

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

Information Technology Sustainment and Security Remediation



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

Table of Contents

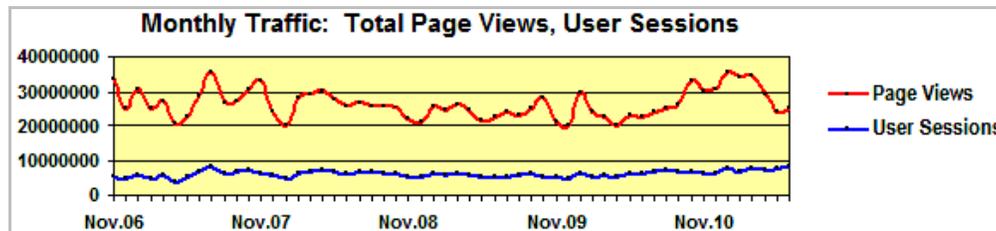
Executive Summary	1
CSWP Visitor Traffic	2
CSWP Traffic Compared to Federal Sites	3
USCIS.gov Compared to Other DHS Web Sites.....	3
USCIS.gov Compared to Leading Federal Web Sites.....	3
Distribution of Traffic by Major Content Area.....	4
FOIA Status Check	5
Top 25 Viewed Pages.....	6
Top 25 Downloaded Files	7
Top 25 Referring Pages Sending Traffic to CSWP	8
Ranking of CSWP Pages in Three Top Search Engines	9
Top 50 Search Terms from Referring External Search Engines	10
Top 50 Search Terms Entered into the CSWP Search Engine	11
Surveys of User Satisfaction.....	12
Social Media Activity Using Links on CSWP Pages.....	13
GovDelivery Subscription Messages	14
USCIS-ES Visitor Traffic	15
Top 25 Viewed USCIS-ES Pages	16
Appendix: Historical CSWP Visitor Traffic.....	17

Executive Summary

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

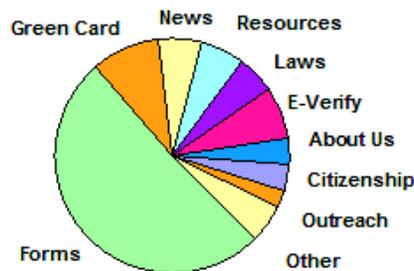
► **Overall Traffic Volume Increased About Two Percent**

Page views increased two percent, while user sessions increased 12 percent. (See page 2.)



► **Traffic to the E-Verify Landing Page Increased 46 Percent**

Over 164,000 user sessions visited the E-Verify landing page, up from 112,000 the previous month, an increase of 46 percent. The Forms landing page continues to be seen by about 50 percent of all traffic through the site's major landing pages. (See page 4.)



► **USCIS and USCIS-ES Continue to Earn High Customer Satisfaction Ratings**

USCIS scored an 80 rating, down from 82, and USCIS-ES retained its 84 rating from last month. USCIS and USCIS_ES continue to earn satisfaction scores higher than the average of all federal government sites. (See page 12.)

USCIS	USCIS-ES	Federal Govt.
80	84	74

► **Notable Referral of Traffic Concerning H-1B**

The Murthy.com web site referred over 24,000 visitors to the H-1B Fiscal Year 2012 Cap Season page. The State Department's Bureau of Consular Affairs Web site (travel.state.gov) continues to refer a large volume of traffic to the CSWP. (See page 8.)

CSWP Visitor Traffic

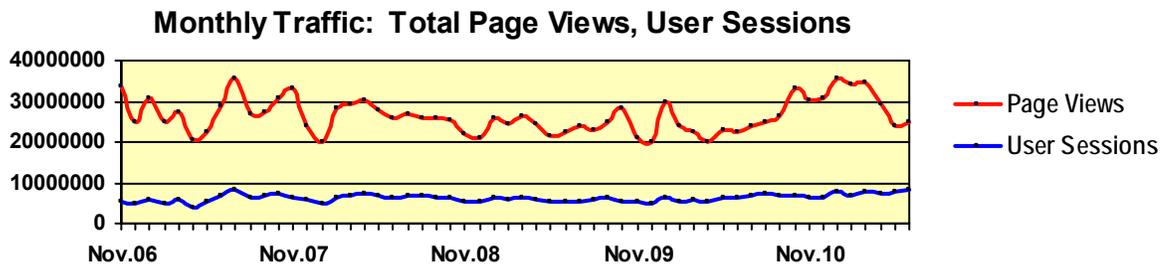
► **Notable changes this month:** Of the key indicators of traffic volume, page views increased about two percent and user sessions increased about 12 percent.

Metric	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	Jun.11
Overall							
User Sessions (Visits)	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597
Ave. Weekday User Sessions	232,727	298,594	286,854	295,712	286,247	288,201	328,615
Ave. Session Length (min.)	5:29	5:49	5:44	5:39	5:26	5:26	4:31
Unique Visitors	3,396,384	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857	4,178,446
One-Time Visitors	2,515,232	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141	2,888,846
Repeat Visitors	881,152	1,113,027	999,814	1,143,192	1,027,479	1,065,715	1,289,600
Page Views	30,581,680	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433	24,734,792
Sessions by Content Area *							
About Us	87,723	108,821	98,524	109,628	89,796	91,339	88,386
Citizenship	55,344	95,391	87,967	103,337	81,760	79,268	81,202
Forms	991,126	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881	1,171,331
Outreach	59,977	74,130	65,527	72,620	59,960	61,514	55,836
Laws	111,104	137,484	124,265	138,390	117,420	117,388	111,494
News	145,577	180,481	155,571	174,121	157,709	159,993	139,712
E-Verify	93,701	108,765	106,542	139,493	109,429	112,473	164,327
Resources	131,331	172,571	151,675	169,754	138,738	143,632	139,534
Working in the U.S.	21,990	34,116	28,835	31,690	27,020	28,534	28,221
Family	24,190	33,909	29,387	31,539	25,445	25,973	24,935
Adoption	7,949	11,167	9,906	11,135	9,073	9,095	9,150
Green Card	168,976	252,585	215,522	232,481	200,992	220,851	218,117
Humanitarian	4,648	5,763	5,383	6,139	5,316	5,948	5,419
Visit the U.S.	19,083	27,287	24,840	27,325	24,002	24,996	23,248
Military	10,048	13,411	12,930	13,768	11,151	11,021	11,109
Find It Fast/Where to Start **	11,336	19,944	15,395	17,392	19,649	13,934	18,363

*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.

Historical Data: Historical CSWP visitor traffic data is available in the Appendix beginning at page 17.

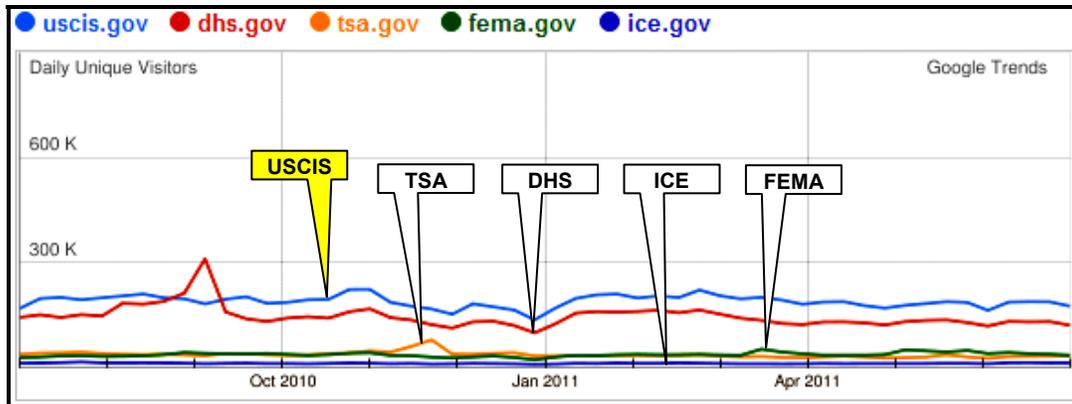


CSWP Traffic Compared to Federal Sites

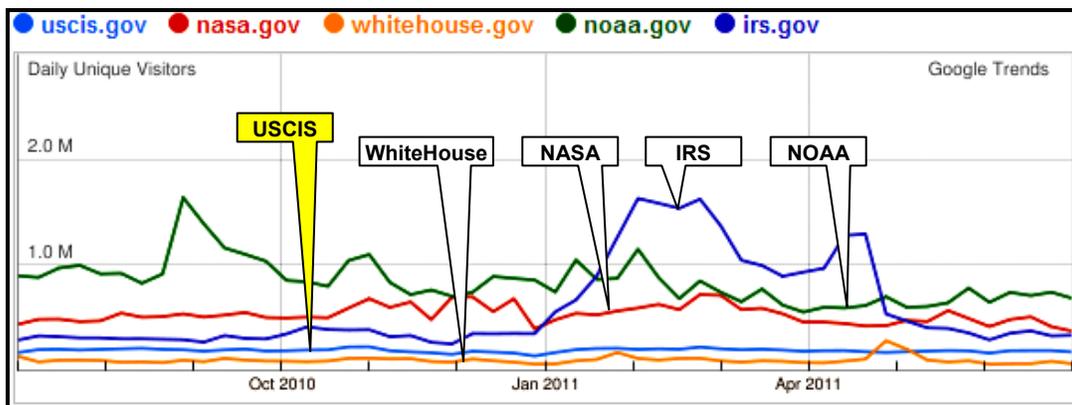
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.*

► **Notable changes this month:** None. Traffic to the CSWP continues at a high level compared to other DHS sites and to top sites throughout the federal government.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



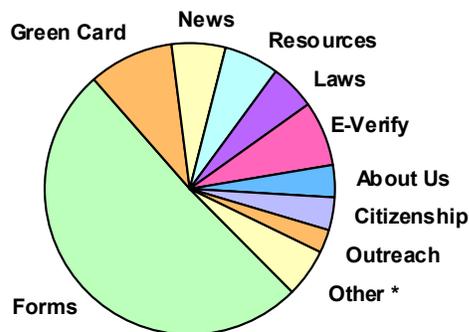
* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among the dozen or so sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other 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 Find It Fast option. (See pages 2-5 for tables of data on Sessions by Content Area from November 2006 to the present.)

► **Notable changes this month:** Traffic volume to the E-Verify landing page increased 46 percent.

Content Area Landing Page	User Sessions
Forms	1,171,331
Green Card	218,117
E-Verify	164,327
News	139,712
Resources	139,534
Laws	111,494
About Us	88,386
Citizenship	81,202
Outreach	55,836
Working in the U.S.	28,221
Family	24,935
Visit the U.S.	23,248
Find It Fast	18,636
Military	11,109
Adoption	9,150
Humanitarian	5,419
Total Sessions to These Pages >	2,290,657



* "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 about 11 percent.

	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11
Page Views on Landing Page	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183	32,553	36,238
– Transactions	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472	22,862	25,464

	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
Page Views on Landing Page	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403	37,913
– Transactions	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017	22,584

	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09
Page Views on Landing Page	13,543	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725
– Transactions	13,543	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946	11,804
– Transactions	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398	11,808

Top 25 Viewed Pages

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

► **Notable changes this month:** The E-Verify landing page improved from 17th to 6th most viewed page. 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)	5,740,130	23.21%
2	Forms (2)	1,873,360	7.57%
3	Application for Naturalization, N-400 (3)	616,312	2.49%
4	Petition for Alien Relative, I-130 (4)	436,938	1.77%
5	Green Card (Permanent Residence) (5)	295,029	1.19%
6	E-Verify (17)	273,144	1.10%
7	Application to Replace Permanent Resident Card, I-90 (7)	268,379	1.09%
8	Applic. to Register Perm. Residence or Adjust Status, I-485 (6)	267,686	1.08%
9	Contact Us (10)	225,880	0.91%
10	USCIS-ES Home Page (9)	216,278	0.87%
11	Citizenship Through Naturalization (11)	207,191	0.84%
12	News (8)	196,950	0.80%
13	Application for Employment Authorization, I-765 (13)	191,744	0.78%
14	Resources (12)	181,398	0.73%
15	Affidavit of Support Under Section 213A of the Act, I-864 (14)	177,709	0.72%
16	Instructions for Electronic Filing of Form I-90 (19)	158,807	0.64%
17	File My Application Online (E-Filing) (15)	155,290	0.63%
18	Petition to Remove the Conditions of Residence, I-751 (20)	152,557	0.62%
19	Laws (18)	142,866	0.58%
20	Family of U.S. Citizens (22)	141,446	0.57%
21	News RSS Page (16)	130,756	0.53%
22	H-1B Fiscal Year 2012 Cap Season (21)	129,647	0.52%
23	Green Card Through Family (25)	127,664	0.52%
24	Naturalization Self Test (24)	125,177	0.51%
25	E-Verify RSS Page (23)	122,643	0.50%
	
	Total Page Views this Month >	24,734,792	100.00%

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

Top 25 Downloaded Files

The following table shows the 25 most downloaded files on USCIS.gov.

► **Notable changes this month:** Documents M-620 (How Do I Know What Services Are Available After I File) and I-912 (Request for Fee Waiver) jumped to 10th and 11th place, respectively. Otherwise there were only minor changes among the rest of the top 25 downloaded files.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-129: Petition for a Nonimmigrant Worker (1)	1,867,521	8.40%
2	M-274: Instructions for Completing Form I-9 (2)	1,709,851	7.69%
3	M-623: Civics Flash Cards for Naturalization Test (3)	1,336,363	6.01%
4	M-477: Document Checklist (4)	895,693	4.03%
5	M-476: A Guide to Naturalization (5)	873,381	3.93%
6	M-565: How Do I Apply for U.S. Citizenship (6)	824,999	3.71%
7	M-555: How Do I Help Relative Become a Perm. Resident (7)	726,167	3.27%
8	I-9: Employment Eligibility Verification (8)	646,371	2.91%
9	M-562: How Do I Renew or Replace My Perm. Resident Card (9)	510,987	2.30%
10	M-620: How Do I Know What Services Are Available After I File (*)	380,984	1.71%
11	I-912: Request for Fee Waiver (*)	364,015	1.64%
12	M-618: Welcome to the U.S., Guide for New Immigrants (10)	361,294	1.63%
13	M-638: Quick Civic Lessons for the Naturalization Test (11)	310,512	1.40%
14	M-561: How Do I Help Relative Become a Perm. Resident (12)	280,997	1.26%
15	Customer Service Guide - Nonimmigrant Services (13)	277,290	1.25%
16	N-400: Application for Naturalization (14)	266,550	1.20%
17	Customer Service Guide – Benefits for Permanent Residents (15)	238,165	1.07%
18	M-715: Writing Vocabulary Flash Cards (17)	235,063	1.06%
19	I-130: Petition for Alien Relative (16)	227,539	1.02%
20	M-608: How Do I Get a Reentry Permit (19)	213,646	0.96%
21	M-564: How Do I Help Fiance(e) Become a Perm. Resident (20)	212,748	0.96%
22	Customer Service Guide – U.S. Citizens (18)	206,598	0.93%
23	I-485: Applic. to Register Perm. Residence or Adjust Status (24)	198,053	0.89%
24	G-325A: Biographic Information (22)	190,703	0.86%
25	I-601: Application for Waiver of Grounds of Inadmissibility (23)	188,004	0.85%
	
Total Downloaded Files this Month >		22,233,190	100.00%

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

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:** Traffic from Murthy.com concerning H-1B was the second most frequent referral. Travel.State.gov continues to be a prominent source of referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	47,396	Home Page	Search for "uscis" on Google (1)
2	24,105	H-1B Fiscal Year 2012 Cap Season	Murthy.com (6)
3	22,342	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.gov (2)
4	20,610	Affidavit of Support Under Section 213A of the Act (I-864)	Visa Application Forms on Travel.State.gov (*)
5	19,127	Forms	Fees for Visa Services on Travel.State.gov (3)
6	18,278	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov (4)
7	15,956	Employment Eligibility Verification (I-9)	Link to i-9 on IRS.gov (5)
8	10,489	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov (7)
9	9,902	Petition for Alien Relative (I-130)	Immigrants to U.S. on Travel.State.gov (8)
10	8,357	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.gov (11)
11	8,177	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (9)
12	8,144	Contract Between Sponsor and Household Member (I-864A)	Visa Application Forms on Travel.State.gov (*)
13	8,067	Home Page	Home Page on DHS.gov (10)
14	7,446	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov (12)
15	7,124	Home Page	Unidentified link(s) to http://uscis.gov (13)
16	6,575	Home Page	Unspecified source(s) on google.com (14)
17	6,006	E-Verify For Employers	E-Verify page on DHS.gov (18)
18	5,976	Forms	Visa Application Forms on Travel.State.gov (*)
19	5,651	I-9 (PDF)	Link to I-9 on IRS.gov (16)
20	5,103	Forms	Immigration page on DHS.gov (19)
21	5,022	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (17)
22	4,782	Home Page	Immigrants to U.S. on Travel.State.gov (15)
23	4,749	Contact Us	Contact Us on DHS.gov (*)
24	4,596	Affidavit of Support	Immigrant Visa Processing on Travel.State.gov (*)
25	4,593	Employment-Based I-485 Inventory	News Brief page on Murthy.com (*)

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	2	2
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	6	6	7

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 volume of traffic attributed to search engine requests increased by about 400 percent compared to last month. These figures may be due to a change in how referring search engines code their referrals or to an unidentified data anomaly. There were only minor changes in the relative order of the search requests.

Phrase	Referrals
uscis	653,684
uscis.gov	126,635
www.uscis.gov	82,462
immigration	78,228
uscis forms	59,578
ins	54,151
i-9	52,979
us immigration	39,404
i-9 form	38,325
uscis case status	36,850
i9	34,492
e-verify	27,463
immigration forms	25,707
everify	24,955
green card	23,814
i9 form	23,304
form i-9	19,066
us citizenship	17,048
e verify	16,694
us citizenship application	15,910
immigration and naturalization	15,803
i-130	14,569
citizenship application	13,714
n-400	12,058
n400	11,064
green card renewal	10,995

Phrase	Referrals
i-864	10,273
affidavit of support	10,006
i-485	9,584
citizenship	9,563
us citizenship and immigration services uscis	9,481
i-765	9,428
i-9 form 2011	8,859
i 9 form	8,649
usics	8,285
ins.gov	7,237
ucis	7,119
us immigration forms	6,983
ins forms	6,873
i-751	6,632
i-134	6,557
naturalization	6,273
g-325a	6,052
usa immigration	5,498
form i-130	5,268
uscis gov	5,063
immigration laws	5,024
uscis.gov/forms	4,943
i130	4,812
us citizenship and immigration services	4,764

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 account for about half of the most popular search requests.

Phrase	Count
i 130	9842
i 765	7471
i 485	7413
i 864	6580
i 751	5870
g 325a	5410
forms	5372
infopass	5259
visa bulletin	5234
i 131	5114
h1b	4937
i 90	4442
ds 230	4364
n 400	4317
i 797	4286
i 94	4231
ar 11	4116
tps	3817
case status	3788
change of address	3667
i 134	3436
green card	3359
i 551	3305
i 693	3160
opt	3140

Phrase	Count
m 476	3029
n400	3006
visa	2974
i130	2919
i 539	2691
i 9	2681
status	2539
i765	2435
fees	2402
n 600	2402
i 797c	2335
i 912	2288
info pass	2255
i485	2162
g325a	2119
g 1145	2096
class of admission	2096
lottery	2085
processing times	2040
ds230	2037
passport	2015
citizenship	1941
ead	1921
marriage	1904
processing time	1869

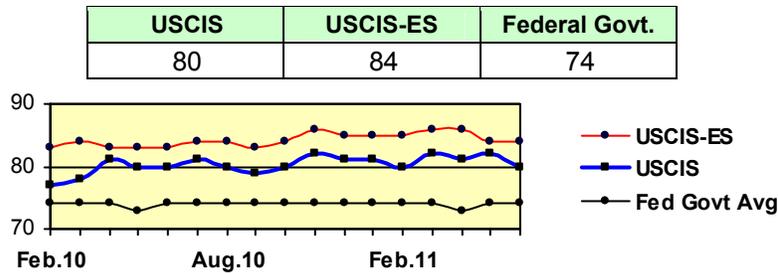
Surveys of User Satisfaction

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 score for USCIS decreased from 82 to 80, and the score for USCIS-ES remained 84. USCIS and USCIS-ES continue to earn satisfaction scores significantly higher than the average of all federal government sites.

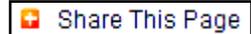
This Month's Average Customer Satisfaction Scores



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	23%	12%
Find Form(s)	15%	11%
Green Card Information	13%	23%
Get General Information Before I File My Case	12%	12%
Check My Case Status	11%	24%
Primary Method Used to Find Information		
Site's Search Feature	32%	36%
Top Navigation Bar	21%	23%
Used an External Search Engine (e.g., Google)	18%	12%
Just Browsing	16%	14%
Find It Fast (Where to Start) Feature	7%	5%
Site Map	6%	10%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	34%	41%
Naturalized U.S. Citizen	21%	18%
U.S. Born Citizen	16%	--
Citizen of a Foreign Country	6%	10%
Employer	3%	--
Visitor / Non-Immigrant	--	6%
Conditional Resident	--	4%

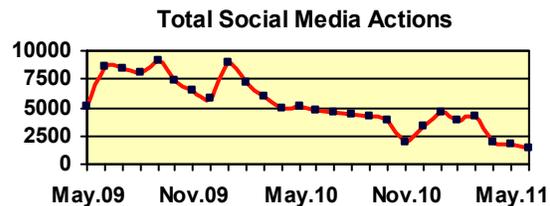
Social Media Activity Using Links on CSWP Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools. A clickback is a visit to a CSWP page that occurs when a user views a social media action that originated on a CSWP page and clicks on the embedded link to that page.

► **Notable changes this month:** The four most shared pages have to do with studying for the naturalization test. Forty-eight percent of social media actions that originated on Citizenship Resource Center pages resulted in clickbacks.

	Top Services	Sharing Actions	Click-backs**
1	Facebook (1)	659	230
2	Email (2)	278	251
3	Twitter (3)	160	4
4	Print (5)	62	0
5	Google Bookmarks (4)	57	1
6	Messenger (6)	45	2
7	Gmail (10)	36	23
8	MySpace (7)	28	0
9	Yahoo Mail (8)	23	0
10	Favorites (9)	19	0
-	All Others...	91	9
	Total	1,458	520



	Top 10 Pages Shared Via Page-Based Social Media Links	Sharing Actions	Click-backs**
1	Study for the Test (1)	79	40
2	Study Materials for the Civics Test (3)	73	110
3	Naturalization Interview and Test Video (2)	68	27
4	Study Materials for the English Test (6)	58	26
5	USCIS Home Page (4)	53	29
6	Recursos para la naturalizacion (*)	53	11
7	Apply for Citizenship (10)	35	14
8	Becoming a U.S. Citizen: An Overview (*)	26	11
9	Should I Consider U.S. Citizenship? (*)	20	8
10	Contact Us (*)	18	1
-	All Others...	975	243
	Total	1,458	520

Number in parentheses indicates rank in the previous month. (*) = An item not in the previous month's top 10.

** A clickback is a page visit that results from clicking a link in a shared social media action.

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. The numbers of subscribers and subscriptions include those initiated by visitors using the right-column news widget or the Get Email Updates link that appears on many pages.

► **Notable changes this month:** None. USCIS distributed over 1.8 million emails this month, about the same as the previous month.

	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11
GovDelivery Emails						
Email Bulletins Issued	32	26	44	23	32	24
Emails Distributed to Subscribers	1,726,382	1,106,619	3,205,638	1,019,329	1,891,329	1,830,221
Subscribers at End of Month	280,607	280,144	286,854	288,124	288,124	321,664
Subscriptions	847,828	849,020	857,669	867,630	867,630	914,272
Total Subscribable Topics *	17	19	19	19	19	22
Twitter						
Tweets Issued	--	--	85	85	62	90
Twitter Followers at End of Month	--	--	5,280	5,850	6,320	7,628
Twitter Bulletins Issued	38	19	--	--	--	--
Notifications Sent to Subscribers	46,308	27,429	--	--	--	--
Subscribers at End of Month	1,388	1,523	--	--	--	--

	Nov.10	Dec.10
GovDelivery Emails		
Email Bulletins Issued	2	15
Emails Distributed to Subscribers	282,213	49,179
Subscribers at End of Month	280,617	281,480
Subscriptions	840,739	845,987
Total Subscribable Topics *	17	17
Twitter		
Tweets Issued	--	--
Twitter Followers at End of Month	--	--
Twitter Bulletins Issued	26	16
Notifications Sent to Subscribers	20,535	14,381
Subscribers at End of Month	817	966

* 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:** USCIS-ES traffic accounted for a 3.3 percent share of all CSWP traffic, down slightly from 3.4 percent the previous month.

USCIS-ES	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11
User Sessions (Visits)	167,980	174,783	154,120	198,854	178,609	203,971	176,696	185,610	196,817
Ave. Weekday User Sessions	6,218	6,424	5,505	7,389	7,074	7,342	6,632	6,837	7,308
Ave. Session Length (min.)	6:57	6:50	6:46	7:34	7:03	6:50	6:40	6:15	5:39
Unique Visitors	120,893	122,632	108,304	142,221	127,066	146,794	125,578	135,218	137,076
One-Time Visitors	99,318	100,232	89,501	116,111	103,723	121,216	103,099	112,437	109,868
Repeat Visitors	21,575	22,400	18,803	26,110	23,343	25,578	22,479	22,781	27,208
Page Views	840,469	854,445	704,417	1,030,827	883,545	979,563	801,932	821,251	809,944

USCIS-ES	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
User Sessions (Visits)	138,399	117,366	132,054	117,058	139,357	139,388	157,387	177,412	173,204
Ave. Weekday User Sessions	5,106	4,727	4,732	4,385	5,247	5,252	5,719	6,451	6,419
Ave. Session Length (min.)	6:57	7:25	7:14	7:03	7:18	7:48	7:19	7:26	7:14
Unique Visitors	101,443	87,431	96,125	85,518	100,919	102,502	114,110	127,148	125,245
One-Time Visitors	81,550	71,777	78,118	70,112	82,494	84,173	93,547	103,917	102,485
Repeat Visitors	19,893	15,654	18,007	15,406	18,425	18,329	20,563	23,231	22,760
Page Views	843,720	708,272	781,763	647,816	748,673	763,536	824,976	923,216	856,269

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

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** The E-Verify page dropped out of the top 25 after having been the third most viewed page in the previous month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	216,278	26.70%
2	Formularios (2)	36,559	4.51%
3	Familiares de ciudadanos estadounidenses (5)	15,210	1.88%
4	Formularios de Residencia Permanente (Tarjeta Verde) (4)	14,115	1.74%
5	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (8)	11,570	1.43%
6	Peticion para pariente extranjero, I-130 (7)	11,345	1.40%
7	Noticias (6)	11,134	1.37%
8	El Examen de Naturalizacion (9)	10,048	1.24%
9	Despues de que una Tarjeta verde (Green Card) haya sido concedida (12)	9,839	1.21%
10	Formularios para la Ciudadania y Naturalizacion (10)	9,822	1.21%
11	Tarjeta verde (Green card) a traves de la familia (11)	9,726	1.20%
12	Ciudadania por Naturalizacion (15)	9,445	1.17%
13	El Examen de Naturalizacion: Materiales de estudio (17)	9,249	1.14%
14	Tarjeta Verde (residencia permanente) (14)	8,962	1.11%
15	Tramite y procedimientos para la Tarjeta Verde (Green card) (18)	8,424	1.04%
16	Recursos (13)	8,319	1.03%
17	Enlace Publico (16)	7,880	0.97%
18	Contactenos (25)	7,784	0.96%
19	Familiares de residentes permanentes (personas con la tarjeta verde) (19)	7,406	0.91%
20	Ciudadania (23)	7,083	0.87%
21	Formularios – Informacion general (22)	6,980	0.86%
22	Formularios de Familia (20)	6,821	0.84%
23	Acerca de nosotros (21)	6,319	0.78%
24	Familia (24)	5,973	0.74%
25	Solicitud de Naturalizacion, N-400 (*)	5,682	0.70%
	
	Total Page Views this Month to USCIS-ES Pages >	809,944	100.00%

Number in parentheses indicates rank in previous month.

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

Appendix: Historical CSWP Visitor Traffic

CSWP Visitor Traffic

Metric	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.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	6,863,381	6,238,269
Ave. Weekday User Sessions	214,833	208,630	244,816	252,191	255,985	271,581	265,128	264,060	255,144
Ave. Session Length (min.)	6:40	6:28	6:13	6:07	6:07	6:22	6:18	5:56	5:47
Unique Visitors	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906
One-Time Visitors	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039
Repeat Visitors	875,616	800,550	936,250	969,798	992,174	1,028,814	1,005,225	984,944	937,867
Page Views	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677
Sessions by Content Area *									
About Us	103,178	94,151	106,041	111,864	114,708	109,440	101,427	98,773	95,758
Citizenship	61,260	55,321	61,374	58,716	66,942	63,147	57,175	56,920	58,257
Immigration Forms	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509
Services & Benefits /Topics	20,275	--	--	--	--	--	--	--	--
Outreach	--	90,488	100,533	104,236	108,366	75,634	69,001	68,237	65,636
Laws & Regulations	138,535	129,205	151,765	137,710	145,823	135,496	130,363	127,799	123,795
Press Room	180,215	174,936	187,917	186,974	200,039	200,278	182,290	174,488	165,384
E-Verify	71,499	83,081	96,768	93,473	105,700	89,738	80,944	79,720	78,707
Resources	171,707	155,870	173,036	171,966	178,192	174,069	162,453	159,486	147,966
Working in the U.S.	21,090	19,683	23,122	23,340	25,126	24,744	22,706	23,480	21,628
Family	29,363	24,715	27,355	24,857	28,433	27,162	26,203	26,142	24,342
Adoption	10,712	9,326	10,162	9,581	8,402	8,940	7,969	7,774	7,599
Green Card	151,395	132,567	163,530	171,313	181,797	181,266	174,656	201,522	168,637
Humanitarian	7,747	5,881	6,910	6,230	5,767	5,548	5,296	5,256	4,602
Visit the U.S.	20,995	21,346	23,926	23,250	22,735	21,916	20,078	19,826	19,573
Military	12,848	10,147	17,452	10,615	10,467	10,707	10,016	9,888	12,201
Find It Fast/Where to Start **	12,613	9,550	8,917	8,884	16,376	12,176	19,621	15,015	10,296

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

** Number of times a visitor clicked the Get Results button

CSWP Visitor Traffic (cont.)

Metric	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Overall					
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
Sessions by Content Area *					
About Us	109,752	89,859	81,596	103,769	95,240
Citizenship	79,053	63,211	48,197	67,866	59,213
Immigration Forms	1,041,113	874,991	861,472	1,171,386	1,092,894
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684
Outreach	--	--	--	--	--
Laws & Regulations	163,275	135,007	122,987	160,671	137,555
Press Room	161,045	127,746	126,476	170,202	138,273
E-Verify	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	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.

CSWP Visitor Traffic (cont.) – 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.