
U.S. Citizenship and Immigration Services (USCIS)

**February 2014 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

March 17, 2014

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	March 17, 2014	CSWP, Senior Business Analyst	Baseline Draft

Table of Contents

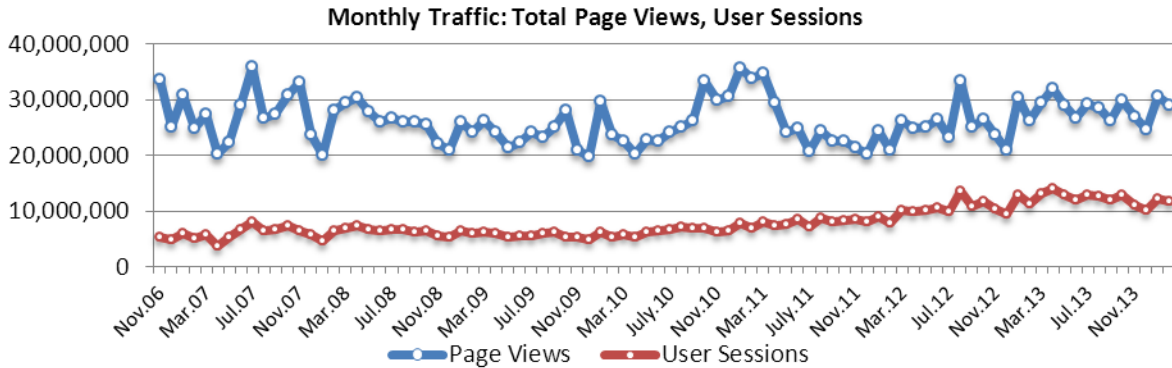
Executive Summary	1
CSWP Visitor Traffic	2
Top 25 Browser Versions Used by Visitors to USCIS.gov.....	3
Distribution of Traffic by Major Content Area.....	4
FOIA Status Check.....	5
Top 25 Viewed Pages.....	6
Top 25 Downloaded Files	7
Top 25 Referring Sites Sending Traffic to CSWP	8
Top 25 Search Terms from Referring External Search Engines	9
Top 50 Search Terms Entered into the CSWP Search Engine	10
Surveys of User Satisfaction.....	11
Social Media Activity Using Links on CSWP Pages.....	12
Social Media Activity Using Links on Citizenship Resource Center Pages.....	13
Subscription Email Messages and Tweets	14
USCIS-ES Visitor Traffic	15
Top 25 Viewed USCIS-ES Pages.....	16
Appendix: Historical CSWP Visitor Traffic.....	17

Executive Summary

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

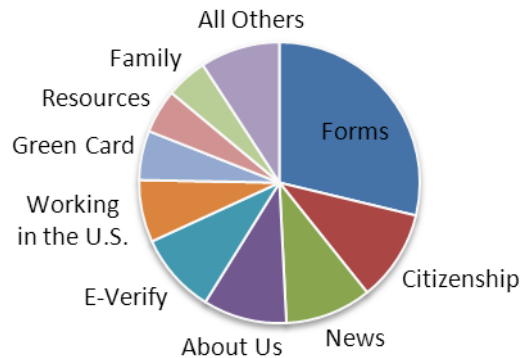
► Overall Traffic Volume Decreased

Page views decreased 4.66% over last month. User Sessions decreased 5.14%. Repeat Visitors decreased 4.67%. One-Time Visitors decreased 6.93%. (See page 2 and 15.)



► Forms, News, Citizenship, and About Us Sections Attract a High Volume of Traffic

The Forms, News, Citizenship and About Us sections drew the most traffic. Traffic decreased an average of 9.71% compared to last month. Traffic to the Outreach section decreased 32.54%. Traffic to the About Us section decreased only 1.31%. (See Page 4)



► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov remained at 83 this month with 128 respondents this month, compared to 180 respondents last month. The score for USCIS.gov decreased from 72 to 70 with 1,359 respondents this month. (See page 11.)

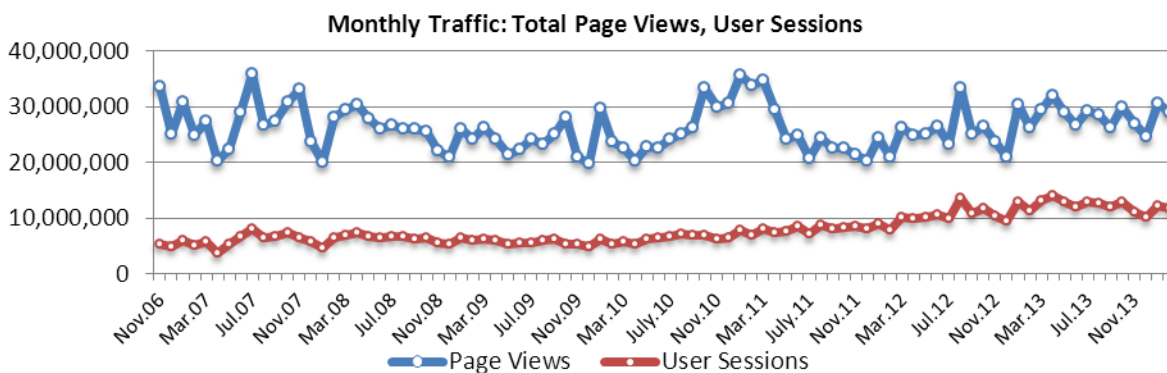
USCIS	USCIS-ES	Federal Govt.
70	83	72

CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased 4.66% over last month. User Sessions decreased 5.14%. Repeat Visitors decreased 4.67%. One-Time Visitors decreased 6.93%.

Metric	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14
Overall							
User Sessions (Visits)	12,587,530	11,902,853	12,857,087	11,157,294	10,075,962	12,287,853	11,656,699
Avg. Weekday User Sessions	473,711	463,585	474,595	424,763	370,807	444,456	470,068
Avg. Session Length (min.)	3:26	3:26	3:13	3:52	4:01	4:13	4:02
Unique Visitors	5,805,998	5,816,729	6,218,618	5,873,961	5,248,022	6,317,900	5,922,484
One-Time Visitors	3,950,691	4,050,221	4,297,204	4,170,007	3,722,930	4,451,856	4,143,514
Repeat Visitors	1,855,307	1,766,508	1,921,414	1,703,954	1,525,092	1,866,044	1,778,970
Page Views	28,537,701	26,327,568	29,810,566	26,932,738	24,546,671	30,489,085	29,069,518
Sessions by Content Area *							
About Us	97,951	99,378	91,547	34,170	320,300	421,859	416,314
Citizenship	123,248	120,710	117,239	392,342	343,562	485,073	454,066
Forms	1,153,956	1,090,320	1,048,548	1,200,593	1,091,481	1,356,308	1,241,907
Outreach	60,610	58,491	55,714	40,771	40,997	50,016	33,743
Laws	107,039	104,247	100,006	128,188	109,271	116,545	102,742
News	156,767	146,939	173,077	502,078	420,236	460,554	429,617
E-Verify	236,722	249,691	299,886	362,333	335,098	413,941	401,499
Resources	128,425	124,808	117,953	213,962	196,145	225,239	218,722
Working in the U.S.	37,724	36,335	32,990	291,613	259,945	334,053	309,136
Family	32,655	31,135	28,567	236,304	200,852	250,035	205,624
Adoption	9,563	9,369	8,951	43,824	22,957	23,186	20,791
Green Card	230,290	221,005	233,156	250,148	216,938	272,684	245,278
Humanitarian	6,708	6,851	6,560	213,303	173,769	185,311	181,668
Visit the U.S.	22,673	21,887	17,578	41,832	34,843	39,457	34,886
Military	11,364	11,253	9,445	23,862	21,569	26,672	23,089

*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 3.71% over last month. Site traffic by Chrome browsers increased 5.31%. Site traffic by Internet Explorer browsers increased 1.10%. Site traffic by Safari browsers increased 5.39%.

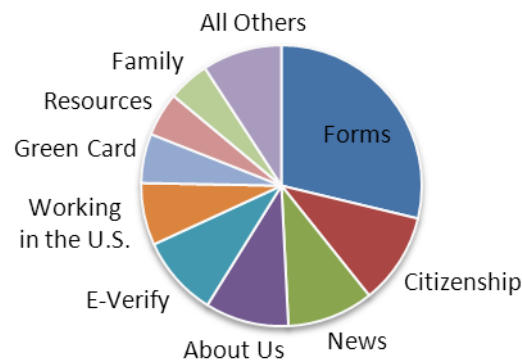
Browser	Browser Version	Visits	Pages / Visit	Avg. Visit Duration
Chrome	32.0.1700.107	1,131,617	3.72	4:26
Safari	7.0	876,571	3.01	3:08
Internet Explorer	11.0	810,322	5.01	5:13
Internet Explorer	8.0	527,968	3.97	5:24
Chrome	33.0.1750.117	472,929	3.69	4:24
Android Browser	4.0	437,721	3.37	3:49
Firefox	27.0	396,715	3.78	4:27
Internet Explorer	9.0	364,662	5.74	4:41
Internet Explorer	10.0	360,393	5.22	5:05
Firefox	26.0	314,641	3.93	4:33
Chrome	32.0.1700.102	232,495	3.83	4:32
Chrome	32.0.1700.99	160,953	3.24	3:14
Safari	7.0.1	158,328	4.00	4:29
Safari	6.0	134,533	3.46	3:38
Safari	6.1.1	78,496	4.30	4:52
Chrome	1.5	74,352	3.09	2:52
Internet Explorer	7.0	70,970	4.29	4:18
Safari	5.1.9	65,444	4.13	4:36
Safari	8536.25	64,810	4.38	4:23
Chrome	31.0.1650.63	60,248	3.64	4:22
Chrome	32.0.1700.76	41,715	3.85	4:35
Chrome	1.0	41,490	2.79	2:54
Safari	5.1	36,649	3.88	3:50
Safari (in-app)	(not set)	32,982	3.26	2:30
Safari	6.0.5	32,810	4.53	4:48

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, Citizenship and About Us sections drew the most traffic. Traffic decreased an average of 9.71% compared to last month. Traffic to the Outreach section decreased 32.54%. Traffic to the About Us section decreased only 1.31%.

Content Area Landing Page	User Sessions	Change from last month
Forms	1,241,907	-8.43%
Citizenship	454,066	-6.39%
News	429,617	-6.72%
About Us	416,314	-1.31%
E-Verify	401,499	-3.01%
Working in the U.S.	309,136	-7.46%
Green Card	245,278	-10.05%
Resources	218,722	-2.89%
Family	205,624	-17.76%
Humanitarian	181,668	-1.97%
Laws	102,742	-11.84%
Visit the U.S.	34,886	-11.58%
Outreach	33,743	-32.54%
Military	23,089	-13.43%
Adoption	20,791	-10.33%
Total	4,319,082	-9.71%



* "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 increased 39.36% and Transactions decreased 2.18%.

	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14
Page Views on Landing Page	24,159	22,688	24,485	25,326	23,587	22,479	7,303	9,507	13,861	19,317
- Transactions	14,711	13,457	15,341	16,456	14,329	14,302	13,171	14,009	13,927	13,623

	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13
Page Views on Landing Page	32,278	33,968	26,182	25,379	22,656	18,708	23,753	20,934	23,826	23,837
- Transactions	23,731	26,136	18,187	17,008	14,421	11,448	13,081	10,930	13,627	13,751

	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12
Page Views on Landing Page	26,112	25,260	29,930	28,005	32,342	27,787	30,585	29,569	29,543	30,274
- Transactions	20,002	19,672	19,777	21,375	25,048	20,882	23,919	22,893	23,525	22,939

	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11	June11	July11	Aug.11
Page Views on Landing Page	19,561	18,296	22,190	22,562	27,118	24,183	32,553	36,238	29,879	29,076
- Transactions	13,696	13,401	15,828	17,096	21,085	19,472	22,862	25,464	21,749	21,772

	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10
Page Views on Landing Page	30,624	27,712	29,196	26,796	27,990	26,338	33,403	37,913	35,005	24,986
- Transactions	19,228	14,888	16,721	17,887	18,565	16,521	19,017	22,584	21,597	16,757

	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09
Page Views on Landing Page	13,543	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725	28,414
- Transactions	13,543	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984	16,994

	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946	11,804
- Transactions	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398	11,808

Top 25 Viewed Pages

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

► **Notable changes this month:** Page Views increased an average of 4.40%. Page Views of the USCIS Homepage increased 9.80%. Page Views of the Spanish Homepage increased 9.27%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	5,187,259	3,715,232	1:56	3,455,963	49.17%
2	Naturalization Self-Test 1	2,684,487	166,697	0:17	62,433	18.48%
3	Ilink Pages	1,993,893	87,163	0:06	41,384	51.69%
4	Forms	1,456,756	996,463	0:55	289,070	18.86%
5	Naturalization Self-Test 2	1,017,824	49,293	0:17	5,503	29.97%
6	Application for Naturalization	876,814	453,770	3:09	151,115	52.22%
7	Petition for Alien Relative	617,435	347,866	3:01	109,972	47.94%
8	Naturalization Self-Test 3	539,810	24,465	0:16	2,723	27.69%
9	Application to Replace Permanent Resident Card	370,836	204,846	3:15	58,839	46.25%
10	Application to Register Permanent Residence or Adjust Status	357,933	213,603	2:45	47,130	44.41%
11	Espanol Homepage	354,674	217,618	1:51	87,363	47.33%
12	Application for Employment Authorization	343,966	186,559	2:43	65,716	46.47%
13	Naturalization Self-Test 4	339,075	17,376	0:15	2,166	36.06%
14	E-Verify	324,694	243,184	1:23	201,632	57.87%
15	Green Card	317,355	226,975	0:49	81,726	22.04%
16	Affidavit of Support Under Section 213A of the Act	305,736	184,352	3:42	61,967	50.54%
17	Apply for Citizenship	244,031	177,182	1:21	47,036	26.12%
18	U.S. Citizenship	209,602	146,474	1:07	63,485	27.43%
19	100 Civics Questions and Answers with MP3 Audio (English version)	207,706	84,326	2:05	59,552	71.15%
20	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	202,149	123,514	2:42	14,839	49.51%
21	Green Card Through Family	194,574	146,881	0:53	10,077	30.04%
22	Employment Eligibility Verification	194,559	144,668	2:00	98,709	73.90%
23	USCIS ELIS	192,608	125,561	3:45	72,536	60.90%
24	Renew a Green Card	187,070	128,119	1:18	51,272	22.18%
25	Filing Fees	175,811	113,943	1:01	12,891	33.22%

* "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 increased 23.73%, from 24.0 million in January to 29.7 million in February. The most downloaded file this month was the “i-9” with 3.5 million downloads, 148.30% more than last month. The Citizenship “100q.pdf” was the second most hit file, downloaded 2.1 million times in February, up 672.86% over last month. The “n-400.pdf” and “n-400instr.pdf” were viewed 133.44% and 185.71% more than last month.

	Top 25 Downloaded Files	Hits	% of
1	sites/default/files/files/form/i-9.pdf	3,504,376	11.80%
2	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	2,111,668	7.11%
3	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	1,699,012	5.72%
4	sites/default/files/files/form/n-400.pdf	1,364,808	4.60%
5	sites/default/files/files/form/m-274.pdf	1,046,119	3.52%
6	sites/default/files/files/form/i-864instr.pdf	833,295	2.81%
7	sites/default/files/files/form/n-400instr.pdf	735,924	2.48%
8	sites/default/files/files/article/F1esp.pdf/f1esp.pdf	685,906	2.31%
9	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	437,726	1.47%
10	sites/default/files/files/form/i-129.pdf	426,750	1.44%
11	sites/default/files/files/form/i-90.pdf	424,914	1.43%
12	sites/default/files/files/form/g-1145.pdf	366,656	1.23%
13	sites/default/files/USCIS/Resources/A4en.pdf	338,592	1.14%
14	sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/manual...	338,148	1.14%
15	sites/default/files/files/article/attachments.pdf	331,320	1.12%
16	sites/default/files/files/form/i-864.pdf	330,225	1.11%
17	sites/default/files/files/form/i-90instr.pdf	310,581	1.05%
18	sites/default/files/files/form/i-765instr.pdf	309,242	1.04%
19	sites/default/files/files/form/i-130.pdf	273,469	0.92%
20	sites/default/files/files/form/i-485instr.pdf	223,881	0.75%
21	sites/default/files/files/form/i-130instr.pdf	221,495	0.75%
22	sites/default/files/files/form/i-864p.pdf	200,094	0.67%
23	sites/default/files/USCIS/Verification/E-Verify/E-Verify from Controlled Vocabul...	199,558	0.67%
24	sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Veri...	191,429	0.64%
25	sites/default/files/files/form/i-751instr.pdf	181,920	0.61%
Total Downloaded Files this Month >		24,043,528	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 3.71%. Referrals from travel.state.gov decreased 11.40% from last month. Referrals from facebook.com increased 13.89%.

	Source / Medium	Visits	% New Visits*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	google	3,784,095	35.55%	47.53%	4.14	4:32
2	(direct)	2,245,913	48.85%	52.34%	3.59	4:01
3	bing	317,607	33.42%	40.84%	4.80	4:41
4	yahoo	154,814	25.45%	46.67%	3.86	4:20
5	travel.state.gov	136,151	32.35%	43.31%	3.49	5:35
6	search.uscis.gov	122,420	1.99%	43.19%	3.91	5:34
7	r.search.yahoo.com	59,367	43.12%	36.47%	5.28	5:53
8	google / cpc	36,641	51.81%	50.56%	3.09	2:23
9	links.govdelivery.com	27,570	22.61%	47.91%	3.36	4:14
10	dhs.gov	27,277	51.77%	41.90%	4.36	5:12
11	ask	18,995	32.25%	43.84%	4.30	5:02
12	m.facebook.com	17,742	63.62%	69.22%	3.67	2:16
13	facebook.com	17,599	40.99%	53.83%	6.22	4:19
14	visajourney.com	15,106	18.21%	62.29%	2.45	3:05
15	usa.gov	14,880	64.79%	37.22%	4.83	6:17
16	search.dhs.gov	14,437	51.04%	40.22%	5.74	5:22
17	BrandExchange / Online Display Banner	13,453	82.38%	89.22%	1.17	0:17
18	Bing Paid Search / Keyword Search	13,116	57.92%	47.73%	2.83	2:05
19	ustraveldocs.com	13,078	51.75%	52.91%	3.48	4:25
20	aol	12,631	29.72%	36.71%	5.10	5:01
21	answers.yahoo.com	11,333	52.58%	51.15%	3.41	3:38
22	nolo.com	8,668	40.19%	52.79%	4.49	3:49
23	trackitt.com	8,425	27.26%	75.70%	1.93	1:38
24	dashboard.uscis.gov	7,379	12.45%	52.35%	3.22	4:04
25	baidu	6,532	36.99%	46.80%	3.99	5:01

* 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 2.35% over last month. Searches of “uscis” decreased 1.04% over last month. Searches of “uscis case status” increased 12.98% over last month. Searches for “everify” and “e verify” decreased 21.91% and 28.73% respectively.

	Search Term	Visits	% New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1	google	3,362,645	36.04%	47.11%	4.17	4:37
2	(direct)	138,032	24.91%	39.37%	4.32	4:51
3	uscis.gov	45,468	22.23%	35.83%	4.43	5:39
4	yahoo	29,385	21.61%	39.22%	4.27	5:24
5	uscis case status	26,976	16.71%	59.07%	2.54	2:30
6	uscis forms	15,081	25.58%	22.63%	4.42	6:05
7	everify	9,323	28.26%	61.13%	2.58	1:48
8	immigration	8,414	39.73%	40.23%	4.73	5:16
9	http://www.uscis.gov/	8,069	17.64%	47.54%	3.66	4:36
10	ins	7,157	46.88%	33.70%	5.70	5:57
11	e verify	7,043	35.60%	54.55%	2.89	2:13
12	http://uscis.gov/	6,972	20.57%	46.70%	3.81	4:36
13	e-verify	5,528	32.25%	54.43%	3.06	2:34
14	us immigration	4,856	45.63%	33.55%	5.54	6:32
15	uscis gov	4,102	25.69%	41.05%	3.98	4:14
16	i9	3,474	65.34%	72.02%	1.67	0:54
17	uscis elis	3,350	18.30%	58.36%	2.56	3:35
18	citizenship test	3,308	41.57%	33.37%	21.36	8:05
19	uscis home page	3,205	16.35%	33.42%	4.78	5:48
20	i-9 form	2,915	65.56%	65.87%	1.87	1:07
21	green card	2,791	56.25%	32.21%	4.23	4:33
22	green card renewal	2,719	45.53%	23.43%	4.78	6:24
23	i-9	2,501	61.50%	57.94%	2.13	1:08
24	immigration news	2,493	32.17%	47.45%	3.86	3:24
25	美国移民局	2,461	38.52%	48.27%	3.57	5:05

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 21.30% from 1,628,269 in January to 1,564,354 in February. Searches for “case status”, “check my case status”, and “case status check online” increased 21.30%, 13.14% and 10.35% respectively.

Phrase	Count
case status	17,461
check my case status	9,334
status of my case	8,681
case status check online	7,349
i-130	5,861
Ä±-130	5,861
status	5,656
i-864	5,182
my case status	5,058
i-765	4,980
processing times	4,741
case status by case number	4,542
g-325a	4,510
change of address online	4,413
i-485	4,345
change of address	4,037
infopass	3,757
daca	3,750
n-400	3,666
i-131	3,338
check status	3,306
n400	3,155
visa bulletin	3,032
i-90	3,004
g-325a form	2,999

Phrase	Count
elis	2,954
info pass make appointment	2,928
Ä±130	2,844
i130	2,844
Ä-130	2,844
i-751	2,807
poverty guidelines 2014	2,752
processing time	2,735
i864	2,733
g325a	2,675
my case status check	2,577
status of my application	2,543
civil surgeon locator	2,502
h1b	2,371
i765	2,277
i-94	2,250
check status of my case	2,129
n-600	2,107
i485	2,063
i-912	2,033
i-134	1,813
i-129	1,804
Ä±-129	1,804
i-9	1,799
opt	1,789

Surveys of User Satisfaction

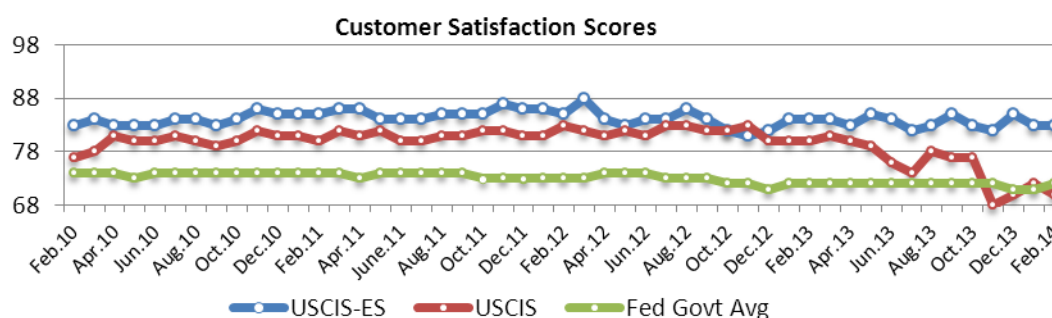
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov remained at 83 this month with 128 respondents this month, compared to 180 respondents last month. The score for USCIS.gov decreased from 72 to 70 with 1,359 respondents this month.

This Month's Average Customer Satisfaction Scores

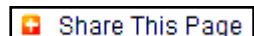
USCIS	USCIS-ES	Federal Govt.
70	83	72



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	3%	5%
Check My Case Status	19%	23%
Green Card Information	12%	16%
Get General Information Before I File My Case	11%	21%
Download Form(s)	11%	3%
Find Form(s)	13%	8%
Primary Method Used to Find Information		
Site's Search Feature	20%	40%
Links on the pages	22%	16%
Forms search	17%	N/A
Top Navigation Bar	17%	17%
Homepage banners, icons, ads	8%	5%
Used an External Search Engine (e.g., Google)	10%	8%
Just Browsing	5%	9%
Site Map	1%	5%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	21%	27%
Naturalized U.S. Citizen	20%	13%
U.S. Born Citizen	18%	5%
Citizen of a Foreign Country	8%	23%
Visitor/Nonimmigrant	4%	12%

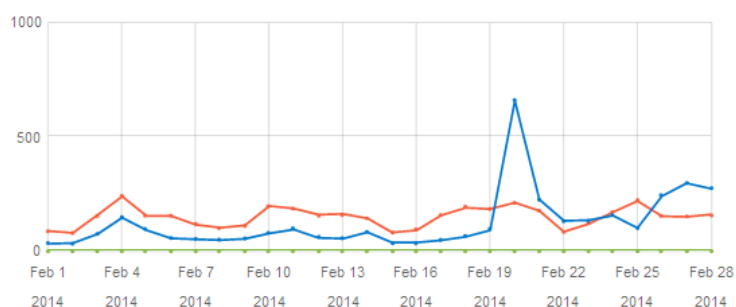
Social Media Activity Using Links on CSWP Pages



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 877 shares, followed by Email with 862 shares. The “USCIS Home Page” resulted in 2,383 shares but 0 clicks. On February 20, the “ICE-Granted DACA Renewal Guidance” page was published and resulted in 659 clicks.

Daily Shares and Clicks



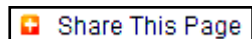
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	877	1722	196%
2	Email	862	981	114%
3	Gmail	564	366	65%
4	Twitter	764	282	37%
5	Google	19	23	121%
6	Email App	2	13	650%
7	Favorites	58	12	21%
8	Address Bar	2	9	450%
9	facebo	0	4	0%
10	Google+ Share	10	3	30%
-	All Others	1,000	28	0%
	Total	4,158	3,443	45%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	USCIS: USCIS Home Page	2,383	0	0%
2	ICE-Granted DACA Renewal Guidance	68	475	699%
3	Application to Replace Permanent Resident Card	64	8	13%
4	ICE-Granted DACA Renewal Guidance	61	274	449%
5	USCIS ELIS	52		6%
6	Application for Naturalization	50	27	54%
7	Video: Form I-9, Employment Eligibility Verification	32	7	22%
8	Petition for Alien Relative	29	11	38%
9	Application To Extend/Change Nonimmigrant Status	24	0	0%
10	Petition to Remove the Conditions of Residence	21	11	52%
-	All Others	132	67	0%
	Total	4,313	1,754	90%

* 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.

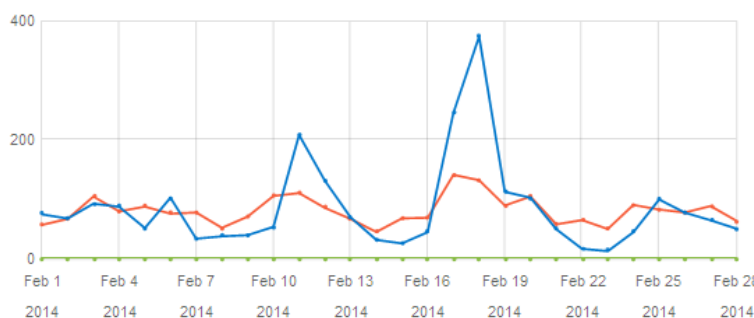
Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,604 shares, resulting in 1,773 clicks. The “Naturalization Self-Test” was shared a total of 794 times and resulted a total of in 1,237 clicks.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	1,604	1,773	111%
2	Email	309	544	176%
3	Gmail	30	59	197%
4	Twitter	296	39	13%
5	Hotmail	4	-	0%
6	Y! Mail	25	-	0%
7	AOL Mail	4	-	0%
	Total	2,272	2,415	71%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Naturalization Self-Test 1 USCIS	794	1237	156%
2	Naturalization Self-Test 2 USCIS	251	45	18%
3	Naturalization Self-Test 1 USCIS (English)	167	154	92%
4	100 Civics Questions and Answers with MP3 Audio	132	221	167%
5	100 Civics Questions and Answers with MP3 Audio	115	287	250%
6	Naturalization Self-Test 3 USCIS	101	9	9%
7	Naturalization Self-Test 4 USCIS (English)	96	41	43%
8	Study for the Test	90	33	37%
9	Apply for Citizenship USCIS	69	21	30%
10	Study Materials for the Civics Test USCIS	31	28	90%
-	All Others	410	339	47%
	Total	2,272	2,415	71%

* 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 997,583 email bulletins to subscribers, 17.88% fewer than the previous month. Tweets increased from 96 to 96. Twitter followers increased 1.97% over last month.

	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14
GovDelivery Emails Issued	19	17	22	22	18	17	16
Emails Distributed to Subscribers	911,515	1,516,924	1,657,058	2,333,107	1,719,876	1,214,810	997,583
Subscribers at End of Month	401,420	403,834	402,895	401,817	401,575	403,424	405,252
Subscriptions	1,221,140	1,234,000	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826
Total Subscribable Topics	52	54	54	55	55	56	58
Tweets Issued	40	78	74	38	67	95	96
Twitter Followers at End of Month	28,910	29,890	30,747	31,275	32,182	33,400	34,057

	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13
GovDelivery Emails Issued	27	26	38	31	23	23	27
Emails Distributed to Subscribers	976,597	1,958,689	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262
Subscribers at End of Month	350,708	351,570	355,875	388,352	389,453	391,206	399,076
Subscriptions	1,099,382	1,108,975	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556
Total Subscribable Topics	46	46	48	50	52	52	52
Tweets Issued	48	115	37	84	22	71	55
Twitter Followers at End of Month	20,932	21,769	22,606	25,461	26,250	27,022	28,026

	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12
GovDelivery Emails Issued	21	21	32	17	21	21	20
Emails Distributed to Subscribers	1,884,932	1,544,738	1,756,493	990,637	1,854,492	1,178,514	1,205,772
Subscribers at End of Month	331,965	334,609	340,036	344,324	346,798	351,251	352,647
Subscriptions	1,003,501	1,007,796	1,031,839	1,047,022	1,061,009	1,076,205	1,085,296
Total Subscribable Topics	23	28	44	44	45	45	45
Tweets Issued	185	90	57	38	127	83	28
Twitter Followers at End of Month	15,209	15,765	17,457	18,000	18,688	19,308	20,097

	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12
GovDelivery Emails Issued	23	19	22	22	27	25	23
Emails Distributed to Subscribers	821,196	601,109	736,827	1,221,048	2,963,679	1,611,791	1,964,307
Subscribers at End of Month	329,464	330,474	333,374	332,119	332,995	334,004	336,238
Subscriptions	959,812	966,217	980,518	983,532	991,403	999,404	1,008,018
Total Subscribable Topics	23	23	23	23	23	23	23
Tweets Issued	199	139	91	184	90	118	143
Twitter Followers at End of Month	10,268	10,977	11,727	12,287	12,767	13,591	14,320

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 3.81% and 5.19% respectively.

	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14
User Sessions (Visits)	432,200	499,816	470,867	434,452	467,054	433,526	364,061	477,615	459,405
Avg. Weekday User Sessions	16,568	17,856	17,219	16,439	16,888	16,078	13,032	16,902	18,086
Avg. Session Length (min.)	2:54	3:14	3:34	3:30	2:45	2:58	3:10	3:29	3:16
Unique Visitors	261,522	297,206	285,054	272,496	289,311	268,679	224,521	295,320	284,194
One-Time Visitors	188,705	213,046	206,102	201,250	212,080	195,669	163,895	214,223	206,587
Repeat Visitors	72,817	84,160	78,942	71,246	77,231	73,010	60,626	81,097	77,607
Page Views	999,787	1,156,951	1,128,095	1,022,877	1,053,431	906,910	796,098	1,097,095	1,040,189

	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13
User Sessions (Visits)	359,811	381,839	325,894	288,989	504,059	420,391	467,798	461,293	443,545
Avg. Weekday User Sessions	13,737	13,724	11,982	10,457	17,922	16,686	17,359	17,223	16,066
Avg. Session Length (min.)	3:19	3:14	3:09	3:07	3:20	3:13	3:19	3:07	2:54
Unique Visitors	209,457	217,521	187,986	166,260	292,221	245,351	272,923	273,586	263,881
One-Time Visitors	147,330	151,191	132,147	116,942	204,703	173,142	193,205	196,540	190,103
Repeat Visitors	62,127	66,330	55,839	49,318	87,518	72,209	79,718	77,046	73,778
Page Views	940,322	955,331	810,104	724,952	1,330,386	1,065,459	1,176,352	1,114,958	1,086,578

	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12
User Sessions (Visits)	187,638	263,441	210,322	265,596	267,754	268,250	301,449	299,018	574,089
Avg. Weekday User Sessions	6,804	9,519	8,085	9,570	10,155	9,746	11,319	10,881	21,075
Avg. Session Length (min.)	4:08	4:41	4:33	4:27	4:30	4:19	3:50	3:38	3:41
Unique Visitors	111,701	159,324	129,315	160,346	161,864	164,587	180,773	177,183	329,881
One-Time Visitors	80,470	113,935	92,780	114,899	117,086	120,182	130,130	126,320	227,673
Repeat Visitors	31,231	45,389	36,535	45,447	44,778	44,405	50,643	50,863	102,208
Page Views	610,435	919,967	731,633	865,679	857,952	855,025	881,459	828,882	1,580,056

	Mar.11	Apr.11	May.11	June.11	July.11	Aug.11	Sep.11	Oct.11	Nov.11
User Sessions (Visits)	203,971	176,696	185,610	196,817	162,353	204,745	192,716	193,747	205,068
Avg. Weekday User Sessions	7,342	6,632	6,837	7,308	5,835	7,373	7,219	7,166	7,593
Avg. Session Length (min.)	6:50	6:40	6:15	5:39	5:43	5:29	5:14	5:08	4:15
Unique Visitors	146,794	125,578	135,218	137,076	115,347	142,592	134,110	130,781	125,143
One-Time Visitors	121,216	103,099	112,437	109,868	92,900	114,021	107,163	102,649	91,339
Repeat Visitors	25,578	22,479	22,781	27,208	22,447	28,571	26,947	28,132	33,804
Page Views	979,563	801,932	821,251	809,944	660,082	815,597	729,217	737,968	683,600

	June.10	July.10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11
User Sessions (Visits)	139,388	157,387	177,412	173,204	167,980	174,783	154,120	198,854	178,609
Avg. Weekday User Sessions	5,252	5,719	6,451	6,419	6,218	6,424	5,505	7,389	7,074
Avg. Session Length (min.)	7:48	7:19	7:26	7:14	6:57	6:50	6:46	7:34	7:03
Unique Visitors	102,502	114,110	127,148	125,245	120,893	122,632	108,304	142,221	127,066
One-Time Visitors	84,173	93,547	103,917	102,485	99,318	100,232	89,501	116,111	103,723
Repeat Visitors	18,329	20,563	23,231	22,760	21,575	22,400	18,803	26,110	23,343
Page Views	763,536	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827	883,545

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 353,274 times in February compared to 323,272 times in January, an increase of 9.28%. Page Views were up an average of 2.19%. Page Views of the “Solicitud de Naturalización” page were up 33.96% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	353,274	216,860	2:11	206,243	41.48%
2	Formularios	59,012	38,531	1:19	6,931	13.07%
3	Petición de Familiar Extranjero	30,527	18,106	2:51	4,934	30.55%
4	Trámite y procedimientos para la Tarjeta Verde	24,094	16,183	1:34	4,775	18.25%
5	Solicitud de Naturalización	22,531	13,035	3:48	5,139	37.85%
6	El examen de naturalización: Materiales de estudio	22,468	14,298	2:52	5,993	35.93%
7	Tarjeta Verde	21,958	14,790	0:53	2,631	11.83%
8	Noticias	20,019	15,409	1:07	1,005	14.60%
9	Tarjeta Verde a través de la Familia	18,833	13,042	1:04	579	9.75%
10	Familiares de Ciudadanos Estadounidenses	18,076	12,012	2:18	6,566	28.72%
11	Ciudadanía	16,158	10,853	1:19	2,525	17.04%
12	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	15,617	10,458	3:00	2,514	28.35%
13	Mientras mi caso está en trámite con el USCIS	14,964	10,424	2:57	4,904	36.21%
14	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	14,457	7,772	3:45	2,231	34.72%
15	Contáctenos	13,814	9,246	2:33	1,932	32.21%
16	Consideración de Acción Diferida para los Llegados en la Infancia	10,233	7,372	3:32	4,304	46.98%
17	Tarifa de Inmigrante de USCIS	10,165	5,229	1:11	752	10.87%
18	El Examen de Naturalización	9,875	6,345	1:24	777	16.47%
19	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	9,509	6,501	2:15	729	16.47%
20	Formularios - Información general	9,091	6,854	1:24	473	15.43%
21	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	8,747	6,092	1:31	294	18.14%
22	Cómo renovar una Tarjeta verde	8,063	5,324	1:26	195	13.20%
23	Ciudadanía por naturalización	8,027	5,861	1:22	3,657	22.52%
24	Tarjeta Verde para un Familiar de un Residente Permanente	7,896	5,232	2:43	2,081	26.84%
25	Preguntas de la parte de educación cívica del Examen de Naturalización	7,695	4,594	2:52	1,452	34.93%

* “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	Sep.12	Oct.12	Nov.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13
Overall										
User Sessions (Visits)	10,818,060	11,671,194	10,284,884	12,883,272	11,232,816	13,054,074	14,002,078	12,856,939	11,975,859	12,939,373
Avg. Weekday User Sessions	430,197	430,054	389,283	468,368	458,133	498,802	537,034	477,448	477,207	476,235
Avg. Session Length (min.)	3:31	3:27	3:25	3:36	3:34	3:32	3:21	3:23	3:26	3:30
Unique Visitors	4,696,146	5,066,647	4,559,312	5,771,752	5,110,881	6,062,863	6,300,289	5,922,682	5,593,359	5,922,909
One-Time Visitors	1,672,809	3,301,442	2,991,868	3,784,790	3,389,095	4,060,733	4,225,480	4,026,973	3,796,034	4,018,741
Repeat Visitors	3,023,337	1,765,205	1,567,444	1,986,962	1,721,786	2,002,130	2,074,809	1,895,709	1,797,325	1,904,168
Page Views	25,079,951	26,419,699	23,794,270	30,374,649	26,271,267	29,482,509	31,913,322	28,904,327	26,739,749	29,105,484
Sessions by Content Area *										
About Us	82,735	90,546	80,966	96,930	86,962	95,949	100,920	95,729	91,229	113,832
Citizenship	126,627	11,4038	101,217	146,287	137,786	140,888	141,571	124,724	112,570	125,780
Forms	1,130,524	115,7153	998,077	1,242,511	1,133,153	1,330,224	1,293,104	1,213,928	1,133,694	1,219,265
Outreach	53,000	5,7454	52,076	64,117	56,358	63,171	65,907	60,865	58,571	62,564
Laws	108,051	11,1939	102890	137,252	114,608	121,305	123,325	106,882	100,060	110,431
News	179,812	19,2108	176,770	263,691	195,349	220,628	426,825	202,351	176,832	182,276
E-Verify	191,086	20,3351	177,603	231,984	228,938	255,085	261,385	164,341	240,505	241,199
Resources	119,408	12,6440	112,118	140,119	123,296	137,048	146,075	131,363	124,064	132,554
Working in the U.S.	33,976	3,5965	32,865	42,661	37,493	40,967	47,805	37,817	35,484	38,842
Family	29,343	2,9978	26,573	37,409	30,069	32,588	31,470	30,645	29,796	34,398
Adoption	9,127	9810	9,086	10,978	9,148	10,024	10,253	9,674	9,061	9,542
Green Card	202,312	24,7867	190,970	234,267	207,573	221,194	225,138	224,937	208,015	233,007
Humanitarian	6,434	6774	6,850	7,437	6,196	6,812	6,602	6,696	6,248	6,956
Visit the U.S.	18,995	2,1061	19,634	25,252	22,001	23,751	24,086	21,360	20,809	22,553
Military	10,824	1,1615	10,702	14,013	11,555	11,629	11,746	11,165	10,723	11,802
Find It Fast/Where to Start **	3,883	3912	3,356	3,941	3,564	3,089	3,616	3,076		

* 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	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12
Overall										
User Sessions (Visits)	8,425,421	8,061,305	9,054,347	7,786,568	10,049,045	9,828,942	10,203,184	10,656,049	9,978,616	13,516,962
Avg. Weekday User Sessions	322,343	299,837	338,954	311,086	375,883	385,859	381,037	418,048	374,331	503,642
Avg. Session Length (min.)	3:58	3:54	4:10	4:10	4:05	3:55	3:52	3:40	3:36	3:52
Unique Visitors	3,797,129	3,535,652	4,124,805	3,558,881	4,584,046	4,505,104	4,658,404	4,678,696	4,428,686	5,655,497
One-Time Visitors	2,489,553	2,298,967	2,674,683	2,291,531	2,986,425	2,969,156	3,081,186	3,045,962	2,894,146	3,526,984
Repeat Visitors	1,307,576	1,236,685	1,450,122	1,267,350	1,597,621	1,535,948	1,577,218	1,632,734	1,534,540	2,128,513
Page Views	21,308,987	20,308,769	24,290,487	20,941,368	26,332,388	24,821,220	25,146,312	26,476,708	23,287,354	33,300,720
Sessions by Content Area *										
About Us	76,365	72,844	82,804	73,329	89,719	84,294	86,491	85,301	82,647	95,222
Citizenship	78,091	69,167	90,373	75,321	102,392	108,297	112,581	118,162	126,222	136,344
Forms	982,874	912,710	1,095,947	1,070,601	1,251,327	1,127,949	1,133,084	1,113,112	1,061,369	1,438,379
Outreach	50,887	46,964	58,010	47,995	56,901	53,525	54,211	57,663	54,164	64,742
Laws	105,543	97,103	126,060	102,464	120,789	117,047	113,614	132,461	113,466	138,278
News	143,480	137,731	192,851	138,945	166,855	176,640	165,942	243,578	184,001	313,613
E-Verify	116,562	116,273	178,088	191,284	218,393	209,944	199,352	196,084	182,122	205,870
Resources	116,768	112,762	130,380	112,841	132,748	126,154	125,594	128,081	121,287	143,869
Working in the U.S.	27,409	24,666	29,189	23,697	30,567	33,094	33,613	38,379	35,310	41,153
Family	25,563	24,764	30,980	24,264	30,655	30,025	30,042	29,448	29,981	32,546
Adoption	8,168	7,655	8,516	7,058	9,448	9,343	9,037	9,201	8,958	10,191
Green Card	196,242	179,717	213,830	169,816	230,774	210,499	210,452	193,312	189,458	203,738
Humanitarian	5,105	4,887	5,398	4,336	5,630	5,433	5,687	6,054	6,184	9,520
Visit the U.S.	17,370	15,629	19,696	16,322	21,474	20,810	21,674	20,664	20,428	20,286
Military	10,158	9,506	11,337	8,949	11,871	11,042	11,297	11,182	11,308	12,152
Where to Start **	3,277	3,500	61,842	2,756	3,925	5,362	4,623	4,305	9,051	7,717

* 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.11	Feb.11	Mar.11	Apr.11	May.11	June11	July11	Aug.11	Sep.11	Oct.11
Overall										
User Sessions (Visits)	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597	7,190,559	8,729,499	8,083,309	8,240,661
Avg. Weekday User Sessions	298,594	286,854	295,712	286,247	288,201	328,615	267,701	323,364	309,926	316,576
Avg. Session Length (min.)	5:49	5:44	5:39	5:26	5:26	4:31	4:28	4:18	4:13	4:16
Unique Visitors	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857	4,178,446	3,634,669	4,415,702	4,093,161	3,965,309
One-Time Visitors	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141	2,888,846	2,543,514	3,101,345	2,872,856	2,735,000
Repeat Visitors	1,113,027	999,814	1,143,192	1,027,479	1,065,715	1,289,600	1,091,155	1,314,357	1,220,305	1,230,309
Page Views	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433	24,734,792	20,812,450	24,299,199	22,489,840	22,445,121
Sessions by Content Area *										
About Us	108,821	98,524	109,628	89,796	91,339	88,386	74,253	89,196	81,115	80,749
Citizenship	95,391	87,967	103,337	81,760	79,268	81,202	67,319	85,058	85,945	84,633
Forms	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881	1,171,331	943,683	1,132,808	1,055,878	1,059,362
Services & Benefits /Topics	74,130	65,527	72,620	59,960	61,514	55,836	48,264	62,527	55,001	54,108
Laws & Regulations	137,484	124,265	138,390	117,420	117,388	111,494	91,744	119,246	111,550	111,184
Press Room	180,481	155,571	174,121	157,709	159,993	139,712	115,383	158,690	141,405	143,919
E-Verify	108,765	106,542	139,493	109,429	112,473	164,327	152,655	190,476	127,080	126,490
Resources	172,571	151,675	169,754	138,738	143,632	139,534	115,628	137,690	128,951	127,869
Working in the U.S.	34,116	28,835	31,690	27,020	28,534	28,221	24,762	30,549	28,772	28,948
Family	33,909	29,387	31,539	25,445	25,973	24,935	21,953	27,669	27,456	27,774
Adoption	11,167	9,906	11,135	9,073	9,095	9,150	7,967	8,832	7,810	8,254
Green Card	252,585	215,522	232,481	200,992	220,851	218,117	201,993	217,517	209,829	240,278
Humanitarian	5,763	5,383	6,139	5,316	5,948	5,419	4,812	5,559	5,237	5,376
Visit the U.S.	27,287	24,840	27,325	24,002	24,996	23,248	19,813	21,055	19,243	18,842
Military	13,411	12,930	13,768	11,151	11,021	11,109	9,825	11,561	10,810	10,732
Where to Start **	19,944	15,395	17,392	19,649	13,934	18,363	14,608	9,445	6,498	4,412

* 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.10	Apr.10	May10	July10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10
Overall										
User Sessions (Visits)	5,806,542	5,398,438	6,327,505	6,751,224	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365
Avg. Weekday User Sessions	214,833	208,630	244,816	255,985	255,985	271,581	265,128	264,060	255,144	232,727
Avg. Session Length (min.)	6:40	6:28	6:13	6:07	6:07	6:22	6:18	5:56	5:47	5:29
Unique Visitors	3,123,536	2,947,341	3,600,867	3,653,368	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384
One-Time Visitors	2,247,920	2,146,791	2,664,617	2,661,194	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232
Repeat Visitors	875,616	800,550	936,250	992,174	992,174	1,028,814	1,005,225	984,944	937,867	881,152
Page Views	22,499,875	20,154,233	22,714,164	24,051,793	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680
Sessions by Content Area *										
About Us	103,178	94,151	106,041	114,708	114,708	109,440	101,427	98,773	95,758	87,723
Citizenship	61,260	55,321	61,374	66,942	66,942	63,147	57,175	56,920	58,257	55,344
Immigration Forms	1,214,390	1,068,444	1,144,214	1,172,352	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509	991,126
Services & Benefits	20,275	90,488	100,533	108,366	108,366	75,634	69,001	68,237	65,636	59,977
Outreach	138,535	129,205	151,765	145,823	145,823	135,496	130,363	127,799	123,795	111,104
Laws & Regulations	180,215	174,936	187,917	200,039	200,039	200,278	182,290	174,488	165,384	145,577
Press Room	71,499	83,081	96,768	105,700	105,700	89,738	80,944	79,720	78,707	93,701
E-Verify	171,707	155,870	173,036		178,192	174,069	162,453	159,486	147,966	131,331

Metric	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10
Overall										
User Sessions (Visits)	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997
Avg. Weekday User Sessions	207,627	219,162	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710
Avg. Session Length (min.)	5:15	5:14	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40
Unique Visitors	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998
One-Time Visitors	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504
Repeat Visitors	764,617	802,299	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494
Page Views	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223
Sessions by Content Area *										
About Us	116,936	119,211	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240
Citizenship	164,469	164,056	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213
Immigration Forms	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894
Services & Benefits	381,692	404,631	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684
Outreach	--	--	--	--	--	163,275	135,007	122,987	160,671	137,555
Laws & Regulations	195,640	205,646	211,171	202,323	214,631	161,045	127,746	126,476	170,202	138,273
Press Room	107,841	96,552	76,960	72,934	121,675	80,879	69,616	56,744	62,792	61,467
E-Verify	46,486	56,338	52,642	66,692	107,133	186,097	150,560	144,691	187,523	170,010

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

CSWP Visitor Traffic (cont.)

Metric	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09
Overall										
User Sessions (Visits)	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607
Avg. Weekday User Sessions	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275
Avg. Session Length (min.)	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09
Unique Visitors	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666
One-Time Visitors	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419
Repeat Visitors	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247
Page Views	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327
Sessions by Content Area *										
About Us	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837
Citizenship	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602
Immigration Forms	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399
Services & Benefits	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478
Laws & Regulations	--	--	--	--	--	--	--	--	--	--
Press Room	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692	214,995
E-Verify	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553	177,940
	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224	53,394
Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08	Feb.08	Mar.08	Apr.08	May 08	June08
Overall										
User Sessions (Visits)	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205
Avg. Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205
Avg. Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03
Unique Visitors	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912
One-Time Visitors	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084
Page Views	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340
Sessions by Content Area *										
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304
Immigration Forms	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	--	--
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	220,773	215,500
E-Verify	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780	217,584	190,372
									54,543	78,978

* 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	Jul.06	Aug.06	Nov.06	Dec.06	Jan.07	Mar.07	Apr.07	June07	May07	July07	Aug.07
Overall											
User Sessions (Visits)	6,368,348	6,615,892	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
Avg. Weekday Sessions	243,762		198,576	183,354	219,122	215,892	149,707	267,605	198,855	310,510	246,209
Avg. Session Length (min.)	9:26	9:19	6:40	5:58	6:01	5:38	5:11	5:10	5:08	5:38	4:57
Unique Visitors	2,869,849	3,011,114	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
One-Time Visitors	2,102,401	2,202,643	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
Repeat Visitors	767,448	808,471	713,499	669,520	849,026	830,662	548,510	969,483	760,821	1,171,153	910,993
Page Views	46,997,699	48,024,615	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
About USCIS & FOIA											
Citizenship	126,973	124,400	232,057	153,665	190,695	189,575	107,418	182,544	146,569	224,016	161,335
Forms, Fees, Fingerprints	295,543	303,690	311,291	259,610	340,528	318,294	166,614	324,840	253,079	518,522	232,039
Services and Benefits	1,988,824	2,177,214	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
Field Offices	1,322,802	1,265,599	739,869	528,733	663,433	585,754	334,303	597,038	459,238	741,264	512,733
Laws and Regulations	498,303	532,232	275,318	214,037	283,700	262,045	145,592	259,482	207,185	284,115	232,354
Public Affairs	340,293	316,047	117,788	92,883	102,350	121,579	182,934	163,819	167,884	288,576	261,337
How Do I ...?	536,881		--	--	--	--	--	--	--	--	--
CSSO	562,639										
	2,880,516										