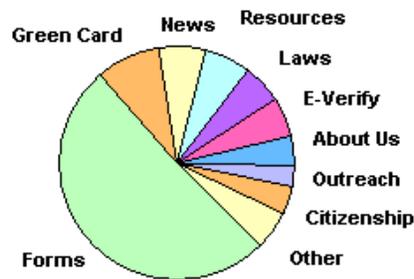
► **Overall Traffic Volume Increased About Two Percent**

Among the key indicators of traffic volume, page views increased two percent, and user sessions increased 14 percent. (See page 2.)



► **Traffic Distribution Unchanged**

The distribution of traffic among the major content areas was largely unchanged. (See page 9.)



► **USCIS and USCIS-ES Had Improved Customer Satisfaction Ratings**

The average score for USCIS increased from 80 to 82 this month, and the average score for USCIS-ES increased from 85 to 86. Both of these scores are well above the average for federal government sites. (See page 17.)

USCIS	USCIS-ES	Federal Govt.
82	86	74

► **State Department and DHS Web Sites Are Top Referrers of Traffic to CSWP**

The State Department's Bureau of Consular Affairs Web site (travel.state.gov) and the DHS Web site continue to refer a large volume of traffic to the CSWP. (See page 13.)

► **Increased Volume of Messages Sent Directly to USCIS Subscribers**

USCIS distributed 3.2 million emails to content subscribers, nearly three times as many as last month. USCIS also issued 85 Tweets to the more than 5,000 individuals who are following USCIS on Twitter. (See page 19.)

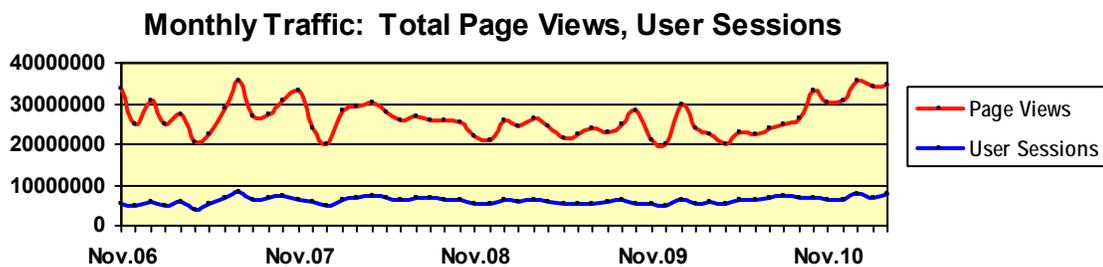
CSWP Visitor Traffic

► **Notable changes this month:** Overall traffic volume increased about two percent. Among the key indicators of traffic volume, page views increased two percent, and user sessions increased 14 percent.

Metric	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
Overall						
User Sessions (Visits)	6,863,381	6,238,269	6,353,365	7,768,865	7,018,295	8,029,128
Ave. Weekday User Sessions	264,060	255,144	232,727	298,594	286,854	295,712
Ave. Session Length (min.)	5:56	5:47	5:29	5:49	5:44	5:39
Unique Visitors	3,802,691	3,590,906	3,396,384	4,219,165	3,776,995	4,493,534
One-Time Visitors	2,817,747	2,653,039	2,515,232	3,106,138	2,777,181	3,350,342
Repeat Visitors	984,944	937,867	881,152	1,113,027	999,814	1,143,192
Page Views	33,334,881	30,002,677	30,581,680	35,632,908	33,929,814	34,692,919
Sessions by Content Area *						
About Us	98,773	95,758	87,723	108,821	98,524	109,628
Citizenship	56,920	58,257	55,344	95,391	87,967	103,337
Forms	1,135,790	1,114,509	991,126	1,254,781	1,164,374	1,340,818
Services & Benefits/Topics	--	--	--	--	--	--
Outreach	68,237	65,636	59,977	74,130	65,527	72,620
Laws	127,799	123,795	111,104	137,484	124,265	138,390
News	174,488	165,384	145,577	180,481	155,571	174,121
E-Verify	79,720	78,707	93,701	108,765	106,542	139,493
Resources	159,486	147,966	131,331	172,571	151,675	169,754
Working in the U.S.	23,480	21,628	21,990	34,116	28,835	31,690
Family	26,142	24,342	24,190	33,909	29,387	31,539
Adoption	7,774	7,599	7,949	11,167	9,906	11,135
Green Card	201,522	168,637	168,976	252,585	215,522	232,481
Humanitarian	5,256	4,602	4,648	5,763	5,383	6,139
Visit the U.S.	19,826	19,573	19,083	27,287	24,840	27,325
Military	9,888	12,201	10,048	13,411	12,930	13,768
Find It Fast/Where to Start **	15,015	10,296	11,336	19,944	15,395	17,392

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

** Number of times a visitor clicked the Get Results button for this widget



CSWP Visitor Traffic (cont.)

Metric	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
Overall									
User Sessions (Visits)	6,151,175	5,212,997	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	234,810	216,710	214,833	208,630	244,816	252,191	255,985	271,581	265,128
Ave. Session Length (min.)	5:20	6:40	6:40	6:28	6:13	6:07	6:07	6:22	6:18
Unique Visitors	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018
One-Time Visitors	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793
Repeat Visitors	995,087	801,494	875,616	800,550	936,250	969,798	992,174	1,028,814	1,005,225
Page Views	29,606,676	23,754,223	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	103,769	95,240	103,178	94,151	106,041	111,864	114,708	109,440	101,427
Citizenship	67,866	59,213	61,260	55,321	61,374	58,716	66,942	63,147	57,175
Immigration Forms	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877
Services & Benefits /Topics	284,063	231,684	20,275	--	--	--	--	--	--
Outreach	--	--	--	90,488	100,533	104,236	108,366	75,634	69,001
Laws & Regulations	160,671	137,555	138,535	129,205	151,765	137,710	145,823	135,496	130,363
Press Room	170,202	138,273	180,215	174,936	187,917	186,974	200,039	200,278	182,290
E-Verify	62,792	61,467	71,499	83,081	96,768	93,473	105,700	89,738	80,944
Resources	187,523	170,010	171,707	155,870	173,036	171,966	178,192	174,069	162,453
Working in the U.S.	25,984	21,300	21,090	19,683	23,122	23,340	25,126	24,744	22,706
Family	34,239	30,517	29,363	24,715	27,355	24,857	28,433	27,162	26,203
Adoption	13,939	8,336	10,712	9,326	10,162	9,581	8,402	8,940	7,969
Green Card	159,491	136,008	151,395	132,567	163,530	171,313	181,797	181,266	174,656
Humanitarian	11,583	7,672	7,747	5,881	6,910	6,230	5,767	5,548	5,296
Visit the U.S.	20,587	17,735	20,995	21,346	23,926	23,250	22,735	21,916	20,078
Military	15,608	14,372	12,848	10,147	17,452	10,615	10,467	10,707	10,016
Find It Fast/Where to Start **	--	16,741	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	Oct.09	Nov.09	Dec.09
Overall			
User Sessions (Visits)	5,196,257	5,219,325	4,879,572
Ave. Weekday User Sessions	226,569	204,608	180,624
Ave. Session Length (min.)	4:57	4:51	4:54
Unique Visitors	2,984,828	2,617,134	2,513,261
One-Time Visitors	2,028,157	1,777,598	1,730,951
Repeat Visitors	956,671	839,536	782,310
Page Views	28,134,571	20,900,616	19,851,159
Sessions by Content Area *			
About Us	109,752	89,859	81,596
Citizenship	79,053	63,211	48,197
Immigration Forms	1,041,113	874,991	861,472
Services & Benefits /Topics	287,010	231,727	216,666
Outreach	--	--	--
Laws & Regulations	163,275	135,007	122,987
Press Room	161,045	127,746	126,476
E-Verify	80,879	69,616	56,744
Resources	186,097	150,560	144,691
Working in the U.S.	29,999	24,918	20,518
Family	38,173	31,816	23,042
Adoption	12,534	10,067	7,559
Green Card	138,178	108,233	120,181
Humanitarian	6,629	5,741	4,400
Visit the U.S.	17,584	15,311	15,138
Military	12,730	11,632	8,700
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	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Overall									
User Sessions (Visits)	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Average Weekday User Sessions	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Average Session Length (min.)	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076
One-Time Visitors	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997
Repeat Visitors	932,560	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079
Page Views	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410
Sessions by Content Area *									
About Us	140,908	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002
Citizenship	248,238	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670
Immigration Forms	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375
Services & Benefits	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133
Metric	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
Overall									
User Sessions (Visits)	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902
Average Weekday User Sessions	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327
Average Session Length (min.)	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10
Unique Visitors	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999
One-Time Visitors	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756
Repeat Visitors	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243
Page Views	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487
Sessions by Content Area *									
About Us	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278
Citizenship	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232
Immigration Forms	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292
Services & Benefits	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197
Press Room	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231
E-Verify	54,780	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051

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

CSWP Visitor Traffic (cont.)

Metric	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08
Overall									
User Sessions (Visits)	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150
Average Weekday User Sessions	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017
Average Session Length (min.)	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15
Unique Visitors	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243
One-Time Visitors	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675
Repeat Visitors	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568
Page Views	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570
Sessions by Content Area *									
About Us	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086
Citizenship	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387
Immigration Forms	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849
Services & Benefits	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094
Laws & Regulations	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908
Press Room	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065
E-Verify	--	--	--	38,302	34,571	29,467	27,676	29,931	28,142

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May 07	Jun.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
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10
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
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
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483
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
Sessions by Content Area *								
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840
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
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819
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

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

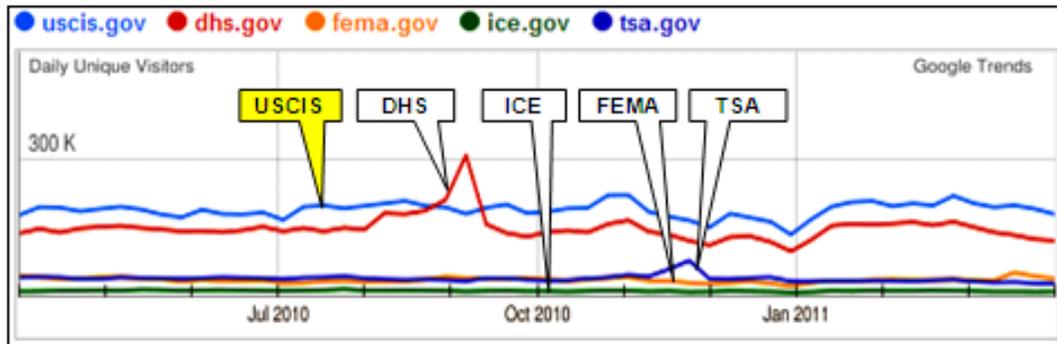
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
Overall											
User Sessions (Visits)	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Ave. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	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

CSWP Traffic Compared to Federal Sites

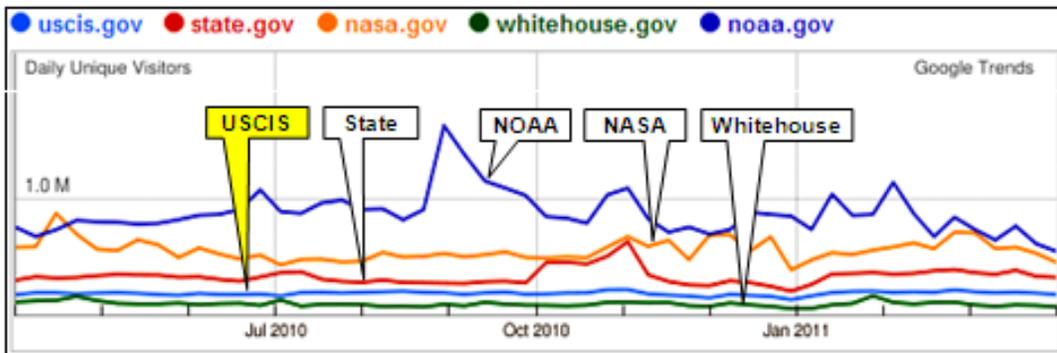
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **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



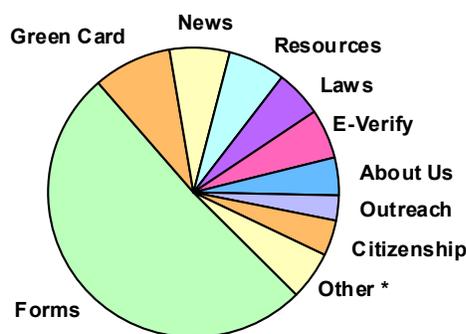
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among the dozen or so sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other 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/Find It Fast 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.

Content Area Landing Page	User Sessions
Forms	1,340,818
Green Card	232,481
News	174,121
Resources	169,754
E-Verify	139,493
Laws	138,390
About Us	109,628
Citizenship	103,337
Outreach	72,620
Working in the U.S.	31,690
Family	31,539
Visit the U.S.	27,325
Where to Start/Find It Fast	17,392
Military	13,768
Adoption	11,135
Humanitarian	6,135
Total Sessions to These Pages >	2,619,626



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

FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Total transactions increased 23 percent.

	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
Page Views on Landing Page	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118
– Transactions	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085

	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Page Views on Landing Page	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990
– Transactions	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565

	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09
Page Views on Landing Page	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387	18,562
– Transactions	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996
– Transactions	3,952	12,398	9,549	10,573	11,783	10,536

Top 25 Viewed Pages

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

► **Notable changes this month:** None. There were only minor changes in the order and traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,029,305	17.38%
2	Forms (2)	2,102,201	6.06%
3	Application for Naturalization, N-400 (3)	760,529	2.19%
4	Petition for Alien Relative, I-130 (4)	516,510	1.49%
5	Green Card (Permanent Residence) (6)	316,161	0.91%
6	USCIS-ES Home Page (8)	289,031	0.83%
7	Applic. to Register Perm. Residence or Adjust Status, I-485 (7)	288,926	0.83%
8	Application to Replace Permanent Resident Card, I-90 (5)	280,180	0.81%
9	News (9)	261,990	0.76%
10	Citizenship Through Naturalization (10)	237,975	0.69%
11	Resources (12)	236,672	0.68%
12	File My Application Online (E-Filing) (11)	212,689	0.61%
13	Affidavit of Support Under Section 213A of the Act, I-864 (14)	205,847	0.59%
14	Contact Us (13)	205,513	0.59%
15	E-Verify (18)	192,632	0.56%
16	Laws (15)	189,786	0.55%
17	Application for Employment Authorization, I-765 (17)	188,572	0.54%
18	Petition to Remove the Conditions of Residence, I-751 (19)	151,248	0.44%
19	About Us (22)	149,262	0.43%
20	Family of U.S. Citizens (20)	149,194	0.43%
21	E-Verify News RSS Page (21)	141,856	0.41%
22	Instructions for Electronic Filing of Form I-90 (*)	139,914	0.40%
23	Citizenship (*)	133,514	0.38%
24	Forms Update RSS Page (24)	128,528	0.37%
25	Green Card Based Forms (25)	127,153	0.37%
	
Total Page Views this Month >		34,692,919	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.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-129: Petition for a Nonimmigrant Worker (1)	2,824,896	11.03%
2	M-274: Instructions for Completing Form I-9 (3)	1,446,710	5.65%
3	M-565: How Do I Apply for U.S. Citizenship? (2)	1,314,508	5.13%
4	M-477: Document Checklist (4)	1,230,742	4.81%
5	M-476: A Guide to Naturalization (6)	1,080,644	4.22%
6	M-562: How Do I Renew or Replace My Perm. Resident Card (5)	1,071,500	4.18%
7	M-555: How Do I Help My Relative Become a Perm. Resident (7)	829,380	3.24%
8	I-9: Employment Eligibility Verification (8)	547,330	2.14%
9	N-400: Application for Naturalization (10)	464,913	1.82%
10	M-561: How Do I Help Relative Become a Perm. Resident (11)	390,848	1.53%
11	M-618: Welcome to the U.S., Guide for New Immigrants (13)	383,170	1.50%
12	Customer Service Guide – Nonimmigrant Services (14)	379,968	1.48%
13	Customer Service Guide – Benefits for Permanent Residents (15)	331,040	1.29%
14	M-638: Learn About the United States (19)	319,534	1.25%
15	M-564: How Do I Help Fiance(e) Become a Perm. Resident (16)	300,947	1.18%
16	Customer Service Guide – U.S. Citizens (18)	299,652	1.17%
17	I-140: Immigrant Petition for Alien Worker (17)	295,331	1.15%
18	I-130: Petition for Alien Relative (12)	293,627	1.15%
19	M-715: Writing Vocabulary Flash Cards (22)	271,898	1.06%
20	M-608: How Do I Get a Reentry Permit (21)	269,548	1.05%
21	M-606: How Do I Financially Sponsor Someone to Immigrate (20)	249,473	0.97%
22	I-485: Applic. to Register Perm. Residence or Adjust Status (23)	248,196	0.97%
23	I-601: Application for Waiver of Grounds of Inadmissibility (24)	245,129	0.96%
24	G-325A: Biographic Information (25)	236,341	0.92%
25	I-864: Affidavit of Support Under Section 213A of the Act (*)	217,018	0.85%
	
Total Downloaded Files this Month >		25,603,810	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. The State Department's Bureau of Consular Affairs Web site (Travel.State.gov), the DHS Web site, and Google continue to refer a large volume of traffic to the CSWP.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	45,563	Home Page	Google search for "uscis" (1)
2	27,831	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.gov (2)
3	20,772	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov (3)
4	18,394	Forms	Fees for Visa Services on Travel.State.gov (5)
5	17,240	Employment Eligibility Verification (I-9)	Link to i-9 on IRS.gov (4)
6	12,915	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov (6)
7	10,758	Petition for Alien Relative (I-130)	Immigrants to U.S. on Travel.State.gov (7)
8	10,269	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.gov (9)
9	9,939	Home Page	Home Page on DHS.gov (8)
10	9,419	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov (11)
11	8,919	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (10)
12	7,009	Home Page	Unidentified link(s) to http://uscis.gov (12)
13	6,666	E-Verify - For Employers	E-Verify page on DHS.gov (14)
14	6,017	Forms	Immigration page on DHS.gov (13)
15	5,697	Home Page	Unspecified source(s) on google.com (18)
16	5,438	I-9 (PDF)	Link to I-9 on IRS.gov (15)
17	5,187	Home Page	Infopass (16)
18	5,035	Home Page	Immigrants to U.S. on Travel.State.gov (17)
19	4,888	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (19)
20	4,437	Home Page	Career Opportunities on DHS.gov (20)
21	4,189	Petition for Alien Relative (I-130)	Immigrant Visa for Spouse of U.S. Citizen on Travel.State.gov (22)
22	3,842	Fiance(e) Visas	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (23)
23	3,835	E-Verify – For Employees	E-Verify page on DHS.gov (*)
24	3,774	Check Filing Fees	Check Filing Fees on immihelp.com (24)
25	3,733	Home Page	Bing search for "uscis" (25)

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

Ranking of CSWP Pages in Three Top 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.

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	2	2
green card	1	1	1
asylum	3	9	8

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:** The search terms and their relative order were largely unchanged. The volume of traffic referrals from these terms is consistent with the average monthly volume over the past year.

Phrase	Referrals
uscis	155,279
uscis.gov	26,213
ins	18,909
immigration	15,679
i-9	13,129
www.uscis.gov	12,649
uscis forms	9,428
i-9 form	8,585
i9	8,536
us immigration	8,293
uscis case status	5,058
immigration forms	4,884
everify	4,771
form i-9	4,674
i9 form	4,432
green card	4,395
e-verify	4,170
us citizenship	3,962
i-130	3,552
n-400	3,336
n400	3,238
e verify	2,951
citizenship application	2,888
immigration and naturalization	2,875
i-765	2,600

Phrase	Referrals
i-485	2,434
i 9 form	2,399
i-864	2,310
us citizenship application	2,296
citizenship	2,246
ins.gov	2,223
ucis	2,036
usics	1,808
i-751	1,689
green card renewal	1,618
affidavit of support	1,605
http://www.uscis.gov/	1,564
http://uscis.gov/	1,533
i-134	1,492
naturalization	1,450
g-325a	1,219
www.ins.gov	1,070
immigration and naturalization service	1,051
uscis gov	1,050
form i-130	1,044
i-131	1,035
citizenship test	997
immigration laws	990
pdf	982
uscis.com	980

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	11991
i 485	8327
i 765	8169
i 864	6921
i 751	6154
n 400	6146
infopass	6121
forms	5839
g 325a	5822
i 90	5725
visa bulletin	5672
ds 230	5313
i 797	5178
i 131	5070
i 94	4762
h1b	4254
i 551	4160
i 9	4079
green card	3985
n400	3917
i130	3565
visa	3375
m 476	3303
i 134	3190
change of address	3161

Phrase	Count
ar 11	3093
case status	3076
i 693	2897
tps	2763
n 600	2746
passport	2719
citizenship	2684
i 539	2666
opt	2665
i 797c	2652
class of admission	2636
marriage	2602
i485	2569
ds230	2555
fees	2543
info pass	2543
name change	2354
g325a	2346
i765	2339
ead	2207
i864	2190
affidavit of support	2168
status	2164
fee waiver	2155
g 1145	2142

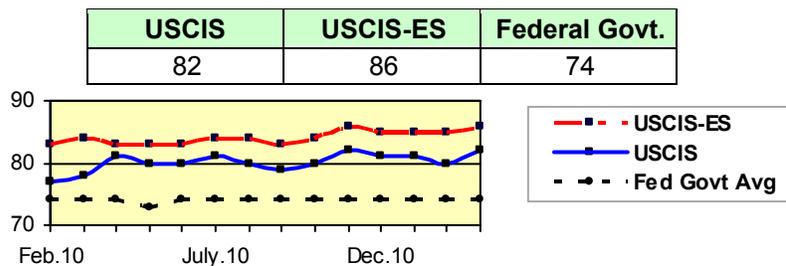
Surveys of User Satisfaction

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



► **Notable changes this month:** The average monthly score for USCIS increased from 80 to 82 this month, and the average monthly score for USCIS-ES increased from 85 to 86. Both sites continue to have ACSI-verified user satisfaction scores that are higher than the average of all federal government Web sites that use ForeSee Results surveys.

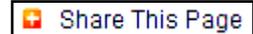
This Month's Average Customer Satisfaction Scores



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	24%	11%
Find Form(s)	16%	11%
Green Card Information	13%	26%
Get General Information Before I File My Case	12%	12%
Check My Case Status	10%	23%
Primary Method Used to Find Information		
Site's Search Feature	31%	32%
Top Navigation Bar	20%	25%
Used an External Search Engine (e.g., Google)	17%	13%
Just Browsing	17%	16%
Site Map	8%	8%
"Where to Start" Feature	7%	6%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	36%	39%
Naturalized U.S. Citizen	21%	20%
U.S. Born Citizen	17%	5%
Citizen of a Foreign Country	5%	10%
Visitor / Non-Immigrant	--	6%
Attorney	3%	--

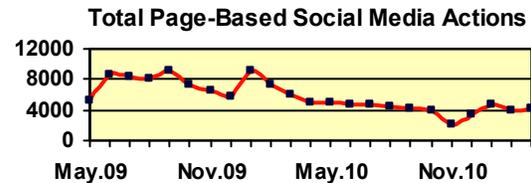
Social Media Activity Using Links on CSWP Pages



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

► **Notable changes this month:** The volume of social media activity using page-based links increased 11 percent. Two pages that broke into the ten most frequently shared pages include "USCIS Reminds Japanese Nationals Impacted by Recent Disaster" and "USCIS Announces Proposed H-1B Electronic Registration System."

	Top Services	Count	Share**
1	Facebook (1)	1,021	24.2%
2	Email (2)	854	20.2%
3	Stumble Upon (3)	478	11.3%
4	Google Bookmarks (4)	324	7.7%
5	Print (5)	275	6.5%
6	Twitter (8)	220	5.5%
7	Digg (6)	171	4.0%
8	Messenger (7)	171	4.0%
9	MySpace (9)	166	3.9%
10	Favorites (10)	111	2.6%
-	All Others...	426	10.1%
	Total	4,217	100%



	Top 10 Pages Shared Via Page-Based Social Media Links	Count	Share
1	USCIS Home Page (1)	277	6.6%
2	USCIS Reminds Japanese Nationals Impacted by Recent Disaster (*)	86	2.0%
3	Guide to Naturalization (3)	75	1.8%
4	USCIS Announces Proposed H-1B Electronic Registration System (*)	65	1.5%
5	How to Calculate My Cycle Time (4)	50	1.2%
6	Family of U.S. Citizens (8)	46	1.1%
7	Green Card (*)	42	1.0%
8	E-Verify Self Check (*)	37	0.9%
9	Fiance(e) Visa (7)	35	0.8%
10	Get E-Mail Updates (*)	32	0.8%
-	All Others...	3472	82.3%
	Total	4,217	100%

Number in parentheses indicates rank in the previous month.

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

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

GovDelivery Subscription Messages

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. People may also follow USCIS.gov using Twitter. The GovDelivery subscription service is used to disseminate content change emails and Twitter messages.

► **Notable changes this month:** USCIS distributed 3.2 million emails this month, nearly three times as many as last month. Beginning this month, Twitter metrics present counts of individual tweets and Twitter followers, rather than Twitter bulletins (bundles of individual tweets) and numbers associated with those bulletins as reported earlier.

	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
GovDelivery Emails					
Email Bulletins Issued	2	15	32	26	44
Emails Distributed to Subscribers	282,213	49,179	1,726,382	1,106,619	3,205,638
Subscribers at End of Month	280,617	281,480	280,607	280,144	286,854
Subscriptions	840,739	845,987	847,828	849,020	857,669
Total Subscribable Topics *	17	17	17	19	19
Twitter					
Tweets Issued	--	--	--	--	85
Twitter Followers at End of Month	--	--	--	--	5,280
Twitter Bulletins Issued	26	16	38	19	--
Notifications Sent to Subscribers	20,535	14,381	46,308	27,429	--
Subscribers at End of Month	817	966	1,388	1,523	--

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

USCIS-ES Visitor Traffic

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

► **Notable changes this month:** User sessions increased 14 percent. USCIS-ES traffic accounted for about 2.5 percent of all CSWP traffic this month.

USCIS-ES	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
User Sessions (Visits)	157,387	177,412	173,204	167,980	174,783	154,120	198,854	178,609	203,971
Ave. Weekday User Sessions	5,719	6,451	6,419	6,218	6,424	5,505	7,389	7,074	7,342
Ave. Session Length (min.)	7:19	7:26	7:14	6:57	6:50	6:46	7:34	7:03	6:50
Unique Visitors	114,110	127,148	125,245	120,893	122,632	108,304	142,221	127,066	146,794
One-Time Visitors	93,547	103,917	102,485	99,318	100,232	89,501	116,111	103,723	121,216
Repeat Visitors	20,563	23,231	22,760	21,575	22,400	18,803	26,110	23,343	25,578
Page Views	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827	883,545	979,563

USCIS-ES	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366	132,054	117,058	139,357	139,388
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727	4,732	4,385	5,247	5,252
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25	7:14	7:03	7:18	7:48
Unique Visitors	99,842	82,797	73,694	101,443	87,431	96,125	85,518	100,919	102,502
One-Time Visitors	80,418	67,255	60,032	81,550	71,777	78,118	70,112	82,494	84,173
Repeat Visitors	19,424	15,542	13,662	19,893	15,654	18,007	15,406	18,425	18,329
Page Views	832,486	643,622	558,808	843,720	708,272	781,763	647,816	748,673	763,536

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** The page, El Examen de Naturalizacion: Materiales de estudio, broke into the top 25 list at #7. Otherwise, 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)	295,901	29.51%
2	Formularios (2)	46,661	4.76%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	18,778	1.92%
4	Familiares de ciudadanos estadounidenses (4)	16,386	1.67%
5	Noticias (5)	15,374	1.57%
6	El Examen de Naturalizacion (6)	14,110	1.44%
7	El Examen de Naturalizacion: Materiales de estudio (*)	14,075	1.44%
8	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (8)	13,230	1.35%
9	Peticion para pariente extranjero, I-130 (7)	13,099	1.34%
10	Formularios para la Ciudadania y Naturalizacion (13)	12,425	1.27%
11	Ciudadania por Naturalizacion (9)	12,072	1.23%
12	Recursos (11)	12,044	1.23%
13	Tarjeta verde (Green card) a traves de la familia (10)	12,042	1.23%
14	Enlace Publico (14)	11,214	1.14%
15	Despues de que una Tarjeta verde (Green Card) haya sido concedida (15)	11,098	1.13%
16	Tarjeta Verde (residencia permanente) (12)	10,752	1.10%
17	Tramite y procedimientos para la Tarjeta Verde (Green card) (16)	9,480	0.97%
18	Formularios de Familia (17)	9,384	0.96%
19	Formularios – Informacion general (18)	9,320	0.95%
20	Acerca de nosotros (22)	9,200	0.94%
21	Familiares de residentes permanentes (personas con la tarjeta verde) (20)	8,996	0.92%
22	Ciudadania (21)	8,222	0.84%
23	Familia (23)	7,392	0.75%
24	Como renovar una Tarjeta verde (25)	7,170	0.73%
25	Solicitud de Naturalizacion, N-400 (24)	6,473	0.66%
	
	Total Page Views this Month to USCIS-ES Pages >	979,563	100.00%

Number in parentheses indicates rank in previous month.

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