

U.S. Citizenship and Immigration Services (USCIS)

**October 2012 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

November 13, 2012

**Eagle Contract No. HSHQDC-06-D-00021
Task Order HSSCCG-11-J-00163**

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	November 13, 2012	CSWP, Senior Business Analyst	Baseline Draft

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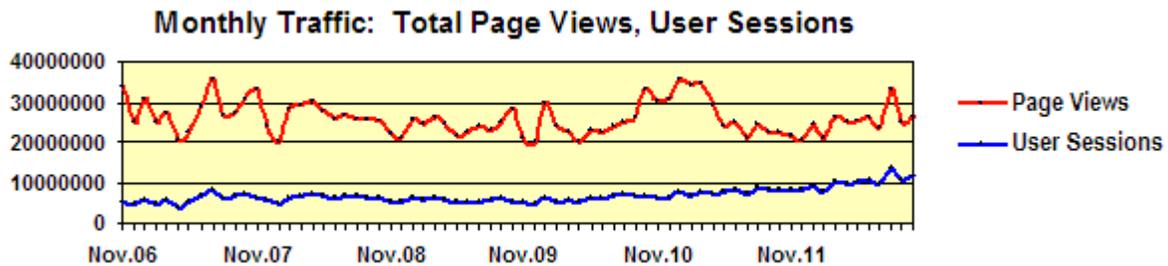
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for September 2012. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

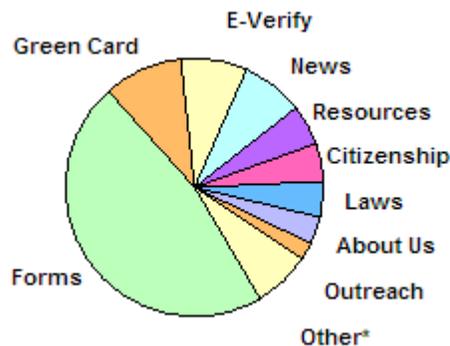
► **Overall Traffic Volume Increased Slightly**

User Sessions for USCIS and USCIS-ES increased eight percent and six percent, respectively. (See page 2 and 17.)



► **Forms, Green Card, and E-Verify Continue to Attract a High Volume of Traffic**

The Forms landing page accounted for 47 percent of traffic to the major landing pages. The Green Card landing page increased 23 percent compared to last month. Views of all landing pages increased roughly six percent except Citizenship, which decreased ten percent. (See Page 5)



► **Customer Satisfaction Score for USCIS-ES Decreased from 84 to 82**

The score for USCIS-ES decreased from 84 to 82, while the score for USCIS.gov remained at 82. USCIS and USCIS-ES continue to score well above the average for all federal government sites. (See page 13.)

USCIS	USCIS-ES	Federal Govt.
82	82	72

CSWP Visitor Traffic

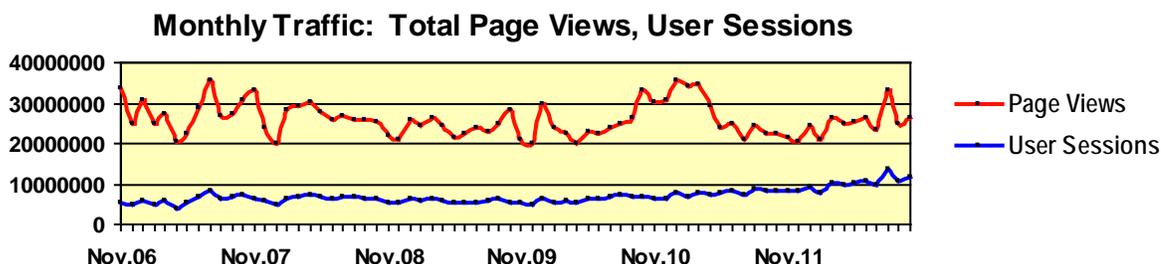
► **Notable changes this month:** Page views increased five percent. User sessions increased eight percent. Repeat visitors decreased 42 percent, while one-time visitors increased 97 percent.

Metric	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
Overall							
User Sessions (Visits)	9,828,942	10,203,184	10,656,049	9,978,616	13,516,962	10,818,060	11,671,194
Avg. Weekday User Sessions	385,859	381,037	418,048	374,331	503,642	430,197	430,054
Avg. Session Length (min.)	3:55	3:52	3:40	3:36	3:52	3:31	3:27
Unique Visitors	4,505,104	4,658,404	4,678,696	4,428,686	5,655,497	4,696,146	5,066,647
One-Time Visitors	2,969,156	3,081,186	3,045,962	2,894,146	3,526,984	1,672,809	3,301,442
Repeat Visitors	1,535,948	1,577,218	1,632,734	1,534,540	2,128,513	3,023,337	1,765,205
Page Views	24,821,220	25,146,312	26,476,708	23,287,354	33,300,720	25,079,951	26,419,699
Sessions by Content Area *							
About Us	84,294	86,491	85,301	82,647	95,222	82,735	90,546
Citizenship	108,297	112,581	118,162	126,222	136,344	126,627	11,4038
Forms	1,127,949	1,133,084	1,113,112	1,061,369	1,438,379	1,130,524	115,7153
Outreach	53,525	54,211	57,663	54,164	64,742	53,000	5,7454
Laws	117,047	113,614	132,461	113,466	138,278	108,051	11,1939
News	176,640	165,942	243,578	184,001	313,613	179,812	19,2108
E-Verify	209,944	199,352	196,084	182,122	205,870	191,086	20,3351
Resources	126,154	125,594	128,081	121,287	143,869	119,408	12,6440
Working in the U.S.	33,094	33,613	38,379	35,310	41,153	33,976	3,5965
Family	30,025	30,042	29,448	29,981	32,546	29,343	2,9978
Adoption	9,343	9,037	9,201	8,958	10,191	9,127	9810
Green Card	210,499	210,452	193,312	189,458	203,738	202,312	24,7867
Humanitarian	5,433	5,687	6,054	6,184	9,520	6,434	6774
Visit the U.S.	20,810	21,674	20,664	20,428	20,286	18,995	2,1061
Military	11,042	11,297	11,182	11,308	12,152	10,824	1,1615
Find It Fast/Where to Start **	5,362	4,623	4,305	9,051	7,717	3,883	3912

*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 18.



Top 10 Browsers Used by Visitors to USCIS.gov

The following table shows the 10 browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov. The “Change from Last Month” column below indicates each browser’s increased or decreased share of total visits among all browsers.

► **Notable changes this month:** There was little change in the usage of top browser versions this month. Internet Explorer continues to dominate with over 38 percent.

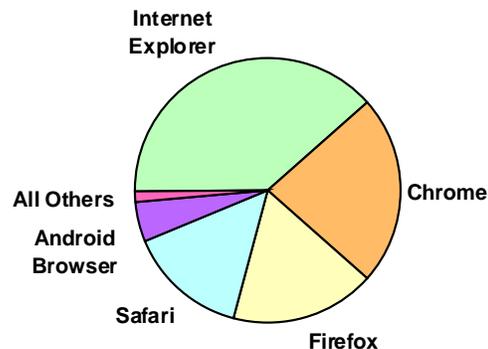
	Top 10 Browsers Used	Visits	Percent of All Visits	Change from Last Month
1	Internet Explorer (1)	3,096,656	38.44%	1.18%
2	Chrome (2)	1,842,909	22.88%	-0.72%
3	Safari (3)	1,435,299	17.82%	-0.08%
4	Firefox (4)	1,180,031	14.65%	-0.15%
5	Android Browser (5)	376,649	4.68%	-0.21%
6	Safari (in-app) (6)	35,557	0.44%	0.00%
7	Opera (7)	35,158	0.44%	-0.02%
8	IE with Chrome Frame (8)	18,307	0.23%	-0.01%
9	Opera Mini (10)	13,856	0.17%	0.00%
10	Mozilla Compatible Agent (9)	13,561	0.17%	-0.01%
	Total Visits This Month >	8,056,378	100%	--

Number in parentheses indicates rank in the previous month.

* A browser not in the previous month's Top 10.

Top Versions of Leading Browsers and Their Share of All Visits

- Internet Explorer: 9 (21.2%), 8 (17.4%), 7 (4.0%)
- Chrome: 21 (0.6%), 22 (22.9%)
- Safari: 6 (5.7%), 5.1 (2.9%), 5 (2.7%)
- Firefox: 15 (7.3%), 16 (5.0%)

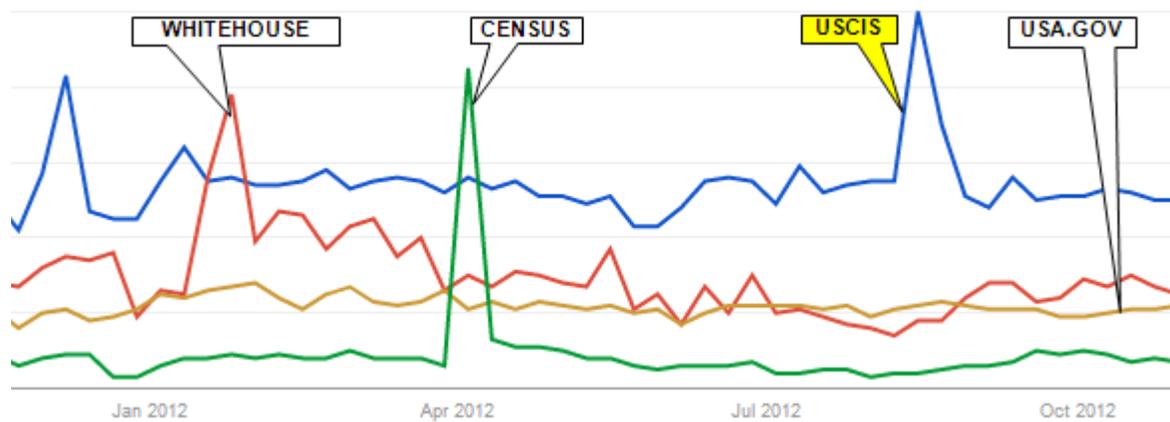


Google Searches for USCIS Content Compared to Searches for Other Federal Content

Google Search volume is a significant indicator of how much traffic comes to USCIS.gov. The chart below reflects Google Trends data on the volume of Google searches related to USCIS compared to Google searches related to other federal organizations. The average volume of searches for USCIS content over the past year is presented as a baseline value of 1.0, with the daily volume of searches related to USCIS and to other sites arrayed against that baseline. Each month, searches for USCIS are compared to a rotating combination of major federal web sites.*

► **Notable changes this month:** USCIS continues to be among the most frequently searched federal web sites. The August peak reflected searches related to DACA.

USCIS.gov Compared to Leading Federal Web Sites



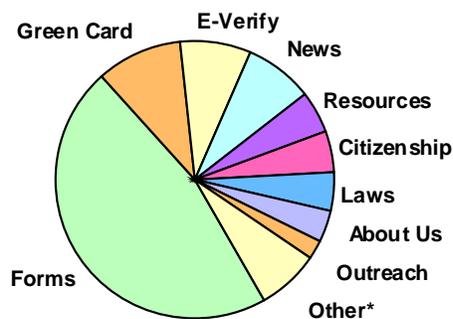
* The chart on this page compares Google searches about USCIS to searches related to a rotating sample of four federal Web sites from among the ten or so sites that get more traffic than USCIS and other well-known sites.

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. (For similar data from November 2006 to the present, see page 2 and pages 17-23.)

► **Notable changes this month:** The Forms landing page accounted for 47 percent of traffic to the major landing pages. The Green Card landing page increased 23 percent compared to last month. Views of all landing pages increased roughly six percent except Citizenship, which decreased ten percent.

Content Area Landing Page	User Sessions
Forms	1,157,153
Green Card	247,867
E-Verify	203,351
News	192,108
Resources	126,440
Citizenship	114,038
Laws	111,939
About Us	90,546
Outreach	57,454
Working in the U.S.	35,965
Family	29,978
Visit the U.S.	21,061
Military	11,615
Adoption	9810
Humanitarian	6774
Find It Fast/Where to Start **	3,912
Total Sessions to These Pages >	2,420,011



* "Other" in chart includes Working in the U.S., Family, Visit the U.S., Find It Fast, 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:** Page views decreased three percent, while Transactions decreased six percent.

	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
Page Views on Landing Page	32,342	27,787	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379
- Transactions	25,048	20,882	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008

	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
Page Views on Landing Page	27,118	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005
- Transactions	21,085	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375

	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11
Page Views on Landing Page	27,990	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562
- Transactions	18,565	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096

	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
Page Views on Landing Page	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796
- Transactions	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887

	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Page Views on Landing Page	10,025	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664
- Transactions	10,573	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170

	June08	July08	Aug.08
Page Views on Landing Page	3,509	15,599	9,014
- Transactions	3,952	12,398	9,549

Top 25 Viewed Pages

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

► **Notable changes this month:** The Petition for Alien Relative, I-130 remained in fourth position but increased nearly 15 percent compared to last month.

	Top 25 Viewed Pages	Page Views	% of All
1	Home Page (1)	6,346,405	24.02%
2	Forms (2)	1,619,410	6.13%
3	Application for Naturalization, N-400 (3)	507,492	1.92%
4	Petition for Alien Relative, I-130 (4)	465,623	1.76%
5	Application for Employment Authorization, I-765 (5)	331,853	1.26%
6	Green Card (Permanent Residence) (8)	299,368	1.13%
7	Consideration of Deferred Action for Childhood Arrivals Process	279,759	1.06%
8	News (9)	277,180	1.05%
9	USCIS-ES Home Page (7)	258,258	0.98%
10	News RSS Page (10)	237,243	0.90%
11	Applic. to Register Perm. Residence or Adjust Status, I-485 (12)	227,171	0.86%
12	Contact Us (13)	195,462	0.74%
13	E-Verify (14)	190,017	0.72%
14	Naturalization Self Test (15)	171,658	0.65%
15	Resources (19)	159,116	0.60%
16	Application to Replace Permanent Resident Card, I-90 (20)	150,414	0.57%
17	Citizenship Through Naturalization (16)	146,277	0.55%
18	Consideration of Deferred Action for Childhood Arrivals, I-821D (11)	144,677	0.55%
19	Citizenship Public Education and Awareness Initiative – English Widgets – English (*)	137,941	0.52%
20	Citizenship (17)	137,459	0.52%
21	Affidavit of Support Under Section 213A of the Act, I-864 (21)	136,835	0.52%
22	Laws (22)	132,394	0.50%
23	Green Card Through Family (23)	126,606	0.48%
24	Employment Eligibility Verification, I-9 (18)	123,852	0.47%
25	File My Application Online (e-Filing) (*)	118,555	0.45%
	
		26,419,699	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:** Total file downloads decreased four percent, from 22.6 million to 21.8 million in October. The I-864: Affidavit of Support Under Section 213A of the Act was downloaded 487,202 times, an increase of 227% over last month. Downloads of the the N-400 decreased 48 percent while the I-821D decreased 74% compared to last month.

	Top 25 Downloaded Files	Hits	% of
1	I-765: Instructions for Application for Employment Authorization (1)	3,464,792	15.88%
2	M-274: Instructions for Completing Form I-9 (3.)	2,042,250	9.36%
3	M-623: Civics Flash Cards for Naturalization Test (2)	1,984,465	9.10%
4	I-129: Petition for a Nonimmigrant Worker (4)	737,623	3.38%
5	I-9: Employment Eligibility Verification (5)	691,726	3.17%
6	M-565: How Do I Apply for U.S. Citizenship (7)	492,804	2.26%
7	I-864: Affidavit of Support Under Section 213A of the Act (22)	487,202	2.23%
8	M-555: How Do I Help Relative Become a Perm. Resident (8)	376,335	1.73%
9	I-821D: Instructions for Consideration of Deferred Action for Childhood Arrivals (6)	273,141	1.25%
10	N-400: Application for Naturalization (9)	255,463	1.17%
11	M-638: Learn about the US. Quick Lessons for the Naturalization Test (10)	231,099	1.06%
12	M-618: Welcome to the U.S. Guide for New Immigrants (11)	217,723	1.00%
13	I-130: Petition for Alien Relative (13)	208,181	0.95%
14	M-775: E-Verify User Manual for Employers (17)	202,442	0.93%
15	G-1145: E-Notification of Application/Petition Acceptance (12)	198,839	0.91%
16	I-485: Application to Register for Permanent Residence or Adjust Status (16)	181,383	0.83%
17	I-765: Instructions for Application for Employment Authorization (15)	180,345	0.83%
18	M-715: Reading Vocabulary Flash Cards (25)	173,365	0.79%
19	I-821D: Instructions for Consideration of Deferred Action for Childhood Arrivals (6)	171,111	0.78%
20	I-130: Petition for Alien Relative (13)	168,743	0.77%
21	M-652: How Do I Renew or Replace My Perm. Resident Card (21)	147,382	0.68%
22	M-561: How do I Help My Relative Become a Perm. Resident (19)	147,305	0.68%
23	N-400: Application for Naturalization (9)	143,145	0.66%
24	Assorted Forms for the N-400 (/files/article/attachments.pdf) (23)	138,265	0.63%
25	100 Civics (History and Government) Questions for the Naturalization Test (24)	130,694	0.60%
	
	Total Downloaded Files this Month >	21,812,371	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:** Referrals from the City of Los Angeles web site to a Citizenship widget page accounted for most of the referrals to USCIS.gov pages. Travel.State.gov continues to refer many users to USCIS.gov form pages.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	130,736	Widget: Interested in Citizenship?	The Official Web Site of The City of Los Angeles
2	28,109	Green Card Through the Diversity	Diversity Visa (DV) Program on travel.state.gov
3	19,361	Affidavit of Support (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov
4	17,997	Affidavit of Support (I-864)	Affidavit of Support Instructions on Travel.State.gov
5	16,853	I-9 (PDF)	Link to i-9 on IRS.gov
6	16,057	Home Page	Yahoo Mail
7	12,887	Affidavit of Support (I-864)	Visa Application Forms on Travel.State.gov
8	11,208	Forms	Visa Application Forms on Travel.State.gov
9	10,051	Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov
10	9,619	Petition for Alien Relative (I-130)	Immigrants to the United States on travel.state.gov
11	8,627	Home Page	Search for "uscis" on Google
12	7,158	Home Page	i9check.com
13	7,028	Petition for Alien Fiancé(I-129F)	Nonimmigrant Visa on travel.state.gov
14	6,862	I-864P, Poverty Guidelines	Affidavit of Support Instructions on Travel.State.gov
15	6,694	Home Page	Immigrants to the United States on travel.state.gov
16	6,284	Forms	Visa Application Forms on Travel.State.gov
17	5,751	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov
18	5,589	Forms	Fees for Visa Services on travel.state.gov
19	4,842	Contract Between Sponsor and Household Member (I-864A)	Visa Application Forms on Travel.State.gov
20	4,544	Consideration of Deferred Action for Childhood Arrivals Process	Infopass.uscis.gov
21	4,179	Affidavit of Support (I-134)	Nonimmigrant Visa on travel.state.gov
22	4,169	Naturalization Self Test	"Dreamchasers.msn.com article: Born in the USA? Guess Again!
23	3,913	Home Page	http://travel.state.gov/visa/immigrants/types/types_1326.html
24	3,895	Affidavit of Support	Affidavit of Support Instructions on Travel.State.gov
25	3,738	Fiancé(e) Visas	Nonimmigrant Visa on travel.state.gov

Ranking of CSWP Pages in Three Top Search Engines

The following results indicate the ranking position of the first instance of a USCIS.gov page on search results pages when several popular search terms are entered into the Google, Yahoo, and Bing search engines.

► **Notable changes this month:** Asylum dropped from the first hit to the 14th, on the second page of Google search for the term.

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	2	1	1
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	14	2	2

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, Bing, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** There was little change in the search terms this month. DACA related searches decreased. I-9 related terms lead in forms searches.

Phrase	Referrals
uscis	584,756
uscis.gov	98,868
www.uscis.gov	84,039
immigration	48,769
i-9	43,770
uscis forms	38,221
uscis case status	36,958
i-9 form	31,196
green card	29,777
ins	29,508
us immigration	28,988
i9	25,257
i9 form	23,565
everify	21,481
form i-9	20,264
immigration forms	17,960
e-verify	15,471
us citizenship	13,314
e verify	12,673
citizenship application	11,689
i-130	11,283
us citizenship application	10,875
inmigracion	10,737
citizenship test	9,773
n400	9,656

Phrase	Referrals
affidavit of support	8,150
immigration and naturalization	7,959
n-400	7,916
i 9 form	7,807
i-765	7,259
i-864	7,188
deferred action for childhood	6,572
i-485	6,270
citizenship	6,096
usics	5,804
green card renewal	5,687
deferred action	5,560
us citizenship test	5,467
naturalization	5,418
uscis.com	5,364
accion diferida	5,226
ucis	4,878
ins.gov	4,771
tps	4,506
i130	4,487
uscis gov	4,357
i 130	4,221
uscis home page	4,140
form i-130	4,077
i-9 form 2012	4,038

Top 50 Search Terms Entered into the CSWP Search Engine

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

► **Notable changes this month:** Total queries increased 45 percent from 1.1 million to 1.6 million. Total click throughs increased 33 percent from 0.8 million to 1 million. Searches on the phrase "Deferred Action Application" decreased 41 percent while searches for "green card lottery application 2013" increased 72 percent.

Phrase	Count
i-765	6729
i-130	5870
green card lottery application	5313
visa bulletin	4578
deferred action for childhood	4507
i-485	4165
visa bulletin october 2012	3889
deferred action	3801
i-864	3734
green card lottery application	3628
forms	3626
infopass appointment	3384
i-130 form	3364
visa bulletin november 2012	3355
green card lottery application	3354
ds-230 application for	3346
deferred action application	3343
daca	3265
i-9	3202
g-325a	3145
i-94	2901
processing times	2896
n-400	2891
lottery	2877
i-821d	2830

Phrase	Count
i-131	2685
i765	2640
n400	2579
i-765 application for	2544
i-765ws	2502
dream act	2484
i130	2473
i-751	2381
lottery green card 2012	2364
form i-130	2348
visa	2340
g-325a biographic information	2322
lottery application 2013	2281
opt	2279
change of address	2272
i-864 affidavit of support	2221
poverty guidelines 2012	2187
h1b	2155
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green card	2093
infopass	2064
lottery green card 2013	2048
affidavit of support	2030
case status check	2023
tps	2003

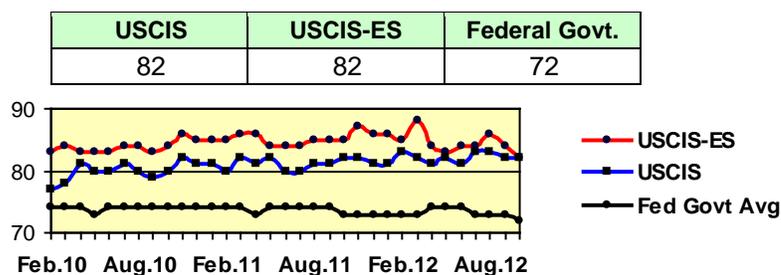
Surveys of User Satisfaction

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-ES.gov decreased two points again this month from 84 to 82 with 639 respondents. The score for USCIS remained at 82 with 1359 respondents, compared to nearly two thousand in August. These scores continue to place USCIS and USCIS-ES well above the average for federal government sites.

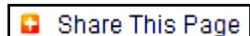
This Month's Average Customer Satisfaction Scores



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	22%	8%
Check My Case Status	15%	23%
Green Card Information	12%	14%
Get General Information Before I File My Case	11%	22%
Download Form(s)	10%	3%
Find Form(s)	7%	7%
Primary Method Used to Find Information		
Site's Search Feature	28%	33%
Top Navigation Bar	21%	23%
Used an External Search Engine (e.g., Google)	20%	18%
Just Browsing	20%	15%
Site Map	7%	8%
Find It Fast (Where to Start) Features	4%	3%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	32%	31%
Naturalized U.S. Citizen	19%	15%
U.S. Born Citizen	14%	3%
Citizen of a Foreign Country	9%	13%
Visitor/Nonimmigrant	4%	10%

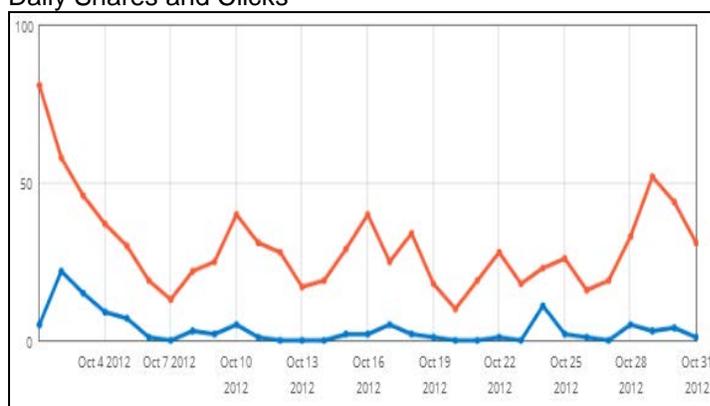
Social Media Activity Using Links on CSWP Pages



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. In previous months, Social Media Activity from the Citizenship Resource Center (CRC) was combined with all other Activity. This month it is being separated. See the next page for the CRC report on Social Media Activity.

► **Notable changes this month:** Facebook was the top sharing service this month with 324 shares, followed by email with 124 shares. The “USCIS Public Engagement Division: TPS Haiti” GovDelivery Bulletin resulted in the highest Viral Lift, the percentage increase in traffic due to shares and clicks.

Daily Shares and Clicks



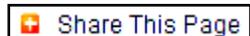
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	324	60	19%
2	Email	124	20	16%
3	Gmail	70	16	23%
4	Email App	28	6	21%
5	Google+	8	6	75%
6	Blogger	41	1	2%
7	Twitter	74	1	1%
8	WordPress	1	0	0%
9	Mail.ru	1	0	0%
10	Favoritus	1	0	0%
-	All Others...	259	0	0%
	Total	931	110	0%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	How To Calculate My Cycle Time	44	0	0%
2	Consideration of Deferred Action for Childhoo...	34	0	0%
3	USCIS Home Page	33	5	15%
4	GovDelivery Bulletin: Temporary Protected Status Extended for	32	15	47%
5	Green Card for a Family Member of a U.S. Citi...	26	0	0%
6	Green Card for an Immediate Relative of a U.S...	23	0	0%
7	Green Card Through the Diversity Immigration...	19	0	0%
8	Green Card	17	0	0%
9	GovDelivery Bulletin: USCIS Public Engagement Division: TPS Haiti	16	27	169%
10	Temporary Protected Status Extended for Haiti...	15	0	0%
-	All Others...	672	47	
	Total	931	110	11%

* Clicks are page visits that result from clicking a link in a shared social media action.

** Viral Lift is the percentage increase in traffic due to shares and clicks.

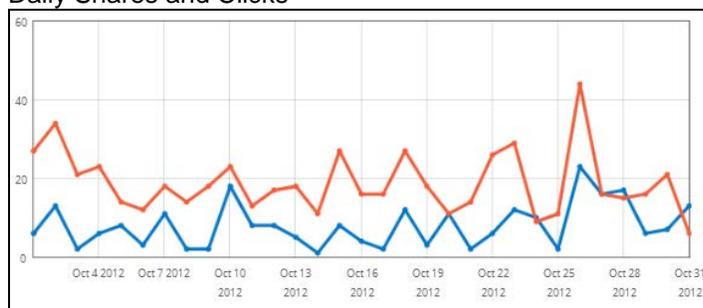
Social Media Activity Using Links on Citizenship Resource Center Pages



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.

► **Notable changes this month:** Facebook was the top sharing service this month with 379 shares, resulting in 152 clicks. The most shared pages included study materials for the Citizenship test.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	379	152	40%
2	Email	72	77	107
3	Email App	42	14	33%
4	Twitter	80	4	5%
5	CiteULike	1	0	0%
6	AOL Mail	1	0	0%
7	Y! Mail	6	0	0%
8	Gmail	2	0	0%
9	Hotmail	2	0	0%
-	All Others...	-	-	-
	Total	585	247	42%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Study for the Test	99	22	22%
2	Study Materials for the Civics Test	72	75	104%
3	Study for the Test	57	6	11%
4	Study Materials for the English Test	42	21	50%
5	The USCIS Naturalization Interview and Test Video	34	9	26%
6	Citizenship Rights and Responsibilities	19	0	0%
7	About Us	19	4	21%
8	The USCIS Naturalization Interview and Test Video	17	22	129%
9	Apply for Citizenship	17	6	35%
10	Becoming a U.S. Citizen: An Overview of the Naturalization Process	11	6	55%
-	All Others...	198	76	-
	Total	585	247	42%

* Clicks are page visits that result from clicking a link in a shared social media action.

** Viral Lift is the percentage increase in traffic due to shares and clicks.

Subscription Email Messages and Tweets

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. Subscriptions are initiated by visitors using the right-column news widget or the Get Email Updates link on many pages. The most subscribed topics are News, Forms, H-1B Cap Season, Federal Register Announcements, and E-Verify Updates. People may also follow USCIS.gov using Twitter.

► **Notable changes this month:** USCIS distributed over 1.8 million email bulletins to subscribers, nearly 900,000 more than the previous month. Tweets increased from 38 to 127 and followers increased by nearly six hundred.

	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
GovDelivery Emails Issued	25	23	21	21	32	17	21
Emails Distributed to Subscribers	1,611,791	1,964,307	1,884,932	1,544,738	1,756,493	990,637	1,854,492
Subscribers at End of Month	334,004	336,238	331,965	334,609	340,036	344,324	346,798
Subscriptions	999,404	1,008,018	1,003,501	1,007,796	1,031,839	1,047,022	1,061,009
Total Subscribable Topics	23	23	23	28	44	44	45
Tweets Issued	118	143	185	90	57	38	127
Twitter Followers at End of Month	13,591	14,320	15,209	15,765	17,457	18,000	18,688

	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12
GovDelivery Emails Issued	19	24	23	19	22	22	27
Emails Distributed to Subscribers	2,014,911	1,380,017	821,196	601,109	736,827	1,221,048	2,963,679
Subscribers at End of Month	322,614	325,622	329,464	330,474	333,374	332,119	332,995
Subscriptions	934,013	944,369	959,812	966,217	980,518	983,532	991,403
Total Subscribable Topics	22	23	23	23	23	23	23
Tweets Issued	106	96	199	139	91	184	90
Twitter Followers at End of Month	9,200	9,679	10,268	10,977	11,727	12,287	12,767

	Feb.11	Mar.11	Apr.11	May11	June11	July11	Aug.11
GovDelivery Emails Issued	26	44	23	32	24	24	28
Emails Distributed to Subscribers	1,106,619	3,205,638	1,019,329	1,891,329	1,830,221	1,413,479	2,378,844
Subscribers at End of Month	280,144	286,854	288,124	288,124	321,664	321,536	322,363
Subscriptions	849,020	857,669	867,630	867,630	914,272	920,583	928,440
Total Subscribable Topics	19	19	19	19	22	22	22
Tweets Issued	--	85	85	62	90	160	136
Twitter Followers at End of Month	--	5,280	5,850	6,320	7,628	8,071	8,549
Twitter Bulletins Issued	19	--	--	--	--	--	--
Notifications Sent to Subscribers	27,429	--	--	--	--	--	--
Subscribers at End of Month	1,523	--	--	--	--	--	--

	Nov.10	Dec.10	Jan.11
GovDelivery Emails Issued	2	15	32
Emails Distributed to Subscribers	282,213	49,179	1,726,382
Subscribers at End of Month	280,617	281,480	280,607
Subscriptions	840,739	845,987	847,828
Total Subscribable Topics	17	17	17
Tweets Issued	--	--	--
Twitter Followers at End of Month	--	--	--
Twitter Bulletins Issued	26	16	38
Notifications Sent to Subscribers	20,535	14,381	46,308
Subscribers at End of Month	817	966	1,388

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 about three percent of all traffic to the CSWP.

► **Notable changes this month:** Compared to last month, User Sessions increased six percent and repeat visitors increased seven percent this month.

	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
User Sessions (Visits)	210,322	265,596	267,754	268,250	301,449	299,018	574,089	359,811	381,839
Avg. Weekday User Sessions	8,085	9,570	10,155	9,746	11,319	10,881	21,075	13,737	13,724
Avg. Session Length (min.)	4:33	4:27	4:30	4:19	3:50	3:38	3:41	3:19	3:14
Unique Visitors	129,315	160,346	161,864	164,587	180,773	177,183	329,881	209,457	217,521
One-Time Visitors	92,780	114,899	117,086	120,182	130,130	126,320	227,673	147,330	151,191
Repeat Visitors	36,535	45,447	44,778	44,405	50,643	50,863	102,208	62,127	66,330
Page Views	731,633	865,679	857,952	855,025	881,459	828,882	1,580,056	940,322	955,331

	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12
User Sessions (Visits)	185,610	196,817	162,353	204,745	192,716	193,747	205,068	187,638	263,441
Avg. Weekday User Sessions	6,837	7,308	5,835	7,373	7,219	7,166	7,593	6,804	9,519
Avg. Session Length (min.)	6:15	5:39	5:43	5:29	5:14	5:08	4:15	4:08	4:41
Unique Visitors	135,218	137,076	115,347	142,592	134,110	130,781	125,143	111,701	159,324
One-Time Visitors	112,437	109,868	92,900	114,021	107,163	102,649	91,339	80,470	113,935
Repeat Visitors	22,781	27,208	22,447	28,571	26,947	28,132	33,804	31,231	45,389
Page Views	821,251	809,944	660,082	815,597	729,217	737,968	683,600	610,435	919,967

	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11
User Sessions (Visits)	177,412	173,204	167,980	174,783	154,120	198,854	178,609	203,971	176,696
Avg. Weekday User Sessions	6,451	6,419	6,218	6,424	5,505	7,389	7,074	7,342	6,632
Avg. Session Length (min.)	7:26	7:14	6:57	6:50	6:46	7:34	7:03	6:50	6:40
Unique Visitors	127,148	125,245	120,893	122,632	108,304	142,221	127,066	146,794	125,578
One-Time Visitors	103,917	102,485	99,318	100,232	89,501	116,111	103,723	121,216	103,099
Repeat Visitors	23,231	22,760	21,575	22,400	18,803	26,110	23,343	25,578	22,479
Page Views	923,216	856,269	840,469	854,445	704,417	1,030,827	883,545	979,563	801,932

	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10
User Sessions (Visits)	113,691	100,538	138,399	117,366	132,054	117,058	139,357	139,388	157,387
Avg. Weekday User Sessions	4,311	3,596	5,106	4,727	4,732	4,385	5,247	5,252	5,719
Avg. Session Length (min.)	6:32	6:26	6:57	7:25	7:14	7:03	7:18	7:48	7:19
Unique Visitors	82,797	73,694	101,443	87,431	96,125	85,518	100,919	102,502	114,110
One-Time Visitors	67,255	60,032	81,550	71,777	78,118	70,112	82,494	84,173	93,547
Repeat Visitors	15,542	13,662	19,893	15,654	18,007	15,406	18,425	18,329	20,563
Page Views	643,622	558,808	843,720	708,272	781,763	647,816	748,673	763,536	824,976

	Oct.09
User Sessions (Visits)	138,377
Avg. Weekday User Sessions	5,071
Avg. Session Length (min.)	6:55
Unique Visitors	99,842
One-Time Visitors	80,418
Repeat Visitors	19,424
Page Views	832,486

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** There was very little change in the top 25 viewed pages with the exception of the “Consideración de Acción Diferida” page which decreased 75 percent compared to last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	258,258	27.03%
2	Formularios (2)	35,525	3.72%
3	Consideración de Acción Diferida para los Llegados en la Infancia (3)	34,395	3.60%
4	Noticias (4)	21,633	2.26%
5	Familiares de ciudadanos estadounidenses (5)	19,102	2.00%
6	Formularios de Residencia Permanente (Tarjeta Verde) (7)	11,871	1.24%
7	Trámite y procedimientos para la Tarjeta verde (Green card) (10)	11,824	1.24%
8	Petición para pariente extranjero, I-130 (12)	10,485	1.10%
9	Tarjeta verde (Green card) a través de la familia (11)	10,384	1.09%
10	El examen de naturalización: Materiales de estudio (9)	10,145	1.06%
11	Ciudadanía por naturalización (13)	9,395	0.98%
12	Tarjeta Verde (residencia permanente) (16)	9,322	0.98%
13	Recursos (14)	9,271	0.97%
14	Enlace Público (15)	8,887	0.93%
15	Contáctenos (17)	8,368	0.88%
16	Consideración de Acción Diferida para los Llegados (I-821D) (8)	7,612	0.80%
17	Ciudadanía (230)	7,419	0.78%
18	Formularios de Familia (22)	7,072	0.74%
19	Formularios para la Ciudadanía y Naturalización (18)	7,024	0.74%
20	Acerca de nosotros (24)	6,741	0.71%
21	Después de que una Tarjeta verde (Green Card) haya sido concedida (*)	6,715	0.70%
22	Familiares de residentes permanentes (personas con la tarjeta verde) (*)	6,519	0.68%
23	Preguntas de la parte de educación cívica del Examen de Naturalización	6,380	0.67%
24	Familia (*)\	6,280	0.66%
25	Formularios - Información general (*)	6,219	0.65%
	
Total Page Views this Month to USCIS-ES Pages >		955,331	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	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12
Overall										
User Sessions (Visits)	8,531,597	7,190,559	8,729,499	8,083,309	8,240,661	8,425,421	8,061,305	9,054,347	7,786,568	10,049,045
Avg. Weekday User Sessions	328,615	267,701	323,364	309,926	316,576	322,343	299,837	338,954	311,086	375,883
Avg. Session Length (min.)	4:31	4:28	4:18	4:13	4:16	3:58	3:54	4:10	4:10	4:05
Unique Visitors	4,178,446	3,634,669	4,415,702	4,093,161	3,965,309	3,797,129	3,535,652	4,124,805	3,558,881	4,584,046
One-Time Visitors	2,888,846	2,543,514	3,101,345	2,872,856	2,735,000	2,489,553	2,298,967	2,674,683	2,291,531	2,986,425
Repeat Visitors	1,289,600	1,091,155	1,314,357	1,220,305	1,230,309	1,307,576	1,236,685	1,450,122	1,267,350	1,597,621
Page Views	24,734,792	20,812,450	24,299,199	22,489,840	22,445,121	21,308,987	20,308,769	24,290,487	20,941,368	26,332,388
Sessions by Content Area *										
About Us	88,386	74,253	89,196	81,115	80,749	76,365	72,844	82,804	73,329	89,719
Citizenship	81,202	67,319	85,058	85,945	84,633	78,091	69,167	90,373	75,321	102,392
Forms	1,171,331	943,683	1,132,808	1,055,878	1,059,362	982,874	912,710	1,095,947	1,070,601	1,251,327
Outreach	55,836	48,264	62,527	55,001	54,108	50,887	46,964	58,010	47,995	56,901
Laws	111,494	91,744	119,246	111,550	111,184	105,543	97,103	126,060	102,464	120,789
News	139,712	115,383	158,690	141,405	143,919	143,480	137,731	192,851	138,945	166,855
E-Verify	164,327	152,655	190,476	127,080	126,490	116,562	116,273	178,088	191,284	218,393
Resources	139,534	115,628	137,690	128,951	127,869	116,768	112,762	130,380	112,841	132,748
Working in the U.S.	28,221	24,762	30,549	28,772	28,948	27,409	24,666	29,189	23,697	30,567
Family	24,935	21,953	27,669	27,456	27,774	25,563	24,764	30,980	24,264	30,655
Adoption	9,150	7,967	8,832	7,810	8,254	8,168	7,655	8,516	7,058	9,448
Green Card	218,117	201,993	217,517	209,829	240,278	196,242	179,717	213,830	169,816	230,774
Humanitarian	5,419	4,812	5,559	5,237	5,376	5,105	4,887	5,398	4,336	5,630
Visit the U.S.	23,248	19,813	21,055	19,243	18,842	17,370	15,629	19,696	16,322	21,474
Military	11,109	9,825	11,561	10,810	10,732	10,158	9,506	11,337	8,949	11,871
Find It Fast/Where to Start **	18,363	14,608	9,445	6,498	4,412	3,277	3,500	61,842	2,756	3,925

* 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	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11
Overall										
User Sessions (Visits)	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509
Avg. Weekday User Sessions	271,581	265,128	264,060	255,144	232,727	298,594	286,854	295,712	286,247	288,201
Avg. Session Length (min.)	6:22	6:18	5:56	5:47	5:29	5:49	5:44	5:39	5:26	5:26
Unique Visitors	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857
One-Time Visitors	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141
Repeat Visitors	1,028,814	1,005,225	984,944	937,867	881,152	1,113,027	999,814	1,143,192	1,027,479	1,065,715
Page Views	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433
Sessions by Content Area *										
About Us	109,440	101,427	98,773	95,758	87,723	108,821	98,524	109,628	89,796	91,339
Citizenship	63,147	57,175	56,920	58,257	55,344	95,391	87,967	103,337	81,760	79,268
Forms	1,230,309	1,167,877	1,135,790	1,114,509	991,126	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881
Outreach	75,634	69,001	68,237	65,636	59,977	74,130	65,527	72,620	59,960	61,514
Laws	135,496	130,363	127,799	123,795	111,104	137,484	124,265	138,390	117,420	117,388
News	200,278	182,290	174,488	165,384	145,577	180,481	155,571	174,121	157,709	159,993
E-Verify	89,738	80,944	79,720	78,707	93,701	108,765	106,542	139,493	109,429	112,473
Resources	174,069	162,453	159,486	147,966	131,331	172,571	151,675	169,754	138,738	143,632
Working in the U.S.	24,744	22,706	23,480	21,628	21,990	34,116	28,835	31,690	27,020	28,534
Family	27,162	26,203	26,142	24,342	24,190	33,909	29,387	31,539	25,445	25,973
Adoption	8,940	7,969	7,774	7,599	7,949	11,167	9,906	11,135	9,073	9,095
Green Card	181,266	174,656	201,522	168,637	168,976	252,585	215,522	232,481	200,992	220,851
Humanitarian	5,548	5,296	5,256	4,602	4,648	5,763	5,383	6,139	5,316	5,948
Visit the U.S.	21,916	20,078	19,826	19,573	19,083	27,287	24,840	27,325	24,002	24,996
Military	10,707	10,016	9,888	12,201	10,048	13,411	12,930	13,768	11,151	11,021
Where to Start **	12,176	19,621	15,015	10,296	11,336	19,944	15,395	17,392	19,649	13,934

* 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	Mar.10	Apr.10	May10	June10	July10
Overall										
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224
Avg. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710	214,833	208,630	244,816	252,191	255,985
Avg. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28	6:13	6:07	6:07
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550	936,250	969,798	992,174
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793
Sessions by Content Area *										
About Us	109,752	89,859	81,596	103,769	95,240	103,178	94,151	106,041	111,864	114,708
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260	55,321	61,374	58,716	66,942
Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684	20,275	90,488	100,533	104,236	108,366
Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535	129,205	151,765	137,710	145,823
Press Room	161,045	127,746	126,476	170,202	138,273	180,215	174,936	187,917	186,974	200,039
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499	83,081	96,768	93,473	105,700
Resources	186,097	150,560	144,691	187,523	170,010	171,707	155,870	173,036	171,966	178,192
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090	19,683	23,122	23,340	25,126
Family	38,173	31,816	23,042	34,239	30,517	29,363	24,715	27,355	24,857	28,433
Adoption	12,534	10,067	7,559	13,939	8,336	10,712	9,326	10,162	9,581	8,402
Green Card	138,178	108,233	120,181	159,491	136,008	151,395	132,567	163,530	171,313	181,797
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747	5,881	6,910	6,230	5,767
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995	21,346	23,926	23,250	22,735
Military	12,730	11,632	8,700	15,608	14,372	12,848	10,147	17,452	10,615	10,467
Where to Start **	--	--	--	--	16,741	12,613	9,550	8,917	8,884	16,376

* 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	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Overall								
User Sessions (Visits)	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Avg. Weekday User Sessions	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Avg. Session Length (min.)	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	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	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997
Repeat Visitors	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079
Page Views	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	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002
Citizenship	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670
Immigration Forms	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	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach	--	--	--	--	--	--	--	--
Laws & Regulations	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133

Metric	May 08	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09
Overall									
User Sessions (Visits)	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596
Avg. Weekday User Sessions	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327	241,772
Avg. Session Length (min.)	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10	5:18
Unique Visitors	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461
One-Time Visitors	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901
Repeat Visitors	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243	932,560
Page Views	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067
Sessions by Content Area *									
About Us	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278	140,908
Citizenship	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232	248,238
Immigration Forms	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197
Services & Benefits	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826	482,207
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197	233,508
Press Room	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231	100,502
E-Verify	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051	75,517

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

CSWP Visitor Traffic (cont.)

Metric	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08	Apr.08
Overall									
User Sessions (Visits)	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527
Avg. Weekday User Sessions	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576
Avg. Session Length (min.)	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08
Unique Visitors	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610
One-Time Visitors	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914
Repeat Visitors	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329
Page Views	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413
Sessions by Content Area *									
About Us	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904
Citizenship	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033
Immigration Forms	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301
Services & Benefits	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879
Laws & Regulations	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878
Press Room	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116
E-Verify	--	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May07	June07	July07
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
Avg. Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510
Avg. Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38
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
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
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153
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
Sessions by Content Area *									
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522
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
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576
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
Avg. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Avg. 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.