

U.S. Citizenship and Immigration Services (USCIS)

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

February 18, 2014



Revision History

Version	Date	Name of Author	Summary of Changes
1.0	February 18, 2014	CSWP, Senior Business Analyst	Baseline Draft

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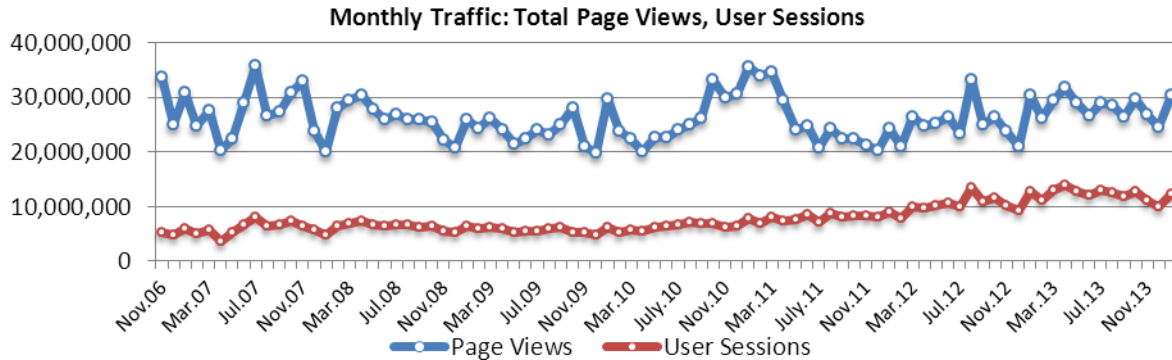
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Executive Summary

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

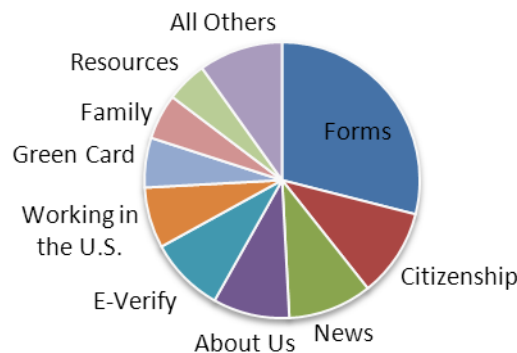
► Overall Traffic Volume Increased

Page views increased 24.21% over last month. User Sessions increased 21.95%. Repeat Visitors increased 22.36%. One-Time Visitors increased 19.58%. (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 increased an average of 19.80% compared to last month. Traffic to the Citizenship section increased 41.19%. Traffic to the About Us section increased 31.71%. Traffic to Working in the U.S. increased 28.51%. Traffic to the News, Laws, Humanitarian and Adoption sections increased only 9.59%, 6.66%, 6.64% and 1.00% respectively. (See Page 4)



► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov decreased from 85 to 83 this month with 180 respondents. The USCIS.gov increased from 71 to 72 with 1,659 respondents this month compared to only 235 respondents last month, and increase of 605%. (See page 11.)

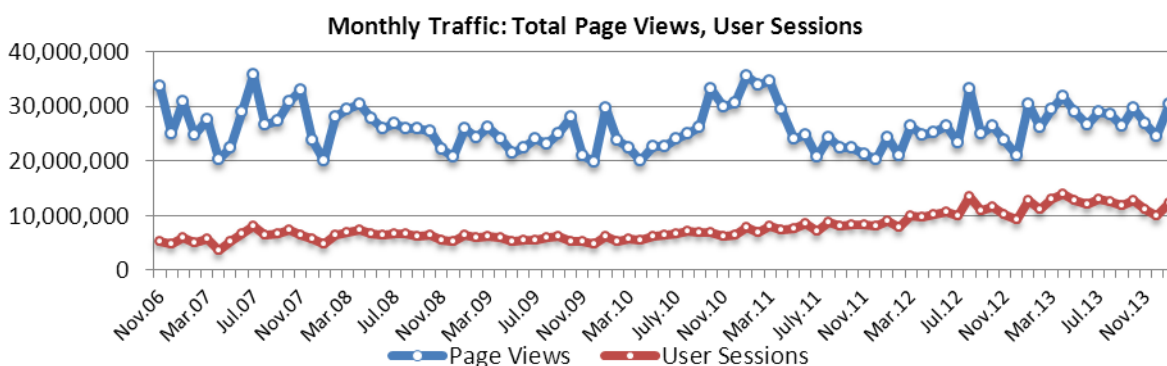
USCIS	USCIS-ES	Federal Govt.
72	83	71

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 24.21% over last month. User Sessions increased 21.95%. Repeat Visitors increased 22.36%. One-Time Visitors increased 19.58%.

Metric	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14
Overall							
User Sessions (Visits)	12,939,373	12,587,530	11,902,853	12,857,087	11,157,294	10,075,962	12,287,853
Avg. Weekday User Sessions	476,235	473,711	463,585	474,595	424,763	370,807	444,456
Avg. Session Length (min.)	3:30	3:26	3:26	3:13	3:52	4:01	4:13
Unique Visitors	5,922,909	5,805,998	5,816,729	6,218,618	5,873,961	5,248,022	6,317,900
One-Time Visitors	4,018,741	3,950,691	4,050,221	4,297,204	4,170,007	3,722,930	4,451,856
Repeat Visitors	1,904,168	1,855,307	1,766,508	1,921,414	1,703,954	1,525,092	1,866,044
Page Views	29,105,484	28,537,701	26,327,568	29,810,566	26,932,738	24,546,671	30,489,085
Sessions by Content Area *							
About Us	113,832	97,951	99,378	91,547	34,170	320,300	421,859
Citizenship	125,780	123,248	120,710	117,239	392,342	343,562	485,073
Forms	1,219,265	1,153,956	1,090,320	1,048,548	1,200,593	1,091,481	1,356,308
Outreach	62,564	60,610	58,491	55,714	40,771	40,997	50,016
Laws	110,431	107,039	104,247	100,006	128,188	109,271	116,545
News	182,276	156,767	146,939	173,077	502,078	420,236	460,554
E-Verify	241,199	236,722	249,691	299,886	362,333	335,098	413,941
Resources	132,554	128,425	124,808	117,953	213,962	196,145	225,239
Working in the U.S.	38,842	37,724	36,335	32,990	291,613	259,945	334,053
Family	34,398	32,655	31,135	28,567	236,304	200,852	250,035
Adoption	9,542	9,563	9,369	8,951	43,824	22,957	23,186
Green Card	233,007	230,290	221,005	233,156	250,148	216,938	272,684
Humanitarian	6,956	6,708	6,851	6,560	213,303	173,769	185,311
Visit the U.S.	22,553	22,673	21,887	17,578	41,832	34,843	39,457
Military	11,802	11,364	11,253	9,445	23,862	21,569	26,672

*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 23.89% over last month. Site traffic by Chrome browsers increased 24.84%. Site traffic by Internet Explorer browsers increased 45.70%. Site traffic by Safari browsers increased 26.86%.

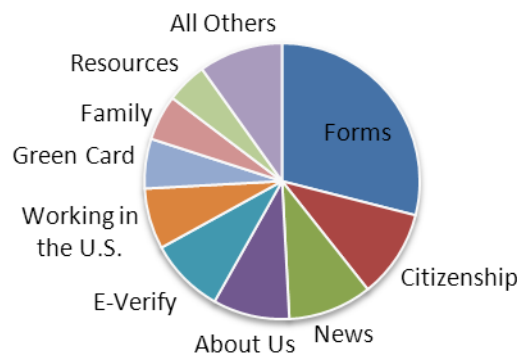
Browser	Browser Version	Visits	Pages / Visit	Avg. Visit Duration
Chrome	31.0.1650.63	930,153	3.92	4:36
Safari	7.0	887,934	3.07	3:11
Internet Explorer	11.0	827,893	4.67	5:10
Firefox	26.0	729,343	3.86	4:33
Chrome	32.0.1700.76	706,258	3.79	4:32
Internet Explorer	8.0	600,818	3.96	5:21
Android Browser	4.0	455,888	3.32	3:49
Internet Explorer	9.0	394,381	5.00	4:36
Internet Explorer	10.0	393,044	4.90	5:04
Chrome	32.0.1700.102	169,021	3.62	4:16
Chrome	32.0.1700.72	158,696	3.80	4:23
Safari	6.0	157,526	3.47	3:34
Safari	7.0.1	135,768	4.11	4:34
Chrome	31.0.1650.59	97,897	3.26	3:22
Internet Explorer	7.0	80,602	4.22	4:17
Safari	6.1.1	74,547	4.60	5:07
Chrome	32.0.1700.99	73,193	3.29	3:12
Safari	5.1.9	72,340	4.20	4:48
Safari	8536.25	65,723	4.45	4:28
Chrome	32.0.1700.77	65,412	3.59	3:56
Chrome	1.5	57,521	3.07	2:57
Chrome	1.0	45,841	2.78	2:59
Safari	6.0.5	44,133	4.69	5:02
Safari	5.1	40,937	4.15	4:05
Chrome	31.0.1650.18	40,607	3.49	3:56

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 increased an average of 19.80% compared to last month. Traffic to the Citizenship section increased 41.19%. Traffic to the About Us section increased 31.71%. Traffic to Working in the U.S. increased 28.51%. Traffic to the News, Laws, Humanitarian and Adoption sections increased only 9.59%, 6.66%, 6.64% and 1.00% respectively.

Content Area Landing Page	User Sessions
Forms	1,356,308
Citizenship	485,073
News	460,554
About Us	421,859
E-Verify	413,941
Working in the U.S.	334,053
Green Card	272,684
Family	250,035
Resources	225,239
Humanitarian	185,311
Laws	116,545
Outreach	50,016
Visit the U.S.	39,457
Military	26,672
Adoption	23,186
Total	4,660,933



* "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 45.80% and Transactions decreased 0.59%.

	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14
Page Views on Landing Page	23,826	24,159	22,688	24,485	25,326	23,587	22,479	7,303	9,507	13,861
- Transactions	13,627	14,711	13,457	15,341	16,456	14,329	14,302	13,171	14,009	13,927

	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13
Page Views on Landing Page	30,274	32,278	33,968	26,182	25,379	22,656	18,708	23,753	20,934	23,837
- Transactions	22,939	23,731	26,136	18,187	17,008	14,421	11,448	13,081	10,930	13,751

	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12
Page Views on Landing Page	29,076	26,112	25,260	29,930	28,005	32,342	27,787	30,585	29,569	29,543
- Transactions	21,772	20,002	19,672	19,777	21,375	25,048	20,882	23,919	22,893	23,525

	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11	June11	July11
Page Views on Landing Page	24,986	19,561	18,296	22,190	22,562	27,118	24,183	32,553	36,238	29,879
- Transactions	16,757	13,696	13,401	15,828	17,096	21,085	19,472	22,862	25,464	21,749

	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10
Page Views on Landing Page	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403	37,913	35,005
- Transactions	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017	22,584	21,597

	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09
Page Views on Landing Page	11,804	13,543	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725
- Transactions	11,808	13,543	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984

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

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 of the USCIS Homepage increased 15.95%. Page Views of the “Forms” page increased 24.44%. All “iLink” Page Views (which include various “Titles of the Code of Federal Regulations”) were tracked for the first time in January and together comprise the fourth most views on the USCIS.gov.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	Change from last month
1	Homepage	5,157,296	3,861,580	1:59	3,585,672	50.69%	15.95%
2	Naturalization Self-Test 1	2,858,852	177,359	0:17	65,176	18.03%	46.21%
3	Forms	1,568,828	1,071,075	0:56	311,135	19.37%	24.44%
4	Ilink pages	1,291,146	44,180	0:05	22,829	47.31%	635,932. 51%
5	Naturalization Self-Test 2	1,111,975	53,407	0:17	5,610	30.16%	42.14%
6	Application for Naturalization	1,018,767	443,487	2:34	154,312	47.68%	60.07%
7	Petition for Alien Relative	688,237	380,264	3:00	120,806	46.78%	30.40%
8	Naturalization Self-Test 3	609,131	27,419	0:16	2,775	26.95%	41.41%
9	Application to Replace Permanent Resident Card	399,882	218,390	3:13	65,227	44.87%	54.66%
10	Application to Register Permanent Residence or Adjust Status	392,845	232,572	2:41	51,039	44.79%	26.83%
11	Application for Employment Authorization	392,157	200,379	2:34	69,884	44.81%	24.84%
12	Naturalization Self-Test 4	375,065	19,085	0:15	2,193	33.93%	39.69%
13	Espanol Homepage	353,838	226,826	1:57	88,893	48.41%	30.38%
14	Green Card	352,170	252,940	0:49	93,929	21.29%	29.12%
15	Affidavit of Support Under Section 213A of the Act	312,247	189,017	3:35	65,224	51.36%	19.32%
16	Apply for Citizenship	267,669	189,975	1:19	44,456	26.97%	57.36%
17	Employment Eligibility Verification	251,057	186,106	2:00	126,694	73.88%	56.45%
18	USCIS ELIS	234,061	145,499	3:45	84,458	58.72%	15.33%
19	Green Card Through Family	225,244	169,219	0:55	11,970	28.60%	31.73%
20	100 Civics Questions and Answers with MP3 Audio (English version)	221,942	88,608	2:01	61,678	70.64%	54.99%
21	U.S. Citizenship	220,334	155,616	1:08	67,111	27.31%	52.93%
22	Application for Travel Document	219,213	121,187	3:05	41,582	48.11%	22.20%
23	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	201,619	124,319	2:34	15,238	47.21%	54.43%
24	Renew a Green Card	195,560	134,316	1:21	53,039	21.73%	79.45%
25	Filing Fees	186,389	121,202	1:01	14,202	33.21%	40.64%

* “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 46.61%, from 16.4 million in December to 24.0 million in January. The most downloaded file this month was the “i-9” with 1.4 million downloads, 58.87% more than last month. The “m-274.pdf” was the second most hit file, downloaded 1.1 million times in December, up 43.51% over last month.

	Top 25 Downloaded Files	Hits	% of
1	sites/default/files/files/form/i-9.pdf	1,411,358	5.87%
2	sites/default/files/files/form/m-274.pdf	1,134,366	4.72%
3	sites/default/files/USCIS/Resources/B3en.pdf	778,456	3.24%
4	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	672,351	2.80%
5	sites/default/files/files/form/i-765instr.pdf	669,422	2.78%
6	sites/default/files/files/form/n-400.pdf	584,654	2.43%
7	sites/default/files/files/form/i-129.pdf	461,833	1.92%
8	sites/default/files/USCIS/Resources/A4en.pdf	452,143	1.88%
9	sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/manual...	441,015	1.83%
10	sites/default/files/USCIS/Resources/B2en.pdf	406,653	1.69%
11	sites/default/files/USCIS/Resources/A1en.pdf	398,898	1.66%
12	sites/default/files/files/form/i-864instr.pdf	397,117	1.65%
13	sites/default/files/files/form/i-90instr.pdf	367,234	1.53%
14	sites/default/files/files/form/g-1145.pdf	349,010	1.45%
15	sites/default/files/files/article/attachments.pdf	344,405	1.43%
16	sites/default/files/files/form/i-130.pdf	344,192	1.43%
17	sites/default/files/files/form/i-864.pdf	333,972	1.39%
18	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	273,229	1.14%
19	sites/default/files/files/form/n-400instr.pdf	257,576	1.07%
20	sites/default/files/files/form/i-130instr.pdf	253,141	1.05%
21	sites/default/files/files/form/i-485instr.pdf	244,040	1.01%
22	sites/default/files/USCIS/files/M-1051.pdf	234,971	0.98%
23	sites/default/files/files/form/i-751instr.pdf	226,308	0.94%
24	sites/default/files/files/form/i-90.pdf	220,019	0.92%
25	sites/default/files/files/form/i-131instr.pdf	217,078	0.90%
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 from dhs.gov, Facebook, and USA.gov increased 47.39%, 25.48% and 62.71% respectively over last month.

	Source / Medium	Visits	% New Visits*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	travel.state.gov	169,551	36.32%	44.58%	3.39	5:25
2	search.uscis.gov	121,132	2.00%	43.61%	3.66	5:40
3	dhs.gov	33,485	55.63%	42.44%	4.26	5:02
4	links.govdelivery.com	31,142	25.31%	54.25%	2.96	3:18
5	facebook.com	16,776	38.16%	56.27%	4.06	4:09
6	visajourney.com	16,463	18.11%	62.49%	2.48	3:10
7	search.dhs.gov	16,216	51.85%	39.63%	5.19	5:25
8	usa.gov	15,420	66.10%	36.02%	5.14	6:11
9	m.facebook.com	13,325	63.67%	71.86%	2.72	1:58
10	answers.yahoo.com	12,182	55.06%	50.59%	3.31	3:38
11	ustraveldocs.com	11,579	51.14%	52.71%	3.01	4:29
12	nolo.com	8,570	44.73%	51.18%	3.43	3:56
13	dashboard.uscis.gov	8,194	12.84%	53.08%	3.20	4:02
14	en.wikipedia.org	6,524	60.88%	53.02%	3.41	3:07
15	search.tb.ask.com	6,030	39.57%	37.55%	5.04	6:14
16	trackitt.com	5,895	24.00%	73.47%	1.80	1:29
17	search.usa.gov	5,667	46.41%	36.83%	5.31	6:29
18	webcrawler.com	5,136	56.27%	50.43%	4.93	4:12
19	apps.irs.gov	4,691	76.72%	69.20%	1.81	1:28
20	murthy.com	4,307	32.55%	69.61%	1.97	1:38
21	shusterman.com	4,258	33.18%	45.44%	4.10	5:28
22	search.mywebsearch.com	3,981	31.68%	35.12%	5.05	6:19
23	uscitizenpod.com	3,856	31.41%	49.09%	4.82	7:46
24	us.wow.com	3,731	45.43%	47.57%	6.28	5:11
25	manila.usembassy.gov	3,678	45.98%	41.44%	3.78	6:28

* 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 24.01% over last month. Searches of “uscis” increased 27.78% over last month. Searches of “uscis forms” increased 22.69% over last month. Searches for “immigration” and “ins” increased 20.35% and 29.71% respectively.

	Search Term	Visits	% New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,496,910	37.69%	47.32%	4.20	4:43
2	uscis	152,673	25.22%	40.90%	4.15	4:54
3	uscis.gov	54,907	24.23%	35.11%	4.60	5:43
4	www.uscis.gov	36,395	24.62%	39.26%	4.36	5:29
5	uscis case status	26,352	16.43%	61.91%	2.45	2:30
6	uscis forms	16,638	26.00%	20.79%	4.54	6:18
7	everify	13,199	32.43%	64.50%	2.34	1:44
8	e verify	10,585	39.03%	55.81%	2.87	2:28
9	immigration	9,297	39.43%	40.56%	4.51	5:16
10	e-verify	8,798	37.00%	55.00%	2.93	2:28
11	ins	8,544	46.06%	32.53%	5.49	6:11
12	http://www.uscis.gov/	7,931	18.91%	47.31%	4.00	5:04
13	http://uscis.gov/	7,219	22.65%	47.93%	4.06	4:28
14	us immigration	5,927	46.06%	32.95%	5.35	6:06
15	i-9	5,098	67.34%	56.65%	2.19	1:09
16	uscis gov	4,547	25.16%	41.90%	3.77	4:36
17	i9	4,376	67.37%	67.96%	1.84	0:55
18	uscis elis	4,233	21.10%	57.45%	2.61	4:01
19	i-9 form	3,837	67.06%	60.83%	2.03	1:07
20	i9 form	3,821	73.10%	63.05%	1.92	0:50
21	uscis home page	3,422	17.91%	34.16%	4.32	5:43
22	e verify login	3,374	29.52%	63.07%	2.18	1:37
23	green card	3,338	58.57%	28.61%	4.84	5:17
24	citizenship test	3,182	43.78%	29.86%	24.07	8:23
25	green card renewal	2,912	47.66%	23.18%	4.77	6:36

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 25.22% from 1,300,311 in December to 1,628,269 in January. Searches for “i-130”, “i-765”, and “i-864” increased 32.73%, 23.73% and 29.46% respectively.

Phrase	Count
case status	14,395
check my case status	8,250
status of my case	8,290
case status check online	6,660
i-130	6,192
i-765	5,126
i-864	5,071
processing times	4,959
status	5,441
i-485	4,610
g-325a	4,613
elis	3,737
i-131	3,939
my case status	4,135
infopass	3,922
change of address	4,249
change of address online	4,098
n-400	3,515
visa bulletin	3,419
i-751	3,469
visa bulletin january 2014	2,130
n400	2,878
i-90	2,978
my case status check	3,302
daca	2,960

Phrase	Count
info pass make appointment	3,010
case status by case number	3,157
check status	3,246
i130	2,820
g-325a form	2,995
i-94	2,514
g325a	2,741
processing time	2,550
poverty guidelines 2014	2,397
civil surgeon locator	2,511
h1b	2,115
i765	2,228
i864	2,195
i-912	2,091
forms	2,000
visa	2,045
status of my application	2,027
fiance visa	2,060
n-600	2,000
uscis immigrant fee	1,676
i-134	1,899
deferred action for childhood	1,937
i-693	1,950
opt	1,787
green card status check	1,594

Surveys of User Satisfaction

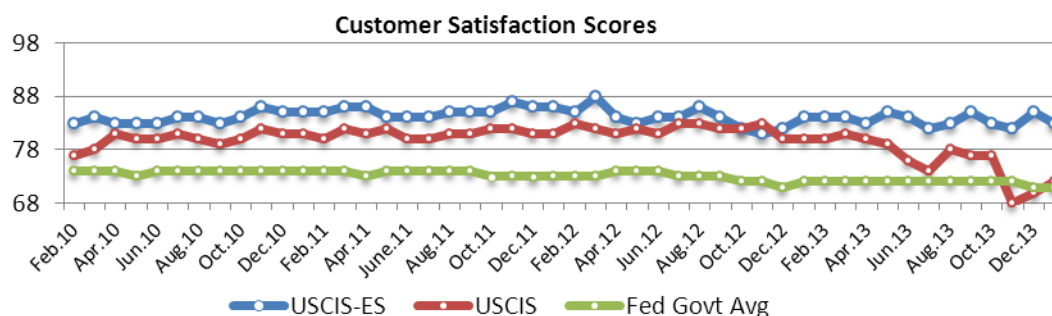
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov decreased from 85 to 83 this month with 180 respondents. The USCIS.gov increased from 71 to 72 with 1,659 respondents this month compared to only 235 respondents last month, and increase of 605%.

This Month's Average Customer Satisfaction Scores

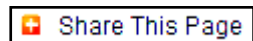
USCIS	USCIS-ES	Federal Govt.
72	83	71



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	2%	7%
Check My Case Status	17%	17%
Green Card Information	13%	17%
Get General Information Before I File My Case	11%	21%
Download Form(s)	13%	4%
Find Form(s)	13%	7%
Primary Method Used to Find Information		
Site's Search Feature	20%	31%
Links on the pages	23%	13%
Forms search	15%	N/A
Top Navigation Bar	17%	19%
Homepage banners, icons, ads	8%	9%
Used an External Search Engine (e.g., Google)	10%	8%
Just Browsing	5%	15%
Site Map	2%	5%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	21%	29%
Naturalized U.S. Citizen	19%	19%
U.S. Born Citizen	18%	1%
Citizen of a Foreign Country	8%	17%
Visitor/Nonimmigrant	6%	14%

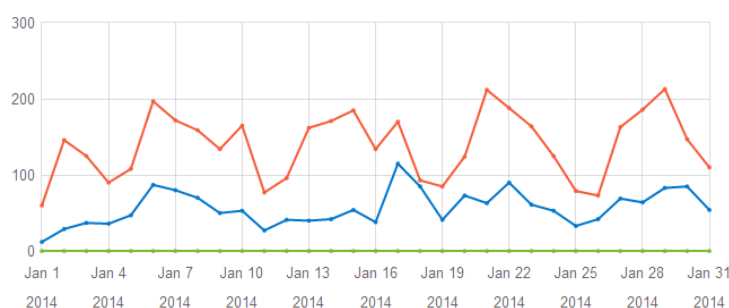
Social Media Activity Using Links on CSWP Pages



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:** Email was the top sharing service this month with 876 shares, followed by Facebook with 885 shares. The “USCIS Home Page” resulted in 4,166 shares but 0 clicks.

Daily Shares and Clicks



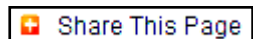
	Top Services	Shares	Clicks*	Viral Lift**
1	Email	876	880	100%
2	Facebook	885	447	51%
3	Gmail	536	330	62%
4	Address Bar	2	43	2150
5	Twitter	860	25	3%
6	Favorites	75	15	20%
7	Google	6	8	133%
8	AOL Mail	9	2	22%
9	Blogger	7	1	14%
10	Google	16	1	6%
-	All Others	1,044	0	0%
	Total	4,313	1,754	

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	USCIS Home Page	4,116	0	0%
2	USCIS Announces 63 Countries Eligible to Participate	14	15	107%
3	USCIS Home Page	9	1574	17489%
4	USCIS Introduces Form I-910 and Centralizes the Civil Surgeon Application Process	8	0	0%
5	E-Verify: New Year, New Milestone, New Web Features!	7	1	14%
6	Application for Employment Authorization	6	88	1467%
7	USCIS Announces 63 Countries Eligible to Participate in the H-2A and H-2B Visa Programs	6	6	100%
8	In Spanish: E-Verify and Form I-9 Webinar – Jan. 22nd	5	0	0%
9	News Releases	5	2	40%
10	Video: E-Verify for Business Leaders	5	1	20%
-	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.

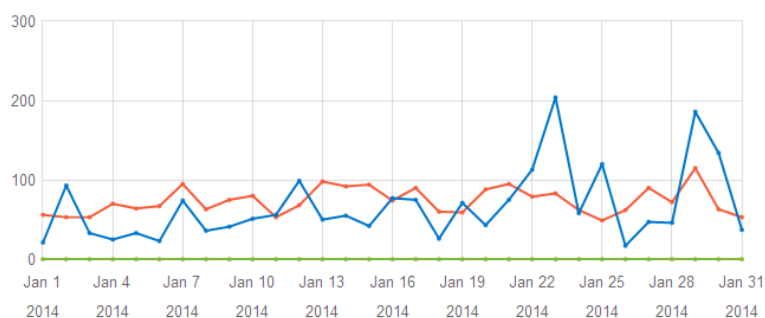
Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,563 shares, resulting in 937 clicks. The “Naturalization Self-Test” was shared a total of 704 times and resulted a total of in 440 clicks.

Daily Shares and Clicks



	Top	Shares	Clicks*	Viral
1	Email	320	947	296%
2	Facebook	1563	937	60%
3	Gmail	41	117	285%
4	Twitter	299	53	18%
5	Email App	0	6	0%
6	Healthimize	1	0	0%
7	Evernote	1	0	0%
8	Y! Mail	34	0	0%
9	Hotmail	12	0	0%
10	AOL Mail	4	0	0%
	Total	2,275	2,061	66%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Naturalization Self-Test 1 USCIS	704	440	63%
2	Naturalization Self-Test 2 USCIS	236	36	15%
3	100 Civics Questions and Answers with MP3 Audio (English)	180	455	253%
4	Naturalization Self-Test 1 USCIS	126	70	56%
5	Study for the Test USCIS	124	88	71%
6	Naturalization Self-Test 3 USCIS	118	9	8%
7	100 Civics Questions and Answers with MP3 Audio (English)	110	202	184%
8	Naturalization Self-Test 4 USCIS	76	17	22%
9	Apply for Citizenship USCIS	72	49	68%
10	Study Materials for the Civics Test USCIS	54	37	69%
-	All Others	475	658	81%
	Total	2,275	2,061	38%

* 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 1.2 million email bulletins to subscribers, 29.37% fewer than the previous month. Tweets increased from 67 to 95. Twitter followers increased 3.78% over last month.

	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

	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12
GovDelivery Emails Issued	24	23	19	22	22	27	25
Emails Distributed to Subscribers	1,380,017	821,196	601,109	736,827	1,221,048	2,963,679	1,611,791
Subscribers at End of Month	325,622	329,464	330,474	333,374	332,119	332,995	334,004
Subscriptions	944,369	959,812	966,217	980,518	983,532	991,403	999,404
Total Subscribable Topics	23	23	23	23	23	23	23
Tweets Issued	96	199	139	91	184	90	118
Twitter Followers at End of Month	9,679	10,268	10,977	11,727	12,287	12,767	13,591

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 increased 31.19% and 37.81% respectively.

	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14
User Sessions (Visits)	443,545	432,200	499,816	470,867	434,452	467,054	433,526	364,061	477,615
Avg. Weekday User Sessions	16,066	16,568	17,856	17,219	16,439	16,888	16,078	13,032	16,902
Avg. Session Length (min.)	2:54	2:54	3:14	3:34	3:30	2:45	2:58	3:10	3:29
Unique Visitors	263,881	261,522	297,206	285,054	272,496	289,311	268,679	224,521	295,320
One-Time Visitors	190,103	188,705	213,046	206,102	201,250	212,080	195,669	163,895	81,097
Repeat Visitors	73,778	72,817	84,160	78,942	71,246	77,231	73,010	60,626	81,097
Page Views	1,086,578	999,787	1,156,951	1,128,095	1,022,877	1,053,431	906,910	796,098	1,097,095

	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13
User Sessions (Visits)	574,089	359,811	381,839	325,894	288,989	504,059	420,391	467,798	461,293
Avg. Weekday User Sessions	21,075	13,737	13,724	11,982	10,457	17,922	16,686	17,359	17,223
Avg. Session Length (min.)	3:41	3:19	3:14	3:09	3:07	3:20	3:13	3:19	3:07
Unique Visitors	329,881	209,457	217,521	187,986	166,260	292,221	245,351	272,923	273,586
One-Time Visitors	227,673	147,330	151,191	132,147	116,942	204,703	173,142	193,205	196,540
Repeat Visitors	102,208	62,127	66,330	55,839	49,318	87,518	72,209	79,718	77,046
Page Views	1,580,056	940,322	955,331	810,104	724,952	1,330,386	1,065,459	1,176,352	1,114,958

	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12
User Sessions (Visits)	205,068	187,638	263,441	210,322	265,596	267,754	268,250	301,449	299,018
Avg. Weekday User Sessions	7,593	6,804	9,519	8,085	9,570	10,155	9,746	11,319	10,881
Avg. Session Length (min.)	4:15	4:08	4:41	4:33	4:27	4:30	4:19	3:50	3:38
Unique Visitors	125,143	111,701	159,324	129,315	160,346	161,864	164,587	180,773	177,183
One-Time Visitors	91,339	80,470	113,935	92,780	114,899	117,086	120,182	130,130	126,320
Repeat Visitors	33,804	31,231	45,389	36,535	45,447	44,778	44,405	50,643	50,863
Page Views	683,600	610,435	919,967	731,633	865,679	857,952	855,025	881,459	828,882

	Feb.11	Mar.11	Apr.11	May.11	June.11	July.11	Aug.11	Sep.11	Oct.11
User Sessions (Visits)	178,609	203,971	176,696	185,610	196,817	162,353	204,745	192,716	193,747
Avg. Weekday User Sessions	7,074	7,342	6,632	6,837	7,308	5,835	7,373	7,219	7,166
Avg. Session Length (min.)	7:03	6:50	6:40	6:15	5:39	5:43	5:29	5:14	5:08
Unique Visitors	127,066	146,794	125,578	135,218	137,076	115,347	142,592	134,110	130,781
One-Time Visitors	103,723	121,216	103,099	112,437	109,868	92,900	114,021	107,163	102,649
Repeat Visitors	23,343	25,578	22,479	22,781	27,208	22,447	28,571	26,947	28,132
Page Views	883,545	979,563	801,932	821,251	809,944	660,082	815,597	729,217	737,968

	May.10	June.10	July.10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
User Sessions (Visits)	139,357	139,388	157,387	177,412	173,204	167,980	174,783	154,120	198,854
Avg. Weekday User Sessions	5,247	5,252	5,719	6,451	6,419	6,218	6,424	5,505	7,389
Avg. Session Length (min.)	7:18	7:48	7:19	7:26	7:14	6:57	6:50	6:46	7:34
Unique Visitors	100,919	102,502	114,110	127,148	125,245	120,893	122,632	108,304	142,221
One-Time Visitors	82,494	84,173	93,547	103,917	102,485	99,318	100,232	89,501	116,111
Repeat Visitors	18,425	18,329	20,563	23,231	22,760	21,575	22,400	18,803	26,110
Page Views	748,673	763,536	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827

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 352,846 times in January compared to 269,975 times in December, an increase of 30.70%. Page Views were up an average of 45.35%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	352,846	226,165	2:19	214,864	42.75%
2	Formularios	62,984	41,029	1:16	6,797	12.78%
3	Petición de Familiar Extranjero	33,879	20,204	3:00	4,950	29.52%
4	Trámite y procedimientos para la Tarjeta Verde	27,443	18,650	1:34	5,742	18.72%
5	Tarjeta Verde	24,385	16,394	0:51	2,840	11.47%
6	El examen de naturalización: Materiales de estudio	23,785	14,888	2:59	6,157	34.95%
7	Noticias	22,186	17,003	1:07	1,085	13.71%
8	Tarjeta Verde a través de la Familia	21,911	15,241	1:01	536	8.91%
9	Familiares de Ciudadanos Estadounidenses	21,796	14,416	2:19	8,000	27.46%
10	Solicitud de Naturalización	18,120	9,594	2:47	3,408	32.06%
11	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	17,462	12,023	3:05	2,835	28.83%
12	Ciudadanía	16,188	10,813	1:18	2,388	16.62%
13	Contáctenos	14,755	9,859	2:40	1,924	31.32%
14	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	14,316	7,617	3:30	1,997	32.85%
15	Mientras mi caso está en trámite con el USCIS	13,837	10,084	3:23	3,899	35.52%
16	Tarifa de Inmigrante de USCIS	12,170	5,947	1:15	843	10.95%
17	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	10,958	7,604	2:10	888	16.93%
18	El Examen de Naturalización	10,315	6,604	1:27	836	16.13%
19	Formularios - Información general	9,928	7,619	1:30	463	15.60%
20	Consideración de Acción Diferida para los Llegados en la Infancia	9,730	7,020	3:30	4,332	48.13%
21	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	9,657	6,724	1:30	287	17.86%
22	Tarjeta Verde para un Familiar de un Residente Permanente	9,544	6,370	2:39	2,413	26.85%
23	Tarjeta Verde para un Familiar de un Ciudadano Estadounidense	9,494	6,038	2:04	833	16.97%
24	Cómo renovar una Tarjeta Verde	9,464	5,731	2:46	3,029	33.03%
25	Otras maneras para obtener la Tarjeta Verde	9,135	5,778	1:04	240	9.35%

* "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	Aug.12	Sep.12	Oct.12	Nov.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13
Overall										
User Sessions (Visits)	13,516,962	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
Avg. Weekday User Sessions	503,642	430,197	430,054	389,283	468,368	458,133	498,802	537,034	477,448	477,207
Avg. Session Length (min.)	3:52	3:31	3:27	3:25	3:36	3:34	3:32	3:21	3:23	3:26
Unique Visitors	5,655,497	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
One-Time Visitors	3,526,984	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
Repeat Visitors	2,128,513	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
Page Views	33,300,720	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
Sessions by Content Area *										
About Us	95,222	82,735	90,546	80,966	96,930	86,962	95,949	100,920	95,729	91,229
Citizenship	136,344	126,627	11,4038	101,217	146,287	137,786	140,888	141,571	124,724	112,570
Forms	1,438,379	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
Outreach	64,742	53,000	5,7454	52,076	64,117	56,358	63,171	65,907	60,865	58,571
Laws	138,278	108,051	11,1939	102890	137,252	114,608	121,305	123,325	106,882	100,060
News	313,613	179,812	19,2108	176,770	263,691	195,349	220,628	426,825	202,351	176,832
E-Verify	205,870	191,086	20,3351	177,603	231,984	228,938	255,085	261,385	164,341	240,505
Resources	143,869	119,408	12,6440	112,118	140,119	123,296	137,048	146,075	131,363	124,064
Working in the U.S.	41,153	33,976	3,5965	32,865	42,661	37,493	40,967	47,805	37,817	35,484
Family	32,546	29,343	2,9978	26,573	37,409	30,069	32,588	31,470	30,645	29,796
Adoption	10,191	9,127	9810	9,086	10,978	9,148	10,024	10,253	9,674	9,061
Green Card	203,738	202,312	24,7867	190,970	234,267	207,573	221,194	225,138	224,937	208,015
Humanitarian	9,520	6,434	6774	6,850	7,437	6,196	6,812	6,602	6,696	6,248
Visit the U.S.	20,286	18,995	2,1061	19,634	25,252	22,001	23,751	24,086	21,360	20,809
Military	12,152	10,824	1,1615	10,702	14,013	11,555	11,629	11,746	11,165	10,723
Find It Fast/Where to Start **	7,717	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	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12
Overall										
User Sessions (Visits)	8,240,661	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
Avg. Weekday User Sessions	316,576	322,343	299,837	338,954	311,086	375,883	385,859	381,037	418,048	374,331
Avg. Session Length (min.)	4:16	3:58	3:54	4:10	4:10	4:05	3:55	3:52	3:40	3:36
Unique Visitors	3,965,309	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
One-Time Visitors	2,735,000	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
Repeat Visitors	1,230,309	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
Page Views	22,445,121	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
Sessions by Content Area *										
About Us	80,749	76,365	72,844	82,804	73,329	89,719	84,294	86,491	85,301	82,647
Citizenship	84,633	78,091	69,167	90,373	75,321	102,392	108,297	112,581	118,162	126,222
Forms	1,059,362	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
Outreach	54,108	50,887	46,964	58,010	47,995	56,901	53,525	54,211	57,663	54,164
Laws	111,184	105,543	97,103	126,060	102,464	120,789	117,047	113,614	132,461	113,466
News	143,919	143,480	137,731	192,851	138,945	166,855	176,640	165,942	243,578	184,001
E-Verify	126,490	116,562	116,273	178,088	191,284	218,393	209,944	199,352	196,084	182,122
Resources	127,869	116,768	112,762	130,380	112,841	132,748	126,154	125,594	128,081	121,287
Working in the U.S.	28,948	27,409	24,666	29,189	23,697	30,567	33,094	33,613	38,379	35,310
Family	27,774	25,563	24,764	30,980	24,264	30,655	30,025	30,042	29,448	29,981
Adoption	8,254	8,168	7,655	8,516	7,058	9,448	9,343	9,037	9,201	8,958
Green Card	240,278	196,242	179,717	213,830	169,816	230,774	210,499	210,452	193,312	189,458
Humanitarian	5,376	5,105	4,887	5,398	4,336	5,630	5,433	5,687	6,054	6,184
Visit the U.S.	18,842	17,370	15,629	19,696	16,322	21,474	20,810	21,674	20,664	20,428
Military	10,732	10,158	9,506	11,337	8,949	11,871	11,042	11,297	11,182	11,308
Where to Start **	4,412	3,277	3,500	61,842	2,756	3,925	5,362	4,623	4,305	9,051

* 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	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11	July11	Aug.11	Sep.11
Overall										
User Sessions (Visits)	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597	7,190,559	8,729,499	8,083,309
Avg. Weekday User Sessions	232,727	298,594	286,854	295,712	286,247	288,201	328,615	267,701	323,364	309,926
Avg. Session Length (min.)	5:29	5:49	5:44	5:39	5:26	5:26	4:31	4:28	4:18	4:13
Unique Visitors	3,396,384	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
One-Time Visitors	2,515,232	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
Repeat Visitors	881,152	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
Page Views	30,581,680	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
Sessions by Content Area *										
About Us	87,723	108,821	98,524	109,628	89,796	91,339	88,386	74,253	89,196	81,115
Citizenship	55,344	95,391	87,967	103,337	81,760	79,268	81,202	67,319	85,058	85,945
Forms	991,126	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
Services & Benefits /Topics	59,977	74,130	65,527	72,620	59,960	61,514	55,836	48,264	62,527	55,001
Laws & Regulations	111,104	137,484	124,265	138,390	117,420	117,388	111,494	91,744	119,246	111,550
Press Room	145,577	180,481	155,571	174,121	157,709	159,993	139,712	115,383	158,690	141,405
E-Verify	93,701	108,765	106,542	139,493	109,429	112,473	164,327	152,655	190,476	127,080
Resources	131,331	172,571	151,675	169,754	138,738	143,632	139,534	115,628	137,690	128,951
Working in the U.S.	21,990	34,116	28,835	31,690	27,020	28,534	28,221	24,762	30,549	28,772
Family	24,190	33,909	29,387	31,539	25,445	25,973	24,935	21,953	27,669	27,456
Adoption	7,949	11,167	9,906	11,135	9,073	9,095	9,150	7,967	8,832	7,810
Green Card	168,976	252,585	215,522	232,481	200,992	220,851	218,117	201,993	217,517	209,829
Humanitarian	4,648	5,763	5,383	6,139	5,316	5,948	5,419	4,812	5,559	5,237
Visit the U.S.	19,083	27,287	24,840	27,325	24,002	24,996	23,248	19,813	21,055	19,243
Military	10,048	13,411	12,930	13,768	11,151	11,021	11,109	9,825	11,561	10,810
Where to Start **	11,336	19,944	15,395	17,392	19,649	13,934	18,363	14,608	9,445	6,498

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

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

CSWP Visitor Traffic (cont.)

Metric	Feb.10	Mar.10	Apr.10	May10	July10	July10	Aug.10	Sep.10	Oct.10	Nov.10
Overall										
User Sessions (Visits)	5,212,997	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
Avg. Weekday User Sessions	216,710	214,833	208,630	244,816	255,985	255,985	271,581	265,128	264,060	255,144
Avg. Session Length (min.)	6:40	6:40	6:28	6:13	6:07	6:07	6:22	6:18	5:56	5:47
Unique Visitors	2,888,998	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
One-Time Visitors	2,087,504	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
Repeat Visitors	801,494	875,616	800,550	936,250	992,174	992,174	1,028,814	1,005,225	984,944	937,867
Page Views	23,754,223	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
Sessions by Content Area *										
About Us	95,240	103,178	94,151	106,041	114,708	114,708	109,440	101,427	98,773	95,758
Citizenship	59,213	61,260	55,321	61,374	66,942	66,942	63,147	57,175	56,920	58,257
Immigration Forms	1,092,894	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
Services & Benefits	231,684	20,275	90,488	100,533	108,366	108,366	75,634	69,001	68,237	65,636
Outreach	137,555	138,535	129,205	151,765	145,823	145,823	135,496	130,363	127,799	123,795
Laws & Regulations	138,273	180,215	174,936	187,917	200,039	200,039	200,278	182,290	174,488	165,384
Press Room	61,467	71,499	83,081	96,768	105,700	105,700	89,738	80,944	79,720	78,707
E-Verify	170,010	171,707	155,870	173,036			174,069	162,453	159,486	147,966

Metric	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Overall										
User Sessions (Visits)	5,997,607	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
Avg. Weekday User Sessions	235,275	207,627	219,162	209,191	235,210	247,801	226,569	204,608	180,624	234,810
Avg. Session Length (min.)	5:09	5:15	5:14	4:52	4:37	4:45	4:57	4:51	4:54	5:20
Unique Visitors	3,133,666	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
One-Time Visitors	2,264,419	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
Repeat Visitors	869,247	764,617	802,299	868,993	941,663	995,079	956,671	839,536	782,310	995,087
Page Views	24,169,327	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
Sessions by Content Area *										
About Us	125,837	116,936	119,211	122,388	114,798	128,002	109,752	89,859	81,596	103,769
Citizenship	181,602	164,469	164,056	173,580	173,960	124,670	79,053	63,211	48,197	67,866
Immigration Forms	1,258,399	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
Services & Benefits	422,478	381,692	404,631	427,377	410,303	411,679	287,010	231,727	216,666	284,063
Outreach	--	--	--	--	--	--	163,275	135,007	122,987	160,671
Laws & Regulations	214,995	195,640	205,646	211,171	202,323	214,631	161,045	127,746	126,476	170,202
Press Room	177,940	107,841	96,552	76,960	72,934	121,675	80,879	69,616	56,744	62,792
E-Verify	53,394	46,486	56,338	52,642	66,692	107,133	186,097	150,560	144,691	187,523

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

CSWP Visitor Traffic (cont.)

Metric	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09
Overall										
User Sessions (Visits)	6,516,205	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
Avg. Weekday User Sessions	260,205	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627
Avg. Session Length (min.)	5:03	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22
Unique Visitors	3,102,912	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
One-Time Visitors	2,196,828	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
Repeat Visitors	906,084	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999
Page Views	25,936,340	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
Sessions by Content Area *										
About Us	140,501	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533
Citizenship	227,304	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796
Immigration Forms	1,249,485	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
Services & Benefits	473,686	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750
Laws & Regulations	--	--	--	--	--	--	--	--	--	--
Press Room	215,500	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692
E-Verify	190,372	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553
	78,978	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224
Metric	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08	Feb.08	Mar.08	Apr.08	May 08
Overall										
User Sessions (Visits)	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286
Avg. Weekday User Sessions	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998
Avg. Session Length (min.)	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07
Unique Visitors	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103
One-Time Visitors	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380
Repeat Visitors	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723
Page Views	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920
Sessions by Content Area *										
About Us	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454
Citizenship	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074
Immigration Forms	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846
Services & Benefits	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124
Laws & Regulations	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	--
Press Room	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	220,773
E-Verify	--	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780	217,584
										54,543

* 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	Jun.06	Jul.06	Aug.06	Nov.06	Dec.06	Jan.07	Mar.07	Apr.07	June07	May07	July07
Overall											
User Sessions (Visits)	6,461,774	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
Avg. Weekday Sessions	243,423	243,762		198,576	183,354	219,122	215,892	149,707	267,605	198,855	310,510
Avg. Session Length (min.)	9:13	9:26	9:19	6:40	5:58	6:01	5:38	5:11	5:10	5:08	5:38
Unique Visitors	2,895,689	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
One-Time Visitors	2,117,074	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
Repeat Visitors	778,615	767,448	808,471	713,499	669,520	849,026	830,662	548,510	969,483	760,821	1,171,153
Page Views	43,407,053	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
About USCIS & FOIA											
Citizenship	110,982	126,973	124,400	232,057	153,665	190,695	189,575	107,418	182,544	146,569	224,016
Forms, Fees, Fingerprints	266,417	295,543	303,690	311,291	259,610	340,528	318,294	166,614	324,840	253,079	518,522
Services and Benefits	1,847,694	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
Field Offices	1,191,518	1,322,802	1,265,599	739,869	528,733	663,433	585,754	334,303	597,038	459,238	741,264
Laws and Regulations	448,242	498,303	532,232	275,318	214,037	283,700	262,045	145,592	259,482	207,185	284,115
Public Affairs	314,605	340,293	316,047	117,788	92,883	102,350	121,579	182,934	163,819	167,884	288,576
How Do I ...?	513,273	536,881		--	--	--	--	--	--	--	--
CSSO	496,269	562,639									
	1,135,698	2,880,516									