
U.S. Citizenship and Immigration Services (USCIS)

April 2014 Monthly Web Metrics Report Customer Service Web Portal (CSWP)

May 19, 2014

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	May 19, 2014	CSWP, Senior Business Analyst	Baseline Draft

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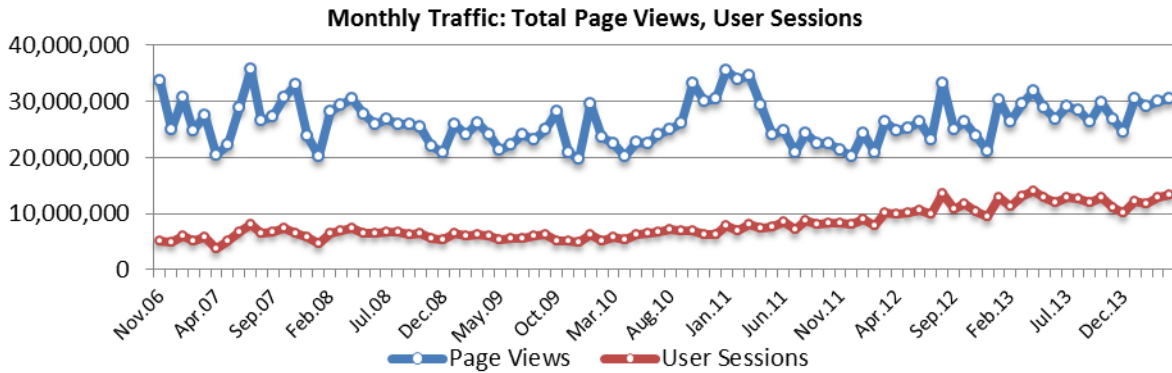
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for April 2014. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

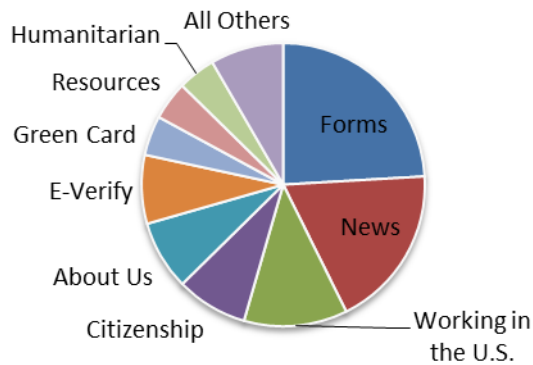
► Overall Traffic Volume Increased

Page views increased 1.41% over last month. User Sessions increased 2.95%. Average Weekday User Sessions increased 4.76%. One-Time Visitors increased 1.56%. (See page 2 and 15.)



► Forms, News, Citizenship, and E-Verify Sections Attract a High Volume of Traffic

The Forms, News and Working in the U.S. sections drew the most traffic. Traffic increased an average of 12.28% compared to last month. Traffic to the Working in the U.S. section increased 67.07% with over 400,000 page views of page “H-1B Fiscal Year (FY) 2015 Cap Season”. Traffic to the News section increased 112.39%, also with over 400,000 page views of H-1B related news releases. (See Page 4)



► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov remained at 87 this month with 154 respondents this month. The score for USCIS.gov increased from 75 to 77 with 1,407 respondents this month. (See page 11.)

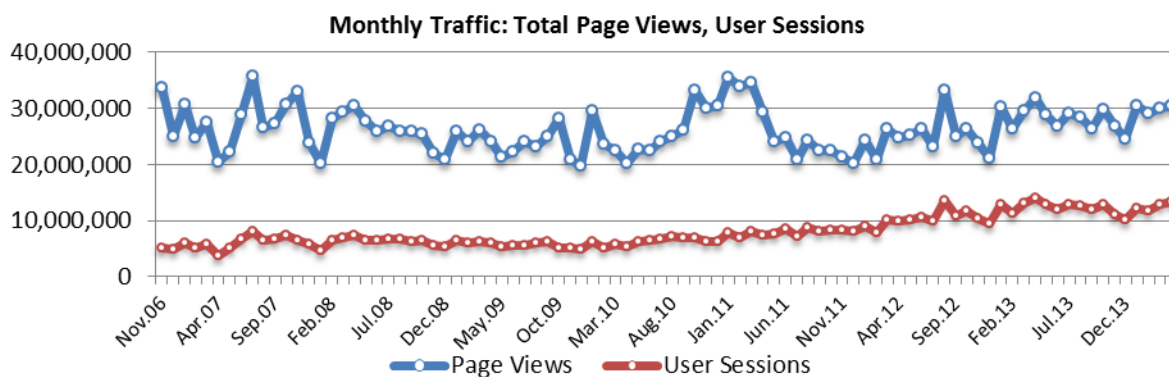
USCIS	USCIS-ES	Federal Govt.
77	87	72

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 1.41% over last month. User Sessions increased 2.95%. Average Weekday User Sessions increased 4.76%. One-Time Visitors increased 1.56%.

Metric	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
Overall							
User Sessions (Visits)	12,857,087	11,157,294	10,075,962	12,287,853	11,656,699	12,995,691	13,378,783
Avg. Weekday User Sessions	474,595	424,763	370,807	444,456	470,068	489,914	513,241
Avg. Session Length (min.)	3:13	3:52	4:01	4:13	4:02	3:54	3:51
Unique Visitors	6,218,618	5,873,961	5,248,022	6,317,900	5,922,484	6,649,694	6,753,631
One-Time Visitors	4,297,204	4,170,007	3,722,930	4,451,856	4,143,514	4,701,384	4,797,692
Repeat Visitors	1,921,414	1,703,954	1,525,092	1,866,044	1,778,970	1,948,310	1,955,939
Page Views	29,810,566	26,932,738	24,546,671	30,489,085	29,069,518	30,044,008	30,468,354
Page Views & Documents Hit	52,345,525	49,250,558	40,909,284	54,532,613	58,763,917	59,353,328	58,158,678
Sessions by Content Area *							
About Us	91,547	34,170	320,300	421,859	416,314	418,495	436,185
Citizenship	117,239	392,342	343,562	485,073	454,066	468,542	448,487
Forms	1,048,548	1,200,593	1,091,481	1,356,308	1,241,907	1,405,252	1,324,246
Outreach	55,714	40,771	40,997	50,016	33,743	38,868	45,178
Laws	100,006	128,188	109,271	116,545	102,742	108,651	107,082
News	173,077	502,078	420,236	460,554	429,617	482,067	1,023,883
E-Verify	299,886	362,333	335,098	413,941	401,499	435,540	431,226
Resources	117,953	213,962	196,145	225,239	218,722	243,746	243,011
Working in the U.S.	32,990	291,613	259,945	334,053	309,136	388,891	649,716
Family	28,567	236,304	200,852	250,035	205,624	223,761	221,612
Adoption	8,951	43,824	22,957	23,186	20,791	23,198	22,867
Green Card	233,156	250,148	216,938	272,684	245,278	257,730	249,458
Humanitarian	6,560	213,303	173,769	185,311	181,668	221,650	236,417
Visit the U.S.	17,578	41,832	34,843	39,457	34,886	38,606	39,775
Military	9,445	23,862	21,569	26,672	23,089	25,397	23,620

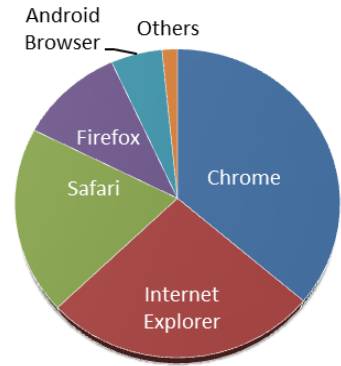
*Total user sessions that included views of these top-level landing pages.



Top 25 Browser Versions Used by Visitors to USCIS.gov

The following table shows the browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov.

► **Notable changes this month:** Site traffic by all browsers increased 7.14% over last month. Site traffic by Chrome browsers increased 15.07%. Site traffic by Internet Explorer browsers increased 1.70%. Site traffic by Safari browsers increased 4.23%.



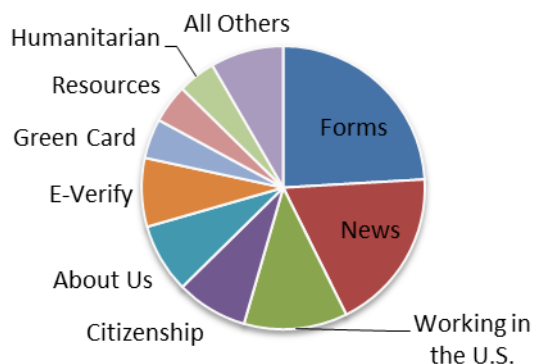
Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	34.0.1847.116	1,226,461	3.48	4:08
Safari	7.0	1,025,929	2.90	3:03
Internet Explorer	11.0	905,065	3.89	5:11
Chrome	33.0.1750.154	850,003	3.41	4:07
Firefox	28.0	733,982	3.46	4:18
Internet Explorer	8.0	561,913	3.68	5:00
Android Browser	4.0	458,222	3.10	3:33
Internet Explorer	9.0	417,030	3.72	4:22
Internet Explorer	10.0	385,323	3.90	4:53
Chrome	34.0.1847.114	199,384	2.96	2:58
Chrome	34.0.1847.131	178,847	3.60	4:07
Safari	7.0.3	147,996	3.60	4:08
Chrome	1.5	117,766	2.77	2:49
Chrome	33.0.1750.152	116,316	3.68	3:43
Safari	6.0	112,814	3.11	3:21
Safari	8536.25	79,383	4.01	4:09
Safari	7.0.2	75,251	3.70	4:17
Internet Explorer	7.0	72,099	3.45	4:03
Safari	5.1.9	59,825	4.04	4:26
Chrome	33.0.1750.21	53,215	2.91	3:09
Safari (in-app)	(not set)	49,435	2.34	1:32
Firefox	27.0	47,724	3.51	4:21
Chrome	33.0.1750.170	37,666	2.85	2:54
Chrome	31.0.1650.63	37,118	3.49	4:19
Safari	5.1	32,809	3.53	219.75

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, News and Working in the U.S. sections drew the most traffic. Traffic increased an average of 12.28% compared to last month. Traffic to the Working in the U.S. section increased 67.07% with over 400,000 pageviews of page “H-1B Fiscal Year (FY) 2015 Cap Season”. Traffic to the News section increased 112.39%, also with over 400,000 pageviews of H-1B related news releases.

Content Area Landing Page	User Sessions	Change from last month
Forms	1,324,246	-5.76%
News	1,023,883	112.39%
Working in the U.S.	649,716	67.07%
Citizenship	448,487	-4.28%
About Us	436,185	4.23%
E-Verify	431,226	-0.99%
Green Card	249,458	-3.21%
Resources	243,011	-0.30%
Humanitarian	236,417	6.66%
Family	221,612	-0.96%
Laws	107,082	-1.44%
Outreach	45,178	16.23%
Visit the U.S.	39,775	3.03%
Military	23,620	-7.00%
Adoption	22,867	-1.43%
Total	5,502,763	12.28%



* "All Others" in chart includes Laws, Outreach, Visit the U.S., 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 2.55%. Transactions decreased 13.05%.

	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
Page Views on Landing Page	24,485	25,326	23,587	22,479	7,303	9,507	13,861	19,317	22,744	22,164
- Transactions	15,341	16,456	14,329	14,302	13,171	14,009	13,927	13,623	17,244	14,993

	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13	May.13	Jun.13
Page Views on Landing Page	26,182	25,379	22,656	18,708	23,753	20,934	23,826	23,837	24,159	22,688
- Transactions	18,187	17,008	14,421	11,448	13,081	10,930	13,627	13,751	14,711	13,457

	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12
Page Views on Landing Page	29,930	28,005	32,342	27,787	30,585	29,569	29,543	30,274	32,278	33,968
- Transactions	19,777	21,375	25,048	20,882	23,919	22,893	23,525	22,939	23,731	26,136

	Jan.11	Feb.11	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11
Page Views on Landing Page	22,190	22,562	27,118	24,183	32,553	36,238	29,879	29,076	26,112	25,260
- Transactions	15,828	17,096	21,085	19,472	22,862	25,464	21,749	21,772	20,002	19,672

	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10
Page Views on Landing Page	29,196	26,796	27,990	26,338	33,403	37,913	35,005	24,986	19,561	18,296
- Transactions	16,721	17,887	18,565	16,521	19,017	22,584	21,597	16,757	13,696	13,401

	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Page Views on Landing Page	15,717	17,664	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712
- Transactions	13,991	16,170	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888

	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09
Page Views on Landing Page	15,599	9,014	10,025	11,277	9,996	10,174	11,946	11,804	13,543	14,598
- Transactions	12,398	9,549	10,573	11,783	10,536	10,477	12,398	11,808	13,543	14,787

Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views increased an average of 3.14%. Page Views of the USCIS Homepage increased 3.23%. Page Views of the “H-1B Fiscal Year (FY) 2015 Cap Season” page increased 748.09%. Page Views of the “News Releases” page increased 193.18%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	5,309,851	4,042,456	1:56	3,750,242	49.75%
2	Naturalization Self-Test 1	2,599,956	162,382	0:17	60,688	17.69%
3	Forms	1,529,174	1,054,533	0:55	310,502	19.30%
4	Naturalization Self-Test 2	1,025,294	51,263	0:17	5,860	29.62%
5	Application for Naturalization	826,148	448,913	3:24	153,712	54.34%
6	Petition for Alien Relative	615,470	346,983	3:07	111,266	47.04%
7	Naturalization Self-Test 3	534,747	26,228	0:16	3,192	28.07%
8	USCIS Reaches FY 2015 H-1B Cap	426,523	358,403	2:37	206,048	65.49%
9	H-1B Fiscal Year (FY) 2015 Cap Season	403,718	329,563	2:38	273,629	59.86%
10	Application for Employment Authorization	390,761	218,623	2:56	74,949	45.73%
11	Application to Register Permanent Residence or Adjust Status	373,938	223,488	2:46	51,038	45.36%
12	Affidavit of Support Under Section 213A of the Act	361,763	218,460	3:52	76,828	50.70%
13	Application to Replace Permanent Resident Card	351,577	194,420	3:20	57,895	46.04%
14	News Releases	348,344	268,685	1:12	38,093	47.00%
15	Espanol Homepage	328,131	213,204	1:58	85,676	50.52%
16	E-Verify	326,962	250,495	1:29	209,496	60.97%
17	Green Card	321,778	231,051	0:50	85,922	23.03%
18	100 Civics Questions and Answers with MP3 Audio (English version)	314,983	103,246	2:08	76,608	68.19%
19	News	269,049	200,959	1:10	69,017	38.35%
20	Apply for Citizenship	244,544	179,117	1:26	50,448	27.30%
21	Employment Eligibility Verification	220,130	163,902	2:06	116,046	74.07%
22	USCIS ELIS	206,169	133,506	3:47	81,949	60.29%
23	U.S. Citizenship	200,072	141,013	1:07	58,979	27.91%
24	Green Card Through Family	193,399	146,562	0:54	10,215	31.84%
25	Application for Travel Document	192,671	115,243	3:25	40,104	48.21%

* “Entrances” count the first hit of the session that is also a page.

** “% Exit” is the percentage that the page was the last viewed in the session

Top 25 Downloaded Files

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

► **Notable changes this month:** Total file downloads decreased 5.52%, from 29.3 million in March to 27,690,324 in April. The most downloaded file this month was the “i-9.pdf” with 3.7 million downloads, 9.20% fewer than last month. The “n-400.pdf” was the second most hit file, downloaded 1.32 million times in April, down 9.60% over last month. The “i-765.pdf” was the third most downloaded file, up 134.34% over last month. The “i-864w.pdf” has downloaded 492,107 times, up 2,457% from last month.

	Top 25 Downloaded Files	Hits	% of
1	sites/default/files/files/form/i-9.pdf	3,723,311	13.45%
2	sites/default/files/files/form/n-400.pdf	1,319,911	4.77%
3	sites/default/files/files/form/i-765.pdf	1,308,621	4.73%
4	sites/default/files/files/form/m-274.pdf	1,079,058	3.90%
5	sites/default/files/USCIS/Resources/A4en.pdf	822,553	2.97%
6	sites/default/files/files/form/i-864p.pdf	731,485	2.64%
7	sites/default/files/files/form/n-400instr.pdf	643,803	2.33%
8	sites/default/files/files/nativedocuments/M-618.pdf	563,785	2.04%
9	sites/default/files/files/form/i-864w.pdf	492,107	1.78%
10	sites/default/files/files/nativedocuments/M-618_a.pdf	456,002	1.65%
11	sites/default/files/files/form/i-130instr.pdf	451,238	1.63%
12	sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Veri...	417,220	1.51%
13	sites/default/files/files/form/i-864instr.pdf	394,358	1.42%
14	sites/default/files/files/form/i-130.pdf	371,143	1.34%
15	sites/default/files/files/form/i-864.pdf	363,166	1.31%
16	sites/default/files/files/form/i-129.pdf	344,112	1.24%
17	sites/default/files/files/form/i-765instr.pdf	335,017	1.21%
18	sites/default/files/files/form/q-1055.pdf	310,117	1.12%
19	sites/default/files/files/form/q-1145.pdf	276,649	1.00%
20	sites/default/files/files/form/i-131instr.pdf	268,092	0.97%
21	sites/default/files/files/article/chapter2.pdf	268,045	0.97%
22	sites/default/files/files/article/attachments.pdf	260,268	0.94%
23	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	251,070	0.91%
24	sites/default/files/USCIS/Verification/E-Verify/E-Verify from Controlled Vocabul...	249,934	0.90%
25	sites/default/files/files/form/i-90instr.pdf	246,602	0.89%
Total Downloaded Files this Month >		27,690,324	100.00%

Top 25 Referring Sites Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites.

► **Notable changes this month:** Referrals on average increased 7.14%. Referrals from Google increased 9.72%. Referrals from Yahoo increased 42.02% from last month.

	Source / Medium	Visits	% New Visits*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	google	4,493,911	33.68%	48.86%	3.56	4:13
2	(direct)	2,524,546	50.85%	53.45%	3.29	3:50
3	bing	344,779	32.17%	42.44%	3.88	4:32
4	yahoo	214,705	31.14%	44.48%	3.82	4:43
5	travel.state.gov	150,007	32.96%	43.91%	3.21	5:40
6	search.uscis.gov	141,364	1.98%	43.11%	3.31	5:34
7	links.govdelivery.com	45,824	24.11%	52.65%	2.75	3:28
8	google / cpc	39,797	45.99%	50.72%	3.09	2:42
9	m.facebook.com	29,191	74.01%	81.30%	2.03	1:07
10	dhs.gov	27,101	51.36%	43.44%	3.91	4:55
11	facebook.com	22,032	41.77%	67.14%	3.23	2:39
12	ask	21,409	36.46%	47.57%	3.78	4:34
13	redbus2us.com	19,674	25.86%	53.38%	2.39	2:29
14	uscis.gov	17,915	60.57%	20.56%	3.25	2:19
15	Bing Paid Search	16,349	56.50%	50.13%	2.73	2:01
16	ustraveldocs.com	15,791	49.48%	51.05%	2.99	4:34
17	BrandExchange / Online Display Banner	15,575	75.27%	86.70%	1.23	0:25
18	usa.gov	15,355	62.55%	38.77%	4.72	5:53
19	search.dhs.gov	15,143	49.63%	41.45%	3.87	5:01
20	immigration-law.com	14,799	28.92%	74.82%	1.63	1:20
21	r.search.yahoo.com	14,712	17.07%	43.26%	3.83	4:57
22	visajourney.com	14,482	17.24%	63.80%	2.36	3:13
23	murthy.com	13,711	26.35%	60.22%	2.06	1:45
24	aol	13,470	28.05%	37.11%	4.49	5:27
25	nolo.com	10,110	40.04%	53.08%	2.77	3:42

* New Visits is the percentage the pages that were viewed by first time visitors.

**Bounce rate is the percentage of pages that were viewed once followed by an exit.

Top 25 Search Terms from Referring External Search Engines

The following are the top 25 search terms entered into external search engines (e.g., Google, Yahoo, Bing, and others) that led to referrals of Web traffic to the CSWP. This list does not include search terms that resulted in PDFs.

► **Notable changes this month:** Searches increased 9.86% over last month. Searches of “uscis” increased 7.01% over last month. Searches of “uscis case status” increased 3.15% over last month. Searches for “e verify” and “e-verify” decreased 19.07% and 18.95% respectively.

	Search Term	Visits	% New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1	(not provided)	4,057,637	34.14%	48.23%	3.58	4:19
2	uscis	151,393	24.03%	39.84%	3.81	4:37
3	uscis.gov	43,307	20.30%	35.23%	4.14	5:34
4	www.uscis.gov	27,875	19.64%	40.86%	3.99	5:20
5	uscis case status	24,359	15.27%	62.02%	2.48	2:26
6	uscis forms	16,460	23.40%	21.15%	4.10	6:33
7	http://www.uscis.gov/	9,497	15.36%	49.57%	3.44	4:08
8	everify	8,930	28.23%	62.56%	2.45	1:53
9	immigration	8,864	40.57%	41.62%	4.33	5:04
10	http://uscis.gov/	7,569	20.45%	45.42%	3.45	4:03
11	ins	7,326	45.74%	33.84%	4.86	5:51
12	e verify	5,739	32.48%	60.17%	2.58	1:56
13	us immigration	4,745	48.01%	32.67%	5.03	6:07
14	e-verify	4,688	30.12%	59.45%	2.65	2:16
15	uscis elis	4,389	22.06%	59.56%	2.46	3:30
16	citizenship test	3,859	43.51%	34.67%	23.34	8:17
17	i-9	3,742	61.09%	71.35%	1.78	1:01
18	i9	3,665	63.57%	76.89%	1.56	0:51
19	green card	2,848	56.81%	33.29%	4.26	4:29
20	uscis home page	2,837	17.10%	31.94%	4.44	6:07
21	美国移民局	2,761	40.38%	48.90%	3.35	4:21
22	i-9 form	2,737	66.24%	71.90%	1.74	1:04
23	usics	2,708	23.49%	42.21%	3.35	3:42
24	green card renewal	2,649	44.81%	28.88%	4.48	5:34
25	us citizenship	2,466	42.05%	30.66%	6.55	5:56

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 decreased 4.41% from 1,685,034 in March to 1,610,684 in April. Searches for “case status” decreased 5.67%. Searches for “i-130” decreased 9.98%. Searches for h1b increased 38.54% from 4,333 in March to 6,003 in April.

Phrase	Count
case status	14,649
check my case status	8,587
status of my case	7,740
i-864	6,908
i-130	6,287
h1b	6,003
i-765	5,981
case status check online	5,618
my case status	5,253
status	5,195
i-485	4,802
processing times	4,783
g-325a	4,499
n-400	4,359
change of address	4,040
change of address online	4,021
daca	4,019
infopass	3,710
Ä°nfopass	3,710
i-131	3,665
n400	3,644
visa bulletin	3,420
my case status check online	3,336
i864	3,322
elis	3,215

Phrase	Count
i-90	3,151
status of my application	3,115
case status by case number	3,114
i130	2,910
check status	2,883
g325a	2,866
info pass make appointment	2,755
i765	2,704
tps	2,702
i-751	2,695
i-912	2,675
g-325a form	2,671
processing time	2,621
civil surgeon locator	2,544
poverty guidelines 2014	2,541
i-864a	2,360
tps for haitian 2014	2,323
i-94	2,299
opt	2,238
fee waiver	2,063
i485	2,010
i-693	1,953
g-28	1,929
i-9	1,903
visa	1,889

Surveys of User Satisfaction

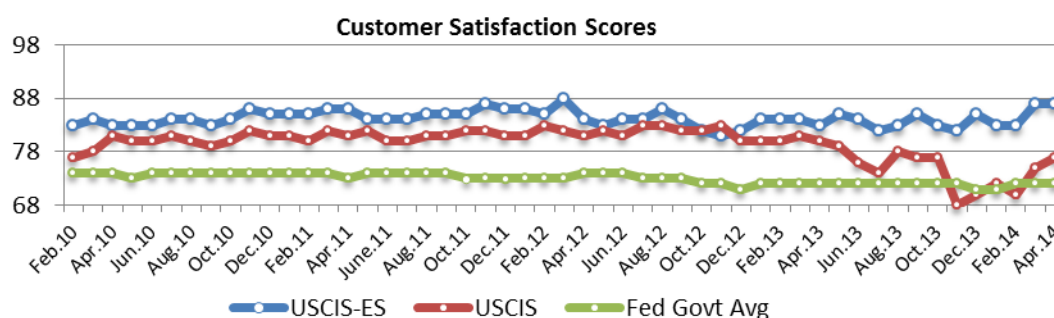
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov remained at 87 this month with 154 respondents this month. The score for USCIS.gov increased from 75 to 77 with 1,407 respondents this month.

This Month's Average Customer Satisfaction Scores

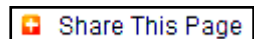
USCIS	USCIS-ES	Federal Govt.
77	87	72



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	4%	9%
Check My Case Status	16%	16%
Green Card Information	14%	16%
Get General Information Before I File My Case	13%	20%
Download Form(s)	11%	5%
Find Form(s)	12%	8%
Primary Method Used to Find Information		
Site's Search Feature	21%	33%
Links on the pages	23%	12%
Forms search	15%	N/A
Top Navigation Bar	18%	13%
Homepage banners, icons, ads	6%	5%
Used an External Search Engine (e.g., Google)	10%	11%
Just Browsing	5%	19%
Site Map	1%	7%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	22%	27%
Naturalized U.S. Citizen	19%	18%
U.S. Born Citizen	15%	1%
Citizen of a Foreign Country	8%	19%
Visitor/Nonimmigrant	7%	14%

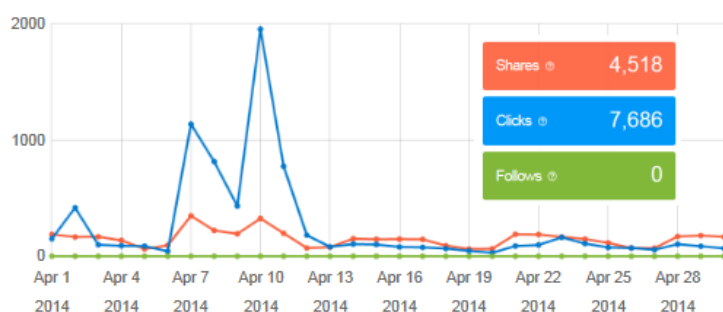
Social Media Activity Using Links on CSWP Pages



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 991 shares, followed by Email with 911 shares. Two H-1B Cap pages resulted in 398 shares and 4,496 clicks.

Daily Shares and Clicks



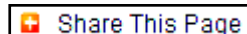
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	991	5,514	556%
2	Email	911	1,146	126%
3	Gmail	689	555	81%
4	Twitter	828	384	46%
5	Favorites	52	27	52%
6	Google+ Share	20	18	90%
7	AOL Mail	14	8	57%
8	Hotmail	29	5	17%
9	Address Bar	3	4	133%
10	WordPress	3	2	67%
-	All Others	969	8	7%
	Total	4,518	7,686	31%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Homepage	227	0	0%
2	USCIS Reaches FY 2015 H-1B Cap	216	2,232	1,033%
3	USCIS Reaches FY 2015 H-1B Cap	182	2,264	1,244%
4	USCIS ELIS	150	1	1%
5	Application for Naturalization	118	50	42%
6	Petition for Alien Relative	117	107	91%
7	Application to Replace Permanent Resident	114	10	9%
8	Consideration of Deferred Action for Childhood Arrivals Process	72	201	279%
9	Forms	61	3	5%
10	Application To Extend/Change Nonimmigrant	59	5	8%
-	All Others	1,316	2,798	66%
	Total	4,518	7,686	31%

* 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.

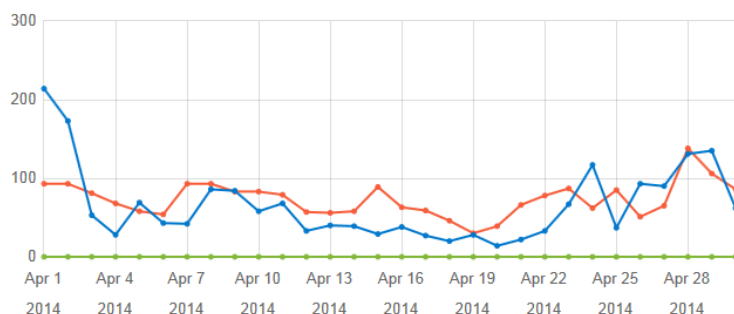
Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,578 shares, resulting in 1,143 clicks. The “Naturalization Self-Test” was shared a total of 716 times and resulted a total of in 806 clicks.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	1,578	1,143	72%
2	Email	256	612	239%
3	Gmail	28	158	564%
4	Hotmail	9	49	544%
5	Twitter	277	10	4%
6	Email App	0	1	0%
7	Print	1	0	0%
8	Y! Mail	33	0	0%
9	AOL Mail	16	0	0%
	Total	2,199	1,973	158%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Naturalization Self-Test 1	716	806	113%
2	Naturalization Self-Test 2	255	23	9%
3	Study for the Test	151	64	42%
4	100 Civics Questions and Answers with MP3 Audio	140	294	210%
5	Naturalization Self-Test 1	130	172	132%
6	Naturalization Self-Test 3	103	3	3%
7	100 Civics Questions and Answers with MP3 Audio	88	315	358%
8	Naturalization Self-Test 4	84	22	26%
9	Apply for Citizenship	78	32	41%
10	The USCIS Naturalization Interview and Test Video (Spanish captions)	29	6	21%
-	Other	425	236	43%
	Total	2,199	1,973	48%

* 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 2,634,479 email bulletins to subscribers, 40.68% more than the previous month. Tweets decreased from 87 to 47. Twitter followers increased 4.61% over last month.

	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
GovDelivery Emails Issued	22	22	18	17	16	28	28
Emails Distributed to Subscribers	1,657,058	2,333,107	1,719,876	1,214,810	997,583	1,872,711	2,634,479
Subscribers at End of Month	402,895	401,817	401,575	403,424	405,252	406,632	408,500
Subscriptions	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668
Total Subscribable Topics	54	55	55	56	58	58	58
Tweets Issued	74	38	67	95	96	87	47
Twitter Followers at End of Month	30,747	31,275	32,182	33,400	34,057	35,297	36,925

	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13
GovDelivery Emails Issued	38	31	23	23	27	19	17
Emails Distributed to Subscribers	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262	911,515	1,516,924
Subscribers at End of Month	355,875	388,352	389,453	391,206	399,076	401,420	403,834
Subscriptions	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000
Total Subscribable Topics	48	50	52	52	52	52	54
Tweets Issued	37	84	22	71	55	40	78
Twitter Followers at End of Month	22,606	25,461	26,250	27,022	28,026	28,910	29,890

	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13
GovDelivery Emails Issued	32	17	21	21	20	27	26
Emails Distributed to Subscribers	1,756,493	990,637	1,854,492	1,178,514	1,205,772	976,597	1,958,689
Subscribers at End of Month	340,036	344,324	346,798	351,251	352,647	350,708	351,570
Subscriptions	1,031,839	1,047,022	1,061,009	1,076,205	1,085,296	1,099,382	1,108,975
Total Subscribable Topics	44	44	45	45	45	46	46
Tweets Issued	57	38	127	83	28	48	115
Twitter Followers at End of Month	17,457	18,000	18,688	19,308	20,097	20,932	21,769

	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12
GovDelivery Emails Issued	22	22	27	25	23	21	21
Emails Distributed to Subscribers	736,827	1,221,048	2,963,679	1,611,791	1,964,307	1,884,932	1,544,738
Subscribers at End of Month	333,374	332,119	332,995	334,004	336,238	331,965	334,609
Subscriptions	980,518	983,532	991,403	999,404	1,008,018	1,003,501	1,007,796
Total Subscribable Topics	23	23	23	23	23	23	28
Tweets Issued	91	184	90	118	143	185	90
Twitter Followers at End of Month	11,727	12,287	12,767	13,591	14,320	15,209	15,765

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 3% of all traffic to the CSWP.

► **Notable changes this month:** Compared to last month, User Sessions and Page Views decreased 5.18% and 4.39% respectively.

	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
User Sessions (Visits)	470,867	434,452	467,054	433,526	364,061	477,615	459,405	503,973	477,879
Avg. Weekday User Sessions	17,219	16,439	16,888	16,078	13,032	16,902	18,086	18,599	17,881
Avg. Session Length (min.)	3:34	3:30	2:45	2:58	3:10	3:29	3:16	3:11	3:16
Unique Visitors	285,054	272,496	289,311	268,679	224,521	295,320	284,194	317,456	303,720
One-Time Visitors	206,102	201,250	212,080	195,669	163,895	214,223	206,587	234,215	225,626
Repeat Visitors	78,942	71,246	77,231	73,010	60,626	81,097	77,607	83,241	78,094
Page Views	1,128,095	1,022,877	1,053,431	906,910	796,098	1,097,095	1,040,189	1,086,537	1,038,839

	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13
User Sessions (Visits)	325,894	288,989	504,059	420,391	467,798	461,293	443,545	432,200	499,816
Avg. Weekday User Sessions	11,982	10,457	17,922	16,686	17,359	17,223	16,066	16,568	17,856
Avg. Session Length (min.)	3:09	3:07	3:20	3:13	3:19	3:07	2:54	2:54	3:14
Unique Visitors	187,986	166,260	292,221	245,351	272,923	273,586	263,881	261,522	297,206
One-Time Visitors	132,147	116,942	204,703	173,142	193,205	196,540	190,103	188,705	213,046
Repeat Visitors	55,839	49,318	87,518	72,209	79,718	77,046	73,778	72,817	84,160
Page Views	810,104	724,952	1,330,386	1,065,459	1,176,352	1,114,958	1,086,578	999,787	1,156,951

	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

Top 25 Viewed USCIS-ES Pages

The following table shows the 25 most viewed pages on USCIS-ES this month with additional statistics according to Google Analytics.

► **Notable changes this month:** The USCIS-ES homepage was viewed 326,912 times in April compared to 353,649 times in March, a decrease of 5.42%. Page Views were down an average of 3.29%. Page Views of the “Solicitud de Naturalización” page were up 13.70% over last month. Page Views of the “Preguntas de la parte de educación cívica del Examen de Naturalización” increased from 9,471 in March to 14,033 in April, and increase of 48.17%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	326,912	212,511	2:18	202,028	44.10%
2	Formularios	57,979	38,197	1:20	7,620	13.84%
3	Petición de Familiar Extranjero	29,122	17,184	3:03	4,676	30.21%
4	Trámite y procedimientos para la Tarjeta Verde	24,900	17,039	1:37	5,750	21.19%
5	Solicitud de Naturalización	24,554	13,953	3:43	6,375	39.24%
6	Tarjeta Verde	22,121	14,531	0:53	2,598	11.55%
7	Noticias	19,052	14,763	1:08	975	14.74%
8	El examen de naturalización: Materiales de estudio	18,803	11,385	2:46	4,694	35.07%
9	Tarjeta Verde a través de la Familia	18,489	12,886	1:02	565	10.01%
10	Ciudadanía	16,711	11,212	1:15	2,600	17.67%
11	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	15,347	10,490	3:01	2,710	30.56%
12	Familiares de Ciudadanos Estadounidenses	15,085	10,046	2:18	4,790	27.40%
13	Mientras mi caso está en trámite con el USCIS	15,009	11,111	3:20	5,716	40.91%
14	Preguntas de la parte de educación cívica del Examen de Naturalización	14,033	5,172	1:48	1,886	23.00%
15	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	13,150	7,068	3:36	2,155	34.71%
16	Contáctenos	12,851	8,671	2:38	1,888	33.00%
17	Consideración de Acción Diferida para los Llegados en la Infancia	12,257	8,935	3:28	5,774	50.93%
18	El Examen de Naturalización	10,249	6,532	1:23	704	15.64%
19	Tarifa de Inmigrante de USCIS	9,753	4,912	1:11	778	11.29%
20	Tarjeta Verde para un Familiar de un Residente Permanente	9,547	6,489	2:35	3,114	30.80%
21	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	9,090	6,248	1:28	285	18.40%
22	Ciudadanía por Naturalización	8,901	6,485	1:31	4,149	26.18%
23	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	8,858	6,088	2:04	672	16.36%
24	Formularios - Información general	8,509	6,550	1:34	468	16.79%
25	Viajes internacionales como Residente Permanente	7,934	6,020	3:15	3,236	44.13%

* “Entrances” count the first hit of the session that is also a page.

** “% Exit” is the percentage that the page was the last viewed in the session

Appendix: Historical CSWP Visitor Traffic

CSWP Visitor Traffic

Metric	Nov.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13
Overall										
User Sessions (Visits)	10,284,884	12,883,272	11,232,816	13,054,074	14,002,078	12,856,939	11,975,859	12,939,373	12,587,530	11,902,853
Avg. Weekday User Sessions	389,283	468,368	458,133	498,802	537,034	477,448	477,207	476,235	473,711	463,585
Avg. Session Length (min.)	3:25	3:36	3:34	3:32	3:21	3:23	3:26	3:30	3:26	3:26
Unique Visitors	4,559,312	5,771,752	5,110,881	6,062,863	6,300,289	5,922,682	5,593,359	5,922,909	5,805,998	5,816,729
One-Time Visitors	2,991,868	3,784,790	3,389,095	4,060,733	4,225,480	4,026,973	3,796,034	4,018,741	3,950,691	4,050,221
Repeat Visitors	1,567,444	1,986,962	1,721,786	2,002,130	2,074,809	1,895,709	1,797,325	1,904,168	1,855,307	1,766,508
Page Views	23,794,270	30,374,649	26,271,267	29,482,509	31,913,322	28,904,327	26,739,749	29,105,484	28,537,701	26,327,568
Sessions by Content Area *										47,238,953
About Us	80,966	96,930	86,962	95,949	100,920	95,729	91,229	113,832	97,951	
Citizenship	101,217	146,287	137,786	140,888	141,571	124,724	112,570	125,780	123,248	99,378
Forms	998,077	1,242,511	1,133,153	1,330,224	1,293,104	1,213,928	1,133,694	1,219,265	1,153,956	120,710
Outreach	52,076	64,117	56,358	63,171	65,907	60,865	58,571	62,564	60,610	1,090,320
Laws	102,890	137,252	114,608	121,305	123,325	106,882	100,060	110,431	107,039	58,491
News	176,770	263,691	195,349	220,628	426,825	202,351	176,832	182,276	156,767	104,247
E-Verify	177,603	231,984	228,938	255,085	261,385	164,341	240,505	241,199	236,722	146,939
Resources	112,118	140,119	123,296	137,048	146,075	131,363	124,064	132,554	128,425	249,691
Working in the U.S.	32,865	42,661	37,493	40,967	47,805	37,817	35,484	38,842	37,724	124,808
Family	26,573	37,409	30,069	32,588	31,470	30,645	29,796	34,398	32,655	36,335
Adoption	9,086	10,978	9,148	10,024	10,253	9,674	9,061	9,542	9,563	31,135
Green Card	190,970	234,267	207,573	221,194	225,138	224,937	208,015	233,007	230,290	9,369
Humanitarian	6,850	7,437	6,196	6,812	6,602	6,696	6,248	6,956	6,708	221,005
Visit the U.S.	19,634	25,252	22,001	23,751	24,086	21,360	20,809	22,553	22,673	6,851
Military	10,702	14,013	11,555	11,629	11,746	11,165	10,723	11,802	11,364	21,887
Find It Fast/Where to Start **	3,356	3,941	3,564	3,089	3,616	3,076				11,253

* 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.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
Overall										
User Sessions (Visits)	9,054,347	7,786,568	10,049,045	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	338,954	311,086	375,883	385,859	381,037	418,048	374,331	503,642	430,197	430,054
Avg. Session Length (min.)	4:10	4:10	4:05	3:55	3:52	3:40	3:36	3:52	3:31	3:27
Unique Visitors	4,124,805	3,558,881	4,584,046	4,505,104	4,658,404	4,678,696	4,428,686	5,655,497	4,696,146	5,066,647
One-Time Visitors	2,674,683	2,291,531	2,986,425	2,969,156	3,081,186	3,045,962	2,894,146	3,526,984	1,672,809	3,301,442
Repeat Visitors	1,450,122	1,267,350	1,597,621	1,535,948	1,577,218	1,632,734	1,534,540	2,128,513	3,023,337	1,765,205
Page Views	24,290,487	20,941,368	26,332,388	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	82,804	73,329	89,719	84,294	86,491	85,301	82,647	95,222	82,735	90,546
Citizenship	90,373	75,321	102,392	108,297	112,581	118,162	126,222	136,344	126,627	11,4038
Forms	1,095,947	1,070,601	1,251,327	1,127,949	1,133,084	1,113,112	1,061,369	1,438,379	1,130,524	115,7153
Outreach	58,010	47,995	56,901	53,525	54,211	57,663	54,164	64,742	53,000	5,7454
Laws	126,060	102,464	120,789	117,047	113,614	132,461	113,466	138,278	108,051	11,1939
News	192,851	138,945	166,855	176,640	165,942	243,578	184,001	313,613	179,812	19,2108
E-Verify	178,088	191,284	218,393	209,944	199,352	196,084	182,122	205,870	191,086	20,3351
Resources	130,380	112,841	132,748	126,154	125,594	128,081	121,287	143,869	119,408	12,6440
Working in the U.S.	29,189	23,697	30,567	33,094	33,613	38,379	35,310	41,153	33,976	3,5965
Family	30,980	24,264	30,655	30,025	30,042	29,448	29,981	32,546	29,343	2,9978
Adoption	8,516	7,058	9,448	9,343	9,037	9,201	8,958	10,191	9,127	9810
Green Card	213,830	169,816	230,774	210,499	210,452	193,312	189,458	203,738	202,312	24,7867
Humanitarian	5,398	4,336	5,630	5,433	5,687	6,054	6,184	9,520	6,434	6774
Visit the U.S.	19,696	16,322	21,474	20,810	21,674	20,664	20,428	20,286	18,995	2,1061
Military	11,337	8,949	11,871	11,042	11,297	11,182	11,308	12,152	10,824	1,1615
Where to Start **	61,842	2,756	3,925	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

CSWP Visitor Traffic (cont.)

Metric	Mar.11	Apr.11	May.11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
Overall										
User Sessions (Visits)	8,029,128	7,321,930	7,601,509	8,531,597	7,190,559	8,729,499	8,083,309	8,240,661	8,425,421	8,061,305
Avg. Weekday User Sessions	295,712	286,247	288,201	328,615	267,701	323,364	309,926	316,576	322,343	299,837
Avg. Session Length (min.)	5:39	5:26	5:26	4:31	4:28	4:18	4:13	4:16	3:58	3:54
Unique Visitors	4,493,534	3,895,177	4,147,857	4,178,446	3,634,669	4,415,702	4,093,161	3,965,309	3,797,129	3,535,652
One-Time Visitors	3,350,342	2,867,698	3,082,141	2,888,846	2,543,514	3,101,345	2,872,856	2,735,000	2,489,553	2,298,967
Repeat Visitors	1,143,192	1,027,479	1,065,715	1,289,600	1,091,155	1,314,357	1,220,305	1,230,309	1,307,576	1,236,685
Page Views	34,692,919	29,388,427	24,125,433	24,734,792	20,812,450	24,299,199	22,489,840	22,445,121	21,308,987	20,308,769
Sessions by Content Area *										
About Us	109,628	89,796	91,339	88,386	74,253	89,196	81,115	80,749	76,365	72,844
Citizenship	103,337	81,760	79,268	81,202	67,319	85,058	85,945	84,633	78,091	69,167
Forms	1,340,818	1,097,365	1,123,881	1,171,331	943,683	1,132,808	1,055,878	1,059,362	982,874	912,710
Services & Benefits /Topics	72,620	59,960	61,514	55,836	48,264	62,527	55,001	54,108	50,887	46,964
Laws & Regulations	138,390	117,420	117,388	111,494	91,744	119,246	111,550	111,184	105,543	97,103
Press Room	174,121	157,709	159,993	139,712	115,383	158,690	141,405	143,919	143,480	137,731
E-Verify	139,493	109,429	112,473	164,327	152,655	190,476	127,080	126,490	116,562	116,273
Resources	169,754	138,738	143,632	139,534	115,628	137,690	128,951	127,869	116,768	112,762
Working in the U.S.	31,690	27,020	28,534	28,221	24,762	30,549	28,772	28,948	27,409	24,666
Family	31,539	25,445	25,973	24,935	21,953	27,669	27,456	27,774	25,563	24,764
Adoption	11,135	9,073	9,095	9,150	7,967	8,832	7,810	8,254	8,168	7,655
Green Card	232,481	200,992	220,851	218,117	201,993	217,517	209,829	240,278	196,242	179,717
Humanitarian	6,139	5,316	5,948	5,419	4,812	5,559	5,237	5,376	5,105	4,887
Visit the U.S.	27,325	24,002	24,996	23,248	19,813	21,055	19,243	18,842	17,370	15,629
Military	13,768	11,151	11,021	11,109	9,825	11,561	10,810	10,732	10,158	9,506
Where to Start **	17,392	19,649	13,934	18,363	14,608	9,445	6,498	4,412	3,277	3,500

* 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	May10	July10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11
Overall										
User Sessions (Visits)	6,327,505	6,751,224	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865	7,018,295
Avg. Weekday User Sessions	244,816	255,985	255,985	271,581	265,128	264,060	255,144	232,727	298,594	286,854
Avg. Session Length (min.)	6:13	6:07	6:07	6:22	6:18	5:56	5:47	5:29	5:49	5:44
Unique Visitors	3,600,867	3,653,368	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165	3,776,995
One-Time Visitors	2,664,617	2,661,194	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138	2,777,181
Repeat Visitors	936,250	992,174	992,174	1,028,814	1,005,225	984,944	937,867	881,152	1,113,027	999,814
Page Views	22,714,164	24,051,793	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908	33,929,814
Sessions by Content Area *										
About Us	106,041	114,708	114,708	109,440	101,427	98,773	95,758	87,723	108,821	98,524
Citizenship	61,374	66,942	66,942	63,147	57,175	56,920	58,257	55,344	95,391	87,967
Immigration Forms	1,144,214	1,172,352	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509	991,126	1,254,781	1,164,374
Services & Benefits	100,533	108,366	108,366	75,634	69,001	68,237	65,636	59,977	74,130	65,527
Outreach	151,765	145,823	145,823	135,496	130,363	127,799	123,795	111,104	137,484	124,265
Laws & Regulations	187,917	200,039	200,039	200,278	182,290	174,488	165,384	145,577	180,481	155,571
Press Room	96,768	105,700	105,700	89,738	80,944	79,720	78,707	93,701	108,765	106,542
E-Verify	173,036	178,192	178,192	174,069	162,453	159,486	147,966	131,331	172,571	151,675

Metric	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
Overall										
User Sessions (Visits)	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438
Avg. Weekday User Sessions	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710	214,833	208,630
Avg. Session Length (min.)	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40	6:40	6:28
Unique Visitors	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341
One-Time Visitors	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791
Repeat Visitors	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494	875,616	800,550
Page Views	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233
Sessions by Content Area *										
About Us	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240	103,178	94,151
Citizenship	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213	61,260	55,321
Immigration Forms	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444
Services & Benefits	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684	20,275	90,488
Outreach	--	--	--	163,275	135,007	122,987	160,671	137,555	138,535	129,205
Laws & Regulations	211,171	202,323	214,631	161,045	127,746	126,476	170,202	138,273	180,215	174,936
Press Room	76,960	72,934	121,675	80,879	69,616	56,744	62,792	61,467	71,499	83,081
E-Verify	52,642	66,692	107,133	186,097	150,560	144,691	187,523	170,010	171,707	155,870

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

CSWP Visitor Traffic (cont.)

Metric	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Overall										
User Sessions (Visits)	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915
Avg. Weekday User Sessions	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275	207,627	219,162
Avg. Session Length (min.)	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09	5:15	5:14
Unique Visitors	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617
One-Time Visitors	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318
Repeat Visitors	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247	764,617	802,299
Page Views	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273
Sessions by Content Area *										
About Us	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837	116,936	119,211
Citizenship	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602	164,469	164,056
Immigration Forms	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590
Services & Benefits	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478	381,692	404,631
Laws & Regulations	--	--	--	--	--	--	--	--	--	--
Press Room	223,081	231,771	188,239	176,197	233,508	224,862	235,692	214,995	195,640	205,646
E-Verify	116,718	123,728	107,081	105,231	100,502	110,476	136,553	177,940	107,841	96,552
	40,294	38,083	47,713	51,051	75,517	89,242	60,224	53,394	46,486	56,338
Metric	Nov.07	Dec.07	Jan.08	Feb.08	Mar.08	Apr.08	May 08	June08	July08	Aug.08
Overall										
User Sessions (Visits)	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094
Avg. Weekday User Sessions	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205	251,248	260,080
Avg. Session Length (min.)	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03	5:03	4:58
Unique Visitors	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973
One-Time Visitors	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695
Repeat Visitors	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084	941,782	905,278
Page Views	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816
Sessions by Content Area *										
About Us	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501	145,354	141,603
Citizenship	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304	238,600	226,217
Immigration Forms	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294
Services & Benefits	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686	490,004	472,220
Laws & Regulations	230,635	187,927	170,627	242,130	238,908	239,878	--	--	--	--
Press Room	123,607	92,657	87,572	147,438	192,065	385,116	220,773	215,500	217,826	209,289
E-Verify	34,571	29,467	27,676	29,931	28,142	54,780	217,584	190,372	139,343	127,621
							54,543	78,978	48,537	41,348

* 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	Nov.06	Dec.06	Jan.07	Mar.07	Apr.07	June07	May07	July07	Aug.07	Sep.07	Oct.07
Overall											
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,743,320	3,718,038	6,752,419	5,213,504	8,125,806	6,512,486	6,702,477	7,360,972
Avg. Weekday Sessions	198,576	183,354	219,122	215,892	149,707	267,605	198,855	310,510	246,209	268,492	273,893
Avg. Session Length (min.)	6:40	5:58	6:01	5:38	5:11	5:10	5:08	5:38	4:57	4:58	5:00
Unique Visitors	2,655,767	2,334,857	2,786,007	2,626,690	1,720,609	2,900,172	2,354,930	3,346,430	2,799,902	2,919,726	3,101,740
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,796,028	1,172,099	1,930,689	1,594,109	2,175,277	1,888,909	1,977,187	2,082,532
Repeat Visitors	713,499	669,520	849,026	830,662	548,510	969,483	760,821	1,171,153	910,993	942,537	1,019,208
Page Views	33,696,881	25,091,517	30,829,277	27,471,996	20,333,101	28,991,101	22,378,037	35,853,308	26,721,990	27,388,813	30,781,902
About USCIS & FOIA	232,057	153,665	190,695	189,575	107,418	182,544	146,569	224,016	161,335	162,743	177,982
Citizenship	311,291	259,610	340,528	318,294	166,614	324,840	253,079	518,522	232,039	239,350	264,313
Forms, Fees, Fingerprints	1,272,993	1,051,401	1,394,187	1,396,462	734,079	1,493,319	1,094,513	2,288,096	1,223,194	1,193,541	1,294,232
Services and Benefits	739,869	528,733	663,433	585,754	334,303	597,038	459,238	741,264	512,733	518,399	563,142
Field Offices	275,318	214,037	283,700	262,045	145,592	259,482	207,185	284,115	232,354	232,909	254,516
Laws and Regulations	117,788	92,883	102,350	121,579	182,934	163,819	167,884	288,576	261,337	227,123	162,919
Public Affairs	--	--	--	--	--	--	--	--	--	--	38,302
How Do I ...?											
CSSO											