

U.S. Citizenship and Immigration Services (USCIS)

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

September 15, 2014

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	September 15, 2014	CSWP, Senior Business Analyst	Baseline Draft

Table of Contents

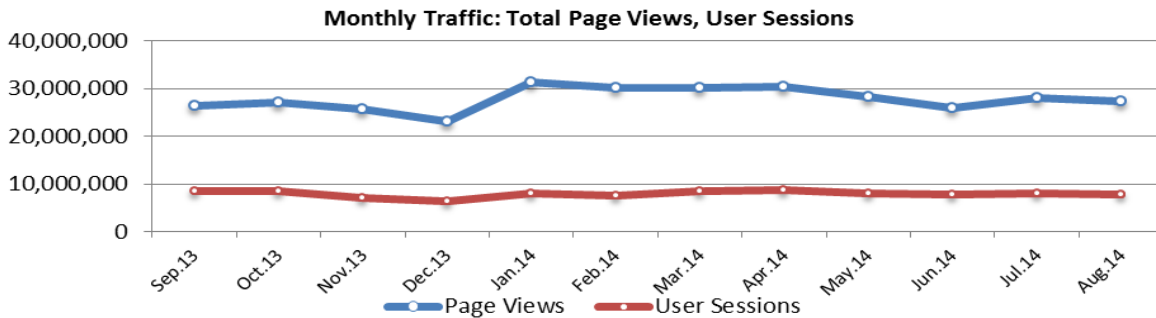
Executive Summary	1
CSWP Visitor Traffic	2
Top 25 Browser Versions Used by Visitors to USCIS.gov.....	3
FOIA Status Check.....	4
Top 25 Viewed Pages.....	5
Top 25 PDF Page Views.....	6
Top 25 Referring Sites Sending Traffic to CSWP	7
Top 25 Search Terms from Referring External Search Engines	8
Top 50 Search Terms Entered into the CSWP Search Engine	9
Surveys of User Satisfaction.....	10
Social Media Activity Using Links on CSWP Pages.....	11
Social Media Activity Using Links on Citizenship Resource Center Pages.....	12
Subscription Email Messages and Tweets	13
USCIS-ES Visitor Traffic	14
Top 25 Viewed USCIS-ES Pages.....	15

Executive Summary

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

► Overall Traffic Volume

Page views decreased 2.60% over last month. User Sessions decreased 0.73%. Page views of PDFs increased 8.23%. (See page 2.)

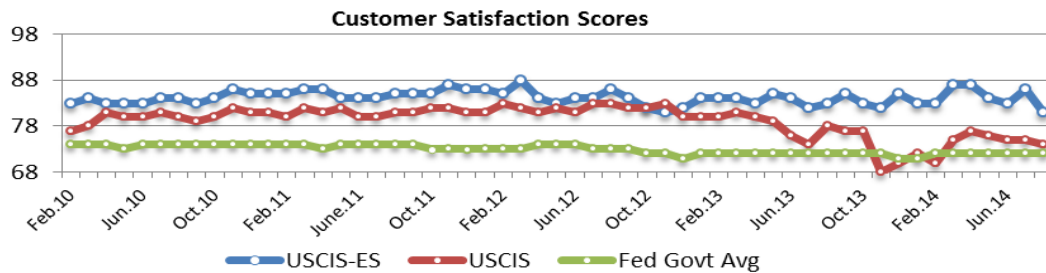


► Forms, E-Verify and Green Card Landing Pages Attract Highest Traffic

The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 2.60% compared to last month. Page views of the Forms landing page decreased -2.57%. Traffic to the News page increased 14.74%. Traffic to the E-Verify landing page increased 3.31%. (See Page 2)

► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov decreased from 86 to 81 this month with 111 respondents this month. The score for USCIS.gov decreased from 75 to 74 with 1,137 respondents this month. (See page 10.)



USCIS	USCIS-ES	Federal Govt.
74	81	72

► Social Media Activity Using Links on CSWP Pages

Facebook was the top sharing service this month with 879 shares, followed by Twitter with 720 shares. The “Ebola Outbreak-related Immigration Relief Measures” page was shared 282 and clicked 3,200 times. (See page 11.)

CSWP Visitor Traffic

► **Notable changes this month:** The primary Visitor Traffic Metrics tools have changed from a web log-based tool to Google Analytics, and the metric categories have changed accordingly so trend data is not comparable between April and May. Comparing Google Analytics data between June and July however, page views decreased 2.60% over last month. User Sessions decreased 0.73%. Page views of PDFs increased 8.23%.

Metric	Apr.14	Google Analytics Metrics	Jun.14	Jul.14	Aug.14	Change
Overall						
Page Views	30,468,354	Pageviews	25,903,311	28,090,994	27,360,516	-2.60%
Unique Visitors	6,753,631	Users	3,963,054	4,123,915	4,127,430	0.09%
User Sessions (Visits)	13,378,783	Sessions	7,689,791	7,977,963	7,919,509	-0.73%
Avg. Session Length (min.)	3:51	Avg Session Duration	00:04:08	00:04:11	00:04:11	0.00%
Avg. Weekday User Sessions	513,241	% New Sessions	39.70%	40.22%	40.56%	0.85%
One-Time Visitors	4,797,692	Pageviews/Session	3.37	3.52	3.45	-1.99%
Repeat Visitors	1,955,939	Bounce Rate	51.64%	51.67%	51.85%	0.35%
Page Views & Documents Hit	58,158,678	PDF Pageviews*	19,984,303	19,722,465	21,345,144	8.23%

* PDF pageviews represent the number of views of files with the .PDF extension, as tracked in web logs (not Google Analytics).

Distribution of Traffic by Major Landing Pages

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.

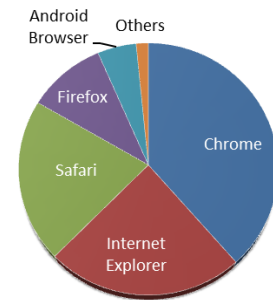
► **Notable changes this month:** The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 2.60% compared to last month. Page views of the Forms landing page decreased -2.57%. Traffic to the News page increased 14.74%. Traffic to the E-Verify landing page increased 3.31%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	/forms	1,099,895	733,921	57.13	265,581	20.00%	12.64%
2	/e-verify	338,247	266,400	91.93	231,123	63.24%	55.64%
3	/greencard	320,885	228,514	50.03	93,722	23.97%	15.32%
4	/us-citizenship	178,244	124,358	68.58	54,370	31.44%	19.34%
5	/news	114,059	87,122	64.86	37,168	41.56%	28.44%
6	/tools	79,376	53,135	105.99	10,410	58.25%	35.83%
7	/aboutus	67,701	54,154	85.74	15,231	44.80%	27.75%
8	/laws	47,160	37,650	74.43	13,786	43.29%	27.10%
9	/working-united-states/working-us	36,276	30,264	100.19	14,048	43.17%	30.37%
10	/family	28,763	21,901	50.32	1,873	28.94%	9.75%
11	/visit-united-states/visit-us	23,322	17,639	152.87	5,177	58.80%	42.96%
12	/outreach	15,649	13,411	94.37	5,635	45.80%	33.50%
13	/adoption	13,202	9,205	70.77	2,502	32.29%	17.16%
14	/military	11,353	8,682	96.08	1,988	45.42%	22.58%
15	/humanitarian	10,590	8,155	76.67	1,826	34.39%	17.12%

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 decreased 0.73% over last month. Site traffic by Chrome browsers increased 1.11%. Site traffic by Internet Explorer browsers decreased 4.25%. Site traffic by Safari browsers increased 1.56%.



Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Safari	7.0	1,031,486	2.95	3:08
Chrome	36.0.1985.125	1,019,262	3.46	4:18
Chrome	36.0.1985.143	979,304	3.63	4:24
Internet Explorer	11.0	885,624	3.92	5:10
Firefox	31.0	629,129	3.44	4:22
Android Browser	4.0	387,549	3.06	3:38
Internet Explorer	8.0	353,465	3.73	5:11
Internet Explorer	9.0	311,830	3.70	4:23
Internet Explorer	10.0	278,434	3.73	4:43
Chrome	1.5	138,311	2.92	3:02
Chrome	36.0.1985.135	134,760	3.07	3:11
Safari	7.0.5	134,176	3.71	4:29
Chrome	36.0.1985.131	131,294	3.05	3:06
Safari	7.0.6	74,639	3.62	4:15
Safari	9537.53	73,793	3.57	3:46
Chrome	35.0.1916.153	70,796	3.62	4:29
Safari	6.0	67,108	3.11	3:31
Internet Explorer	7.0	57,329	3.35	3:45
Chrome	37.0.2062.94	49,944	3.45	4:02
Firefox	30.0	47,342	3.61	4:34
Chrome	1.6	47,178	2.98	3:09
Safari	5.1.9	46,861	4.06	4:43
Safari (in-app)	(not set)	40,862	2.49	2:03
Safari	6.1.5	31,237	3.80	4:50
Chrome	4.0	27,422	2.89	3:20

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 increased 1.56% and Transactions increased 3.77%.

	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14
Page Views on Landing Page	7,303	9,507	13,861	19,317	22,744	22,164	20,058	18,453	17,486	17,759
- Transactions	13,171	14,009	13,927	13,623	17,244	14,993	15,220	15,743	18,174	18,799

	Jan.13	Feb.13	Apr.13	Mar.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13
Page Views on Landing Page	23,753	20,934	23,826	23,837	24,159	22,688	24,485	25,326	23,587	22,479
- Transactions	13,081	10,930	13,627	13,751	14,711	13,457	15,341	16,456	14,329	14,302

	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12
Page Views on Landing Page	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379	22,656	18,708
- Transactions	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008	14,421	11,448

	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12
Page Views on Landing Page	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342	27,787
- Transactions	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048	20,882

	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11
Page Views on Landing Page	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183
- Transactions	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472

	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10
Page Views on Landing Page	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338
- Transactions	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521

	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09
Page Views on Landing Page	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387	18,562
- Transactions	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442

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 decreased an average of 2.60%. Page Views of the USCIS Homepage decreased 0.83%. Page Views of the “Forms” page decreased 2.49%. Page Views of the “Naturalization Self-Test” page decreased 15.31%. Page Views of the “Petition for Alien Relative” decreased 0.10%. Page Views of “Consideration of Deferred Action for Childhood Arrivals” increased 7.12%

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	4,656,566	3,547,743	128.03	3,301,589	54.06%
2	Naturalization Self-Test 1	2,551,360	164,667	17.24	64,645	18.82%
3	Forms	1,318,432	905,057	57.02	272,309	20.52%
4	Naturalization Self-Test 2	932,482	46,867	17.18	5,517	32.59%
5	Application for Naturalization	626,121	343,762	199.77	118,680	56.29%
6	Petition for Alien Relative	591,205	330,265	187.51	110,346	48.31%
7	Naturalization Self-Test 3	493,439	24,261	16.23	3,187	29.78%
8	Application for Employment Authorization	390,287	212,625	173.72	64,857	44.58%
9	100 Civics Questions and Answers with MP3 Audio (English version)	368,853	116,781	122.90	90,328	67.00%
10	Application to Register Permanent Residence or Adjust Status	358,497	213,940	162.81	49,560	46.32%
11	E-Verify	343,463	270,508	91.04	232,080	63.13%
12	Affidavit of Support Under Section 213A of the Act	334,455	200,246	227.96	72,668	49.88%
13	Green Card	321,173	228,694	50.05	93,843	23.97%
14	Application to Replace Permanent Resident Card	312,879	176,279	202.32	54,983	49.02%
15	Espanol Homepage	294,360	193,097	119.51	77,762	51.38%
16	Consideration of Deferred Action for Childhood Arrivals	234,622	107,681	195.77	27,365	43.58%
17	Employment Eligibility Verification	217,324	163,529	126.39	111,118	74.92%
18	Apply for Citizenship	214,866	157,670	92.07	51,207	28.83%
19	Green Card Through Family	194,723	147,362	54.84	11,856	33.21%
20	USCIS ELIS	193,759	126,435	210.98	78,707	60.50%
21	U.S. Citizenship	178,591	124,640	68.72	54,407	31.47%
22	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	171,662	105,840	164.52	13,311	53.12%
23	Application for Travel Document	166,118	100,439	203.92	36,089	49.63%
24	Naturalization Self-Test 4	165,655	16,096	17.18	2,733	42.19%
25	Renew a Green Card	163,408	113,734	81.18	49,920	24.97%

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

Top 25 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views increased 8.23%, from 19.72 million in July to 21.35 million in August. The most downloaded file this month was the “i-9.pdf” with 3.61 million downloads, 3.34% more than last month. The “i-765.pdf” was downloaded 3.18 million times, up 122.59% from last month. The “i-765ws” was up 28.12% from 360,700 in July to 462,112 in August. The “i-864p.pdf” was downloaded 382,791 times, up 153.10% from last month.

	Top 25 Downloaded Files	Page Views	% of Total
1	form/i-9.pdf	3,607,003	16.90%
2	form/i-765.pdf	3,181,268	14.90%
3	form/m-274.pdf	951,629	4.46%
4	form/n-400.pdf	577,848	2.71%
5	form/i-765ws.pdf	462,112	2.16%
6	form/n-400instr.pdf	439,630	2.06%
7	article/chapter3.pdf	423,740	1.99%
8	form/i-864p.pdf	382,791	1.79%
9	form/i-864instr.pdf	381,452	1.79%
10	/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf	338,960	1.59%
11	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	335,072	1.57%
12	form/i-765instr.pdf	326,946	1.53%
13	form/i-864.pdf	312,595	1.46%
14	form/i-129.pdf	268,018	1.26%
15	form/g-1145.pdf	263,607	1.23%
16	form/g-1055.pdf	258,587	1.21%
17	form/i-130.pdf	232,838	1.09%
18	article/attachments.pdf	207,128	0.97%
19	form/i-90instr.pdf	206,855	0.97%
20	form/i-485instr.pdf	191,269	0.90%
21	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-638_red.pdf	190,006	0.89%
22	USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E-VerifyFedContrListandQueryVol.pdf	186,511	0.87%
23	form/i-130instr.pdf	181,734	0.85%
24	form/i-821dinstr.pdf	177,711	0.83%
25	form/i-821d.pdf	166,785	0.78%
Total Downloaded Files this Month >		21,345,144	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:** Sessions referred from all sites decreased an average of 1.15%. Sessions referred from travel.state.gov increased 4.47%. Sessions referred from murthy.com increased 646.92%. Sessions referred from m.facebook.com increased 19.56%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	travel.state.gov	147,253	34.97%	44.46%	3.17	333.37
2	search.uscis.gov	116,111	2.23%	45.61%	3.18	324.28
3	dhs.gov	30,172	53.37%	47.02%	3.63	259.95
4	links.govdelivery.com	27,345	23.03%	53.10%	2.77	213.61
5	uscis.gov	19,626	52.84%	20.69%	3.28	145.23
6	usa.gov	17,027	64.79%	36.36%	4.83	371.17
7	ustraveldocs.com	16,437	51.90%	52.77%	2.86	259.36
8	m.facebook.com	15,157	70.00%	73.58%	2.32	109.09
9	search.dhs.gov	14,294	50.11%	41.67%	3.81	307.18
10	murthy.com	13,818	42.10%	82.99%	1.46	97.27
11	visajourney.com	13,505	17.30%	64.59%	2.19	172.77
12	nolo.com	9,771	40.89%	54.16%	2.75	241.71
13	facebook.com	9,097	36.30%	61.19%	3.27	232.41
14	search.tb.ask.com	8,075	33.80%	41.04%	4.00	345.98
15	trackitt.com	7,336	13.89%	78.52%	1.56	92.90
16	us.wow.com	6,898	43.19%	47.84%	5.03	291.28
17	dashboard.uscis.gov	6,733	14.63%	54.83%	2.92	238.83
18	l.facebook.com	6,362	49.40%	57.73%	3.77	245.96
19	immihelp.com	5,358	32.53%	52.00%	2.72	228.63
20	en.wikipedia.org	4,617	59.45%	56.64%	2.94	174.44
21	uscitizenpod.com	3,915	26.26%	50.83%	4.07	436.64
22	visabureau.com	3,679	85.32%	31.86%	3.93	186.81
23	search.usa.gov	3,548	51.49%	37.60%	4.73	350.97
24	immigration-law.com	3,428	21.18%	80.34%	1.50	77.03
25	apps.irs.gov	3,306	72.41%	72.81%	1.62	65.99

* New Sessions 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 decreased 1.22% over last month. Searches of “uscis” decreased 5.02% over last month. Searches of “uscis case status” decreased 9.54% over last month. Searches for “citizenship test” increased 24.03%.

	Source / Medium	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,876,467	36.41%	49.64%	3.64	271.26
2	uscis	102,504	25.88%	42.78%	3.83	283.02
3	uscis.gov	33,324	21.65%	38.44%	4.21	330.97
4	www.uscis.gov	27,149	23.95%	41.05%	3.95	328.15
5	uscis case status	14,188	16.65%	65.25%	2.33	136.01
6	uscis forms	10,186	23.72%	23.09%	4.09	388.12
7	everify	7,260	30.83%	66.23%	2.24	89.48
8	http://www.uscis.gov/	5,966	6.77%	58.35%	3.01	214.43
9	immigration	5,788	40.27%	42.85%	4.08	298.59
10	e-verify	5,498	36.21%	56.78%	2.76	131.75
11	ins	5,023	47.94%	36.47%	4.59	328.11
12	website www uscis gov	4,046	34.03%	45.90%	3.56	238.99
13	美国移民局	3,536	39.79%	49.07%	3.30	269.76
14	us immigration	3,493	48.18%	34.18%	4.79	363.13
15	e verify	3,261	33.79%	62.50%	2.41	102.68
16	uscis elis	3,168	18.47%	57.58%	2.50	218.40
17	citizenship test	3,133	41.97%	38.68%	18.85	478.91
18	i-9 form	2,962	63.54%	76.81%	1.54	54.42
19	i9	2,946	64.15%	80.45%	1.47	45.20
20	http://uscis.gov/	2,865	8.03%	52.22%	3.24	369.47
21	us citizenship test	2,714	45.84%	36.51%	21.56	452.17
22	i 730 form	2,586	0.04%	99.85%	1.11	2.48
23	www.uscis.gov/uscis-elis	2,519	24.73%	42.48%	3.58	378.34
24	green card	2,513	59.89%	33.66%	4.37	281.74
25	daca	2,510	50.56%	62.35%	2.41	215.17

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 2.35% from 1,192,413 in July to 1,164,429 in August. Searches for “case status” decreased 0.46%. Searches for “i-765” increased 2.62%. Searches for “i-864” decreased 2.90%. Searches for “i-131” decreased 11.69%.

Search Term	Count
case status	16,370
check status of my case	9,628
status of my case	9,519
what are you looking for?	8,993
i-765	7,923
case status check online	7,686
i-864	7,535
i-130	7,288
daca	7,199
my case status	7,067
processing times	6,260
change of address online	6,254
g-325a	5,825
i-485	5,251
status	5,159
infopass make appointment	4,200
change of address	4,090
i-90	4,024
n-400	3,919
i-131	3,913
infopass	3,741
visa bulletin	3,494
i864	3,376
n400	3,365
elis	3,348
i130	3,341
i-821d	3,308
i765	3,257
daca renewal 2014 application	3,176
i-751	3,077
g325a	2,896
my case status check online	2,876

Search Term	Count
case status by receipt number	2,687
check status	2,626
i-94	2,610
visa bulletin september 2014	2,570
i-864a	2,455
civil surgeon locator	2,430
i-912	2,414
i485	2,347
i-539	2,264
i-765ws	2,230
ar-11	2,207
poverty guidelines 2014	2,192
visa	2,136
i90	2,093
deferred action renewal 2014	2,035
fee waiver	1,987
n-600	1,962
affidavit of support	1,958

Surveys of User Satisfaction

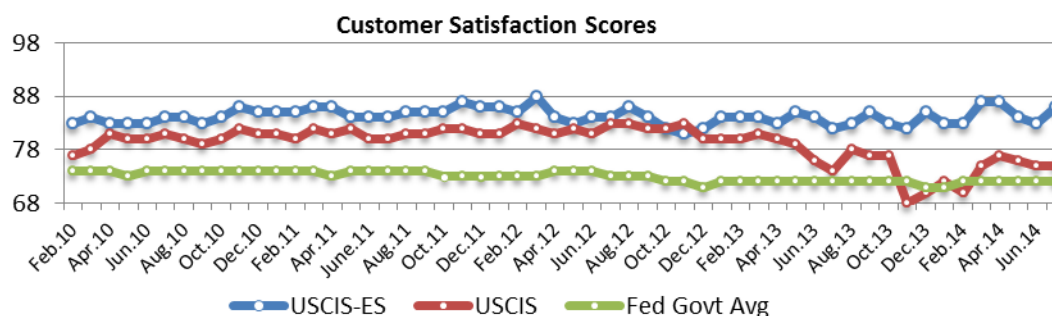
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov decreased from 86 to 81 this month with 111 respondents this month. The score for USCIS.gov decreased from 75 to 74 with 1,137 respondents this month.

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
74	81	72



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	17%	9%
Green Card Information	14%	14%
Download Form(s)	11%	4%
Find Form(s)	12%	4%
Get General Information Before I File My Case	13%	32%
Citizenship Requirements	2%	4%
Primary Method Used to Find Information		
Links on the pages	25%	14%
Site's Search Feature	22%	32%
Top Navigation Bar	18%	22%
Forms search	12%	N/A
Used an External Search Engine (e.g., Google)	10%	5%
Homepage banners, icons, ads	6%	11%
Just Browsing	5%	14%
Site Map	2%	2%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	23%	16%
Naturalized U.S. Citizen	19%	14%
U.S. Born Citizen	16%	3%
Citizen of a Foreign Country	11%	20%
Visitor/Nonimmigrant	5%	23%

Social Media Activity Using Links on CSWP Pages

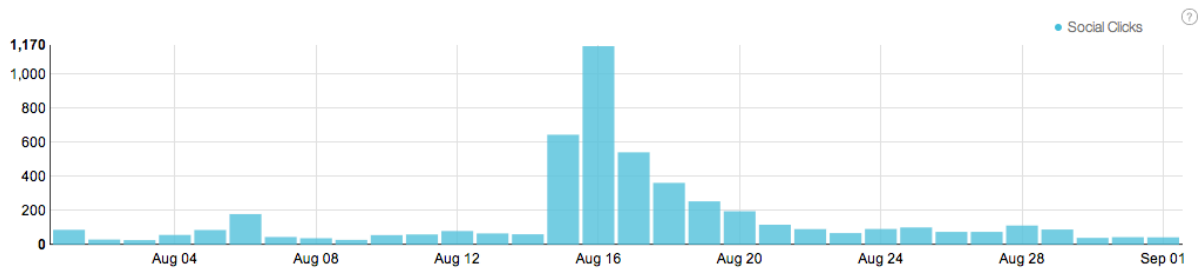
[Share This Page](#)

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 879 shares, followed by Twitter with 720 shares. The “Ebola Outbreak-related Immigration Relief Measures” page was shared 282 and clicked 3,200 times.

5,007 Total Clicks

www.uscis.gov | Aug 1 - Aug 31 2014 | Export



Shares by Page	Shares	Social Clicks	Shares by Tool
Ebola Outbreak-related Immigration... http://www.uscis.gov/news/alerts/ebola-outbreak-related-immi...	282	3.2K	Sharing Buttons: 3.5K Browser Tools: 228
Homepage USCIS http://www.uscis.gov/	218	0	Shares by Service
Application to Replace Permanent R... http://www.uscis.gov/i-90	132	9	Facebook: 852
USCIS ELIS USCIS http://www.uscis.gov/uscis-elis	116	2	Twitter: 720
Petition for Alien Relative USCIS http://www.uscis.gov/i-130	114	38	Print: 687
Application To Extend/Change Noni... http://www.uscis.gov/i-539	92	7	Email: 662
Application for Naturalization USCIS http://www.uscis.gov/n-400	91	31	Gmail: 518
Application for Employment Authori... http://www.uscis.gov/i-765	74	19	Other: 343
USCIS Immigrant Fee USCIS http://www.uscis.gov/forms/uscis-immigrant-fee	50	12	
Your Guide to InfoPass USCIS http://www.uscis.gov/news/factsheets/your-guide-infopass	50	0	
Forms USCIS http://www.uscis.gov/forms	49	17	
Affidavit of Support Under Section 2... http://www.uscis.gov/i-864	40	23	

Social Media Activity Using Links on Citizenship Resource Center Pages

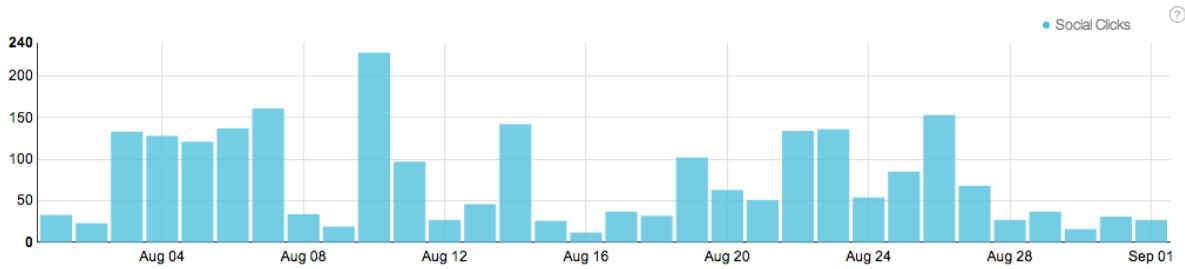
[Share This Page](#)

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 1,600 shares. The “Naturalization Self-Test” was the most shared.

2,420 Total Clicks

www.uscis.gov ▾ Aug 1 - Aug 31 2014 ▾ Export



Shares by Page	Shares	Social Clicks	Shares by Tool
Naturalization Self-Test 1 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	827	410	Sharing Buttons 2.1K Browser Tools 89
Naturalization Self-Test 2 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	220	67	Shares by Service
100 Civics Questions and Answers ... http://www.uscis.gov/citizenship/teachers/educational-products/...	190	1.1K	Facebook 1.6K
Naturalization Self-Test 1 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	148	46	Twitter 299
Naturalization Self-Test 3 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	124	8	Email 220
Naturalization Self-Test 4 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	91	23	Mailto 66
Study for the Test USCIS http://www.uscis.gov/citizenship/learners/study-test	83	24	Gmail 51
100 Civics Questions and Answers ... http://www.uscis.gov/citizenship/learners/study-test/study-mat...	67	160	Other 38
Apply for Citizenship USCIS http://www.uscis.gov/citizenship/learners/apply-citizenship	67	21	
Citizenship Rights and Responsibiliti... http://www.uscis.gov/citizenship/learners/citizenship-rights-and-...	35	10	
Study Materials for the English Test ... http://www.uscis.gov/citizenship/learners/study-test/study-mat...	21	16	
Study Materials for the Civics Test ... http://www.uscis.gov/citizenship/learners/study-test/study-mat...	21	11	
Naturalization Self-Test 3 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-...	19	0	

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 2,828,729 email bulletins to subscribers, 29.30% more than the previous month. Tweets decreased from 63 to 57. Twitter followers increased 2.59% over last month.

	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14
GovDelivery Emails Issued	16	28	28	19	21	23	26
Emails Distributed to Subscribers	997,583	1,872,711	2,634,479	1,897,736	1,567,847	2,187,720	2,828,729
Subscribers at End of Month	405,252	406,632	408,500	405,497	407,621	417,934	428,599
Subscriptions	1,250,826	1,258,551	1,268,668	1,262,430	1,267,153	1,282,317	1,299,675
Total Subscribable Topics	58	58	58	58	57	58	57
Tweets Issued	96	87	47	45	43	63	56
Twitter Followers at End of Month	34,057	35,297	36,925	38,484	39,383	40,738	41,795

	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14
GovDelivery Emails Issued	27	19	17	22	22	18	17
Emails Distributed to Subscribers	2,031,262	911,515	1,516,924	1,657,058	2,333,107	1,719,876	1,214,810
Subscribers at End of Month	399,076	401,420	403,834	402,895	401,817	401,575	403,424
Subscriptions	1,207,556	1,221,140	1,234,000	1,238,863	1,237,090	1,238,296	1,243,034
Total Subscribable Topics	52	52	54	54	55	55	56
Tweets Issued	55	40	78	74	38	67	95
Twitter Followers at End of Month	28,026	28,910	29,890	30,747	31,275	32,182	33,400

	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13
GovDelivery Emails Issued	20	27	26	38	31	23	23
Emails Distributed to Subscribers	1,205,772	976,597	1,958,689	2,457,203	2,976,849	2,079,216	1,663,637
Subscribers at End of Month	352,647	350,708	351,570	355,875	388,352	389,453	391,206
Subscriptions	1,085,296	1,099,382	1,108,975	1,127,188	1,175,533	1,175,771	1,188,393
Total Subscribable Topics	45	46	46	48	50	52	52
Tweets Issued	28	48	115	37	84	22	71
Twitter Followers at End of Month	20,097	20,932	21,769	22,606	25,461	26,250	27,022

	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
GovDelivery Emails Issued	23	21	21	32	17	21	21
Emails Distributed to Subscribers	1,964,307	1,884,932	1,544,738	1,756,493	990,637	1,854,492	1,178,514
Subscribers at End of Month	336,238	331,965	334,609	340,036	344,324	346,798	351,251
Subscriptions	1,008,018	1,003,501	1,007,796	1,031,839	1,047,022	1,061,009	1,076,205
Total Subscribable Topics	23	23	28	44	44	45	45
Tweets Issued	143	185	90	57	38	127	83
Twitter Followers at End of Month	14,320	15,209	15,765	17,457	18,000	18,688	19,308

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:** The primary Visitor Traffic Metrics tools have changed from a web log-based tool to Google Analytics, and the metric categories have changed accordingly so trend data is not comparable between April and May. Comparing Google Analytics data between June and July however, User Sessions and Page Views increased 2.03% and 1.34% respectively.

Metric	Apr.14	Google Analytics Metrics	May.14	Jun.14	Jul.14	Aug.14
Overall						
Page Views	1,038,839	Pageviews	1,130,829	1,050,509	1,086,402	1,101,011
Unique Visitors	303,720	Users	210,549	228,648	228,881	232,127
User Sessions (Visits)	477,879	Sessions	366,773	347,080	357,563	364,832
Avg. Session Length (min.)	3:16	Avg Session Duration	0:04:34	00:04:13	00:04:18	00:04:15
Avg. Weekday User Sessions	17,881	% New Sessions	45.04%	62.73%	57.31%	54.85%
One-Time Visitors	225,626	Pageviews/Session	3.08	3.03	3.04	3.02
Repeat Visitors	78,094	Bounce Rate	52.03%	52.49%	52.23%	52.39%

USCIS-ES Site Traffic by Desktop, Mobile and Tablet Browsers

The following table and accompanying pie chart shows the browsers by operating system and device category that most frequently use the USCIS-ES Spanish.

► **Notable changes this month:** Mobile traffic accounts for roughly one third of Spanish Site usage. Compared to last month, User Sessions by Windows Desktop browsers decreased 1.67% while Android Mobile User Sessions increased 8.17%.

OS (device category)	Jul.14	Aug.14	Change
Windows (desktop)	160,640	157,957	-1.67%
Android (mobile)	91,401	98,870	8.17%
iOS (mobile)	40,655	42,980	5.72%
iOS (tablet)	27,604	28,260	2.38%
Macintosh (desktop)	15,244	15,130	-0.75%
Android (tablet)	11,100	10,766	-3.01%
Windows (mobile)	3,278	3,341	1.92%
Windows Phone (mobile)	2,117	1,960	-7.42%
Linux (desktop)	1,470	1,404	-4.49%
Chrome OS (desktop)	1,293	1,276	-1.31%
Total	357,563	364,831	2.03%

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:** Page Views were up an average of 1.34%. The USCIS-ES homepage was viewed 293,358 times in August compared to 291,254 times in July, an increase of 0.72%. Page Views of the “Formularios” page were up 1.05% from last month. Page Views of the “Petición de Familiar Extranjero” page were up 0.71% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page were up 14.10% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	293,358	192,894	131.51	183,359	45.84%
2	Formularios	50,632	32,290	74.21	6,505	13.91%
3	Petición de Familiar Extranjero	27,514	16,273	170.45	4,900	31.60%
4	Trámite y procedimientos para la Tarjeta Verde	24,506	16,728	94.93	6,089	22.42%
5	Tarjeta Verde	21,356	13,838	48.14	2,878	12.50%
6	Consideración de Acción Diferida para los Llegados en la Infancia	17,962	12,157	175.50	8,004	44.61%
7	Tarjeta Verde a través de la Familia	17,360	11,949	58.98	509	9.56%
8	El examen de naturalización: Materiales de estudio	16,473	10,246	142.73	5,212	37.88%
9	Noticias	15,392	11,898	65.60	882	15.73%
10	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	14,472	9,972	179.72	3,041	32.71%
11	Solicitud de Naturalización	13,663	8,176	207.14	3,662	39.98%
12	Ciudadanía	13,525	8,960	75.55	2,000	17.89%
13	Mientras mi caso está en trámite con el USCIS	12,112	8,858	190.86	4,492	40.80%
14	Contáctenos	11,506	7,901	149.83	1,746	33.94%
15	Familiares de Ciudadanos Estadounidenses	11,348	7,566	132.75	2,948	23.81%
16	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	10,805	6,373	191.50	2,418	37.23%
17	Preguntas y Respuestas sobre temas relacionados a residencia permanente (green card)	10,458	9,265	298.06	6,809	61.81%
18	Preguntas de la parte de educación cívica del Examen de Naturalización	9,392	5,035	135.27	2,487	36.93%
19	Tarifa de Inmigrante de USCIS	8,701	4,633	74.53	1,024	14.56%
20	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	8,600	5,957	127.52	725	17.84%
21	Disponibilidad de Visas y Fechas de Prioridad	8,364	5,781	150.30	2,192	32.59%
22	Ajuste de estatus	8,206	6,105	189.91	2,745	33.55%
23	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	8,139	5,494	89.39	315	18.82%
24	Otras maneras para obtener la Tarjeta Verde	8,096	5,230	62.83	344	10.55%
25	Salida del Sitio de Redirección	7,728	4,396	119.02	182	28.65%

* “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