
U.S. Citizenship and Immigration Services (USCIS)

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

August 18, 2014

Revision History

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

Table of Contents

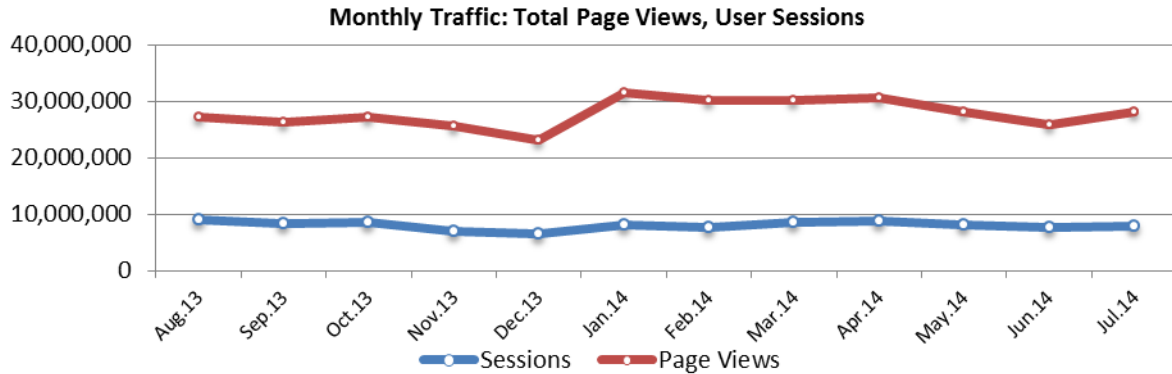
Executive Summary	1
CSWP Visitor Traffic	2
Top 25 Browser Versions Used by Visitors to USCIS.gov.....	3
FOIA Status Check.....	4
Top 25 Viewed Pages.....	5
Top 25 PDF Page Views.....	6
Top 25 Referring Sites Sending Traffic to CSWP	7
Top 25 Search Terms from Referring External Search Engines	8
Top 50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

Executive Summary

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

► Overall Traffic Volume

Page views increased 8.45% over last month. User Sessions increased 3.75%. Page views of PDFs decreased 1.31%. (See page 2.)



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

The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic increased an average of 8.45% compared to last month. Page views of the Forms landing page increased 1.82%. Traffic to the News page decreased 6.14%. Traffic to the Green Card page increased 6.73%. (See Page 2)

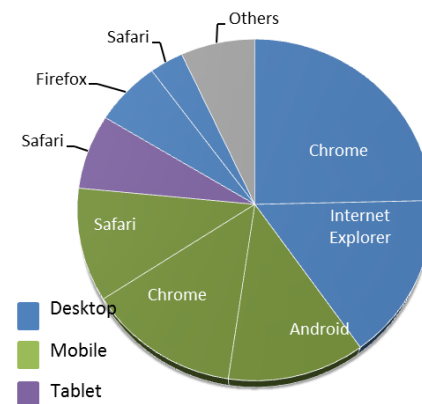
► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov increased from 83 to 86 this month with 120 respondents. The score for USCIS.gov remained at 75 with 1,153 respondents this month. (See page 10.)

USCIS	USCIS-ES	Federal Govt.
75	86	72

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

Mobile traffic accounts for roughly one third of Spanish Site usage. Compared to last month, User Sessions by Windows Desktop browsers decreased 0.23% while Android Mobile User Sessions increased 5.54%. (See page 14.)



CSWP Visitor Traffic

► **Notable changes this month:** The primary Visitor Traffic Metrics tools have changed from a web log-based tool to Google Analytics, and the metric categories have changed accordingly so trend data is not comparable between April and May. Comparing Google Analytics data between June and July however, page views increased 8.45% over last month. User Sessions increased 3.75%. Page views of PDFs decreased 1.31%.

Metric	Apr.14	Google Analytics Metrics	May.14	Jun.14	Jul.14	Change
Overall						
Page Views	30,468,354	Pageviews	28,195,095	25,903,311	28,090,994	8.45%
Unique Visitors	6,753,631	Users	4,250,226	3,963,054	4,123,915	4.06%
User Sessions (Visits)	13,378,783	Sessions	8,154,773	7,689,791	7,977,963	3.75%
Avg. Session Length (min.)	3:51	Avg Session Duration	00:04:04	00:04:08	00:04:11	1.21%
Avg. Weekday User Sessions	513,241	% New Sessions	40.38%	39.70%	40.22%	1.31%
One-Time Visitors	4,797,692	Pageviews/Session	3.46	3.37	3.52	4.45%
Repeat Visitors	1,955,939	Bounce Rate	51.96%	51.64%	51.67%	0.06%
Page Views & Documents Hit	58,158,678	PDF Pageviews*	23,725,023	19,984,303	19,722,465	-1.31%

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

Distribution of Traffic by Major Landing Pages

The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table and chart below reflect counts of user sessions to 15 key landing pages.

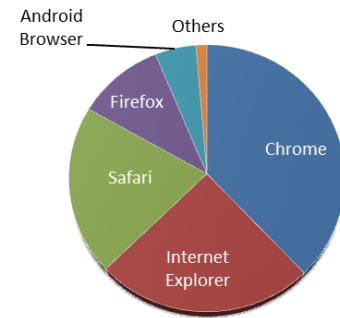
► **Notable changes this month:** The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic increased an average of 8.45% compared to last month. Page views of the Forms landing page increased 1.82%. Traffic to the News page decreased 6.14%. Traffic to the Green Card page increased 6.73%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	/forms	1,128,899	756,847	56.5	272,665	20.02%	12.62%
2	/e-verify	327,411	253,585	96.8	217,676	61.88%	54.10%
3	/greencard	319,194	227,460	49.3	91,869	22.93%	15.06%
4	/us-citizenship	179,167	127,494	71.4	58,375	29.89%	19.60%
5	/news	99,403	80,191	66.1	32,518	44.56%	30.86%
6	/tools	76,513	53,027	106.7	10,236	59.70%	37.94%
7	/aboutus	66,075	53,276	67.6	15,370	37.35%	23.41%
8	/laws	48,529	38,993	74.1	14,771	42.07%	27.28%
9	/working-united-states/working-us	35,486	29,633	97.6	13,655	41.90%	29.72%
10	/family	29,621	22,629	49.7	1,944	29.37%	10.09%
11	/visit-united-states/visit-us	23,233	17,281	146.4	5,377	59.42%	42.64%
12	/outreach	15,784	13,698	93.2	5,768	44.85%	33.48%
13	/adoption	13,860	9,781	71.9	2,811	34.83%	18.69%
14	/military	11,775	8,971	96.8	2,046	43.79%	21.69%
15	/humanitarian	9,730	7,616	72.1	1,662	36.04%	17.27%

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 3.75% over last month. Site traffic by Chrome browsers increased 5.50%. Site traffic by Internet Explorer browsers increased 0.91%. Site traffic by Safari browsers increased 5.59%.



Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	35.0.1916.153	1,306,897	3.62	4:17
Safari	7.0	1,001,537	2.99	3:07
Internet Explorer	11.0	885,580	3.90	5:07
Chrome	36.0.1985.125	789,246	3.43	4:16
Firefox	30.0	611,421	3.57	4:24
Internet Explorer	8.0	395,188	3.73	5:07
Android Browser	4.0	388,357	3.32	3:40
Internet Explorer	9.0	333,645	3.74	4:23
Internet Explorer	10.0	295,896	3.82	4:46
Chrome	35.0.1916.141	194,485	3.59	3:17
Chrome	1.5	132,384	3.15	3:03
Safari	7.0.5	125,397	3.62	4:20
Firefox	31.0	82,124	3.26	4:10
Safari	6.0	73,770	3.19	3:24
Safari	9537.53	68,989	3.61	3:45
Safari	7.0.4	67,644	4.09	4:30
Chrome	36.0.1985.128	63,369	3.03	3:07
Internet Explorer	7.0	60,238	3.29	3:54
Safari	5.1.9	51,148	4.01	4:37
Safari	7.0.3	39,645	3.94	4:37
Chrome	35.0.1916.114	39,333	3.61	4:33
Chrome	1.6	37,804	3.15	3:14
Safari (in-app)	(not set)	34,448	4.72	2:36
Chrome	35.0.1916.41	26,595	3.32	3:32
Firefox	29.0	25,612	3.72	4:32

FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Page views decreased 5.24% and Transactions increased 15.44%.

	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14
Page Views on Landing Page	22,479	7,303	9,507	13,861	19,317	22,744	22,164	20,058	18,453	17,486
- Transactions	14,302	13,171	14,009	13,927	13,623	17,244	14,993	15,220	15,743	18,174

	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13
Page Views on Landing Page	18,708	23,753	20,934	23,826	23,837	24,159	22,688	24,485	25,326	23,587
- Transactions	11,448	13,081	10,930	13,627	13,751	14,711	13,457	15,341	16,456	14,329

	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
Page Views on Landing Page	27,787	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379	22,656
- Transactions	20,882	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008	14,421

	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12
Page Views on Landing Page	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342
- Transactions	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048

	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
Page Views on Landing Page	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118
- Transactions	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085

	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Page Views on Landing Page	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990
- Transactions	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565

	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09
Page Views on Landing Page	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387
- Transactions	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214

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 8.45%. Page Views of the USCIS Homepage increased 1.1%. Page Views of the “Forms” page increased 2.07%. Page Views of the “Naturalization Self-Test” page increased 54.29%. Page Views of the “Petition for Alien Relative” increased 5.20%. Page Views of “Consideration of Deferred Action for Childhood Arrivals” decreased 21.54%

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	4,695,619	3,621,704	2:08	3,377,396	54.16%
2	Naturalization Self-Test 1	3,012,428	202,252	0:16	89,273	19.51%
3	Forms	1,352,104	931,775	0:56	279,314	20.43%
4	Naturalization Self-Test 2	1,101,145	56,596	0:17	7,850	32.51%
5	Application for Naturalization	638,569	351,081	3:20	120,747	55.38%
6	Petition for Alien Relative	591,783	332,628	3:07	109,854	48.18%
7	Naturalization Self-Test 3	548,104	27,057	0:16	3,279	30.13%
8	Application for Employment Authorization	392,933	215,869	2:53	66,325	44.72%
9	Application to Register Permanent Residence or Adjust Status	365,273	218,331	2:46	51,343	45.76%
10	100 Civics Questions and Answers with MP3 Audio (English version)	341,053	118,608	2:05	90,658	69.42%
11	Application to Replace Permanent Resident Card	332,124	185,482	3:21	56,938	47.74%
12	E-Verify	331,871	257,148	1:36	218,936	61.79%
13	Affidavit of Support Under Section 213A of the Act	328,140	198,049	3:50	70,820	50.74%
14	Green Card	319,354	227,576	0:49	91,928	22.93%
15	Espanol Homepage	292,259	192,020	1:59	77,384	51.49%
16	Consideration of Deferred Action for Childhood Arrivals	219,032	102,448	3:17	25,675	44.90%
17	Employment Eligibility Verification	216,141	161,586	2:03	112,163	74.64%
18	Apply for Citizenship	210,466	154,807	1:33	47,456	28.50%
19	Green Card Through Family	192,777	145,859	0:53	10,544	33.04%
20	USCIS ELIS	189,034	130,494	4:01	81,592	63.27%
21	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	185,065	113,756	2:44	14,286	50.94%
22	Application for Travel Document	181,821	109,436	3:20	40,165	48.46%
23	U.S. Citizenship	179,525	127,797	1:12	58,426	29.92%
24	Contact Us	177,396	133,985	2:39	64,540	53.40%
25	Renew a Green Card	173,110	120,458	1:22	51,838	24.90%

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

Top 25 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views decreased 1.31%, from 19.98 million in June to 19.7 million in July. The “A4en.pdf” was downloaded 511,969 times, up 88.31% from last month. The i-589 was up 597.31% from 52,398 in June to 365,377 in July. The most downloaded file this month was the “i-9.pdf” with 3.49 million downloads, 8.90% fewer than last month. The “i-765.pdf” was the second most downloaded file, down 10.75% over last month.

	Top 25 Downloaded Files	Page Views	% of Total
1	files/form/i-9.pdf	3,490,422	17.70%
2	files/form/i-765.pdf	1,429,186	7.25%
3	files/form/m-274.pdf	1,000,359	5.07%
4	files/form/n-400.pdf	618,275	3.13%
5	USCIS/Resources/A4en.pdf	511,969	2.60%
6	files/form/n-400instr.pdf	469,356	2.38%
7	files/form/i-90instr.pdf	397,786	2.02%
8	USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf	378,586	1.92%
9	files/form/i-589.pdf	365,377	1.85%
10	files/form/i-765instr.pdf	360,700	1.83%
11	files/form/i-864instr.pdf	358,079	1.82%
12	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	288,978	1.47%
13	files/form/g-1055.pdf	286,759	1.45%
14	files/form/i-129.pdf	284,651	1.44%
15	files/form/i-864.pdf	275,636	1.40%
16	files/form/g-1145.pdf	274,901	1.39%
17	files/form/i-765ws.pdf	244,984	1.24%
18	files/form/i-130.pdf	235,078	1.19%
19	files/form/i-90.pdf	230,755	1.17%
20	files/article/attachments.pdf	206,275	1.05%
21	files/form/i-485instr.pdf	200,545	1.02%
22	files/form/i-130instr.pdf	195,981	0.99%
23	USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E-VerifyFedContrListandQueryVol.pdf	193,596	0.98%
24	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-638_red.pdf	190,335	0.97%
25	files/form/i-131instr.pdf	174,644	0.89%
Total Downloaded Files this Month >		19,722,465	100.00%

Top 25 Referring Sites Sending Traffic to CSWP

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

► **Notable changes this month:** Sessions referred from all sites increased an average of 0.10%. Sessions referred from travel.state.gov decreased 0.74%. Sessions referred from usa.gov increased 14.80%. Sessions referred from m.facebook.com decreased 18.20%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	travel.state.gov	140,946	34.80%	44.43%	3.17	5:33
2	search.uscis.gov	123,754	1.91%	45.43%	3.19	5:28
3	dhs.gov	32,449	55.33%	46.82%	3.72	4:21
4	links.govdelivery.com	24,294	18.06%	46.93%	2.99	4:12
5	uscis.gov	20,367	53.04%	21.04%	3.22	2:24
6	usa.gov	16,730	65.71%	35.40%	4.91	6:13
7	ustraveldocs.com	16,246	50.20%	52.41%	2.92	4:30
8	search.dhs.gov	15,942	50.36%	42.75%	3.72	4:57
9	visajourney.com	13,465	18.31%	65.07%	2.27	3:13
10	m.facebook.com	12,677	73.57%	57.58%	6.74	2:51
11	nolo.com	9,548	42.38%	53.74%	2.71	3:41
12	trackitt.com	9,285	16.88%	77.76%	1.59	1:50
13	search.tb.ask.com	8,279	32.12%	40.85%	4.02	6:10
14	facebook.com	8,013	40.18%	51.52%	7.44	4:34
15	dashboard.uscis.gov	7,251	14.09%	54.97%	2.89	3:43
16	us.wow.com	6,905	40.65%	46.30%	4.89	4:48
17	immihelp.com	5,588	32.80%	55.06%	2.77	3:45
18	en.wikipedia.org	4,943	58.24%	54.78%	3.05	3:24
19	uscitizenpod.com	4,065	23.99%	48.51%	4.46	8:40
20	l.facebook.com	3,886	50.05%	48.82%	11.54	4:46
21	ambals.blogspot.com	3,815	34.97%	80.42%	1.48	1:15
22	search.usa.gov	3,651	49.06%	38.29%	4.76	6:55
23	visabureau.com	3,618	84.60%	32.20%	3.86	3:04
24	apps.irs.gov	3,489	73.77%	72.43%	1.67	1:15
25	adoption.state.gov	3,430	52.16%	53.03%	2.87	4:01

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

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

Top 25 Search Terms from Referring External Search Engines

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

► **Notable changes this month:** Searches increased 5.55% over last month. Searches of “uscis” decreased 6.93% over last month. Searches of “uscis case status” decreased 17.63% over last month. Searches for “e-verify” increased 22.79%.

	Source / Medium	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,898,368	36.51%	1,423,325	49.54%	3.72
2	uscis	107,919	25.71%	27,747	42.99%	3.78
3	uscis.gov	36,975	22.80%	8,429	38.04%	4.15
4	www.uscis.gov	27,264	24.03%	6,551	42.69%	3.91
5	uscis case status	15,684	15.02%	2,355	66.31%	2.15
6	uscis forms	10,537	24.07%	2,536	23.75%	4.07
7	http://www.uscis.gov/	10,040	9.50%	954	59.97%	2.76
8	everify	7,627	30.63%	2,336	64.17%	2.31
9	http://uscis.gov/	6,382	16.64%	1,062	50.28%	3.39
10	immigration	6,254	41.85%	2,617	41.61%	4.08
11	e-verify	6,045	36.63%	2,214	55.67%	2.80
12	ins	5,487	46.91%	2,574	35.81%	4.59
13	us immigration	3,844	49.14%	1,889	32.28%	5.01
14	uscis elis	3,831	18.32%	702	61.37%	2.35
15	e verify	3,562	33.16%	1,181	61.23%	2.49
16	美国移民局	3,425	41.43%	1,419	52.35%	3.14
17	i9	3,124	63.25%	1,976	79.87%	1.49
18	uscis.gov forms	3,045	26.01%	792	26.80%	4.04
19	i-9 form	3,044	64.75%	1,971	77.50%	1.54
20	website www uscis gov	2,851	36.23%	1,033	43.81%	3.80
21	green card	2,564	60.22%	1,544	34.13%	4.28
22	citizenship test	2,526	39.23%	991	38.12%	20.83
23	www.uscis.gov/uscis-elis	2,411	28.45%	686	45.38%	3.48
24	green card renewal	2,301	45.42%	1,045	27.21%	4.25
25	us citizenship and immigration services uscis	2,158	39.67%	856	39.16%	5.48

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 6.56% from 1,276,073 in June to 1,192,413 in July. Searches for “case status” decreased 11.96%. Searches for “g-325a” increased 13.99%. Searches for “i-765” increased 6.50%. Searches for “i-821d” decreased 19.15%.

Search Term	Count
case status	16,445
check status of my case	9,311
status of my case	9,116
what are you looking for?	8,705
i-864	7,760
i-765	7,721
i-130	7,344
my case status	7,337
case status check online	7,184
daca	6,865
processing times	6,285
change of address online	6,068
g-325a	5,591
i-485	5,512
status	5,190
i-131	4,431
infopass	4,275
change of address	4,099
n-400	4,037
i-90	4,034
elis	3,741
infopass make appointment	3,581
visa bulletin	3,526
n400	3,366
i130	3,341
i765	3,289
i-751	3,280
i864	3,253
daca renewal 2014 application	3,203
i-821d	3,175
my case status check online	2,958
visa bulletin august 2014	2,934

Search Term	Count
g325a	2,866
i-94	2,849
case status by receipt number	2,815
civil surgeon locator	2,725
i-912	2,575
i485	2,471
check status	2,410
poverty guidelines 2014	2,321
i-864a	2,300
visa	2,244
g-28	2,237
status of my application	2,199
i-693	2,141
opt	2,126
opt status check	2,122
g-325a form	2,107
i90	2,104
fee waiver	2,100

Surveys of User Satisfaction

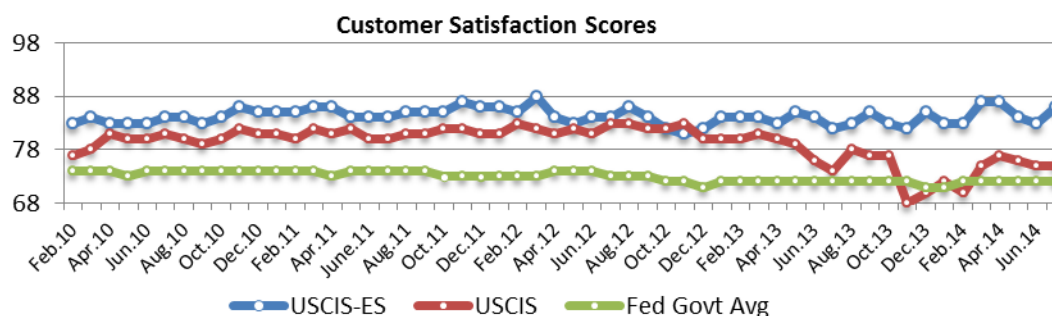
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov increased from 83 to 86 this month with 120 respondents this month. The score for USCIS.gov remained at 75 with 1,153 respondents this month.

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
75	86	72



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

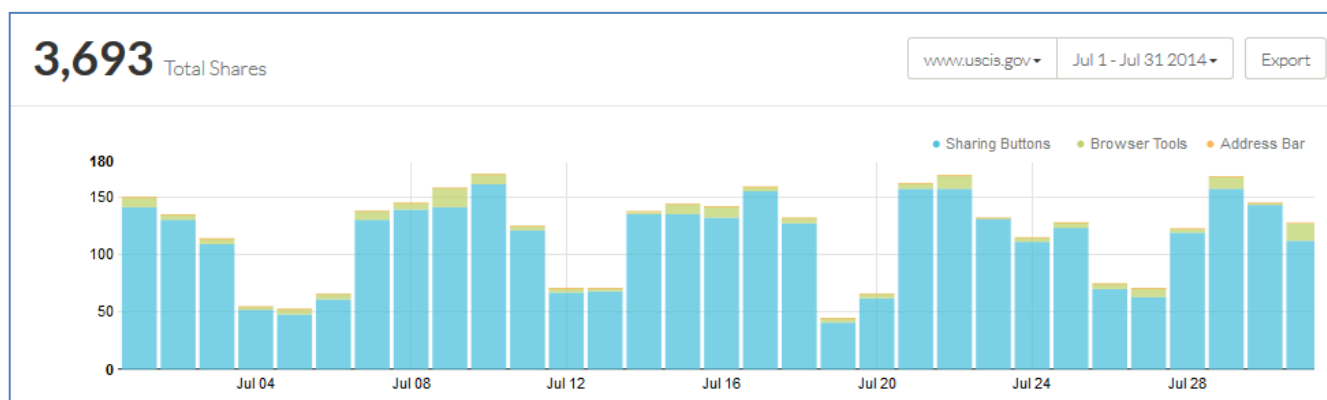
Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	17%	20%
Green Card Information	14%	14%
Download Form(s)	11%	5%
Find Form(s)	13%	6%
Get General Information Before I File My Case	11%	18%
Citizenship Requirements	3%	6%
Primary Method Used to Find Information		
Links on the pages	25%	19%
Site's Search Feature	23%	28%
Top Navigation Bar	17%	21%
Forms search	13%	N/A
Used an External Search Engine (e.g., Google)	10%	10%
Homepage banners, icons, ads	6%	4%
Just Browsing	5%	14%
Site Map	1%	4%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	22%	29%
Naturalized U.S. Citizen	19%	14%
U.S. Born Citizen	19%	2%
Citizen of a Foreign Country	9%	15%
Visitor/Nonimmigrant	5%	17%

Social Media Activity Using Links on CSWP Pages

[Share This Page](#)

Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools. In previous months, Social Media Activity from the Citizenship Resource Center (CRC) was combined with all other Activity. This month it is being separated. See the next page for the CRC report on Social Media Activity.

► **Notable changes this month:** Facebook was the top sharing service this month with 767 shares, followed by Print with 741 shares. The “Application for Naturalization” page was shared 81 and clicked 83 times.



Shares by Page	Shares	Social Clicks
Homepage USCIS http://www.uscis.gov/	173	0
USCIS ELIS USCIS https://www.uscis.gov/uscis-elis	135	5
Application to Replace Permanent Resident Card USCIS https://www.uscis.gov/i-90	120	25
Petition for Alien Relative USCIS https://www.uscis.gov/i-130	112	73
Application for Naturalization USCIS http://www.uscis.gov/n-400	81	83
Application for Employment Authorization USCIS http://www.uscis.gov/i-765	71	9
Application To Extend/Change Nonimmigrant Status USCIS http://www.uscis.gov/i-539	67	2
Your Guide to InfoPass USCIS https://www.uscis.gov/news/fact-sheets/your-guide-infopass	57	4
Petition for Alien Fiancé(e) USCIS https://www.uscis.gov/i-129f	46	52
Instructions for Electronic Filing of Form I-90 (Renew or Replace a Gr... http://www.uscis.gov/e-filing-i-90	42	10

Shares by Tool	
Sharing Buttons	3.5K
Browser Tools	192
Address Bar	3

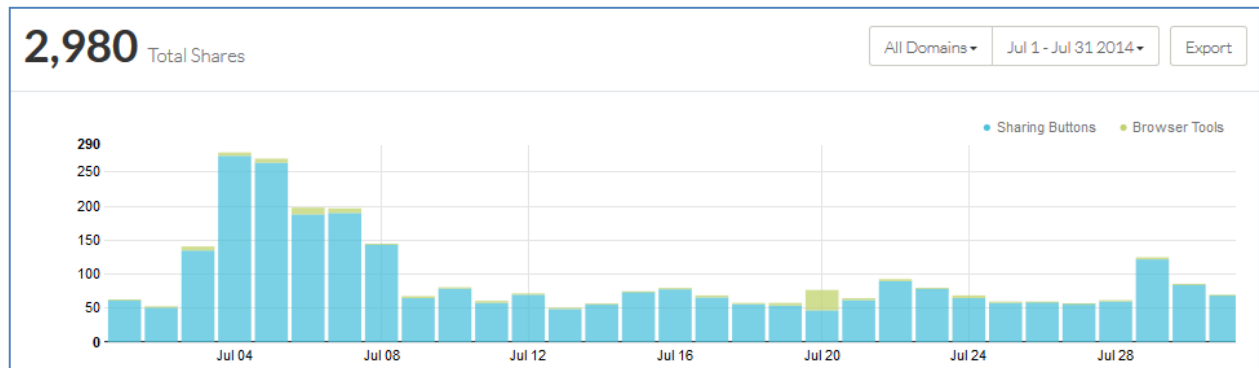
Shares by Service	
Facebook	767
Print	741
Twitter	664
Email	622
Gmail	551
Other	327

Social Media Activity Using Links on Citizenship Resource Center Pages

[Share This Page](#)

Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

► **Notable changes this month:** Facebook was the top sharing service this month with 2,300 shares. The “Naturalization Self-Test” was the most shared.



Shares by Page	Shares	Social Clicks
Naturalization Self-Test 1 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-mat...	1.2K	1.9K
Naturalization Self-Test 2 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-mat...	394	241
Naturalization Self-Test 1 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-mat...	222	319
100 Civics Questions and Answers with ... http://www.uscis.gov/citizenship/teachers/educational-products/100...	193	495
Naturalization Self-Test 3 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-mat...	131	33
Naturalization Self-Test 4 USCIS http://www.uscis.gov/citizenship/quiz/learners/study-test/study-mat...	107	50
Study for the Test USCIS http://www.uscis.gov/citizenship/learners/study-test	101	49
100 Civics Questions and Answers with ... http://www.uscis.gov/citizenship/learners/study-test/study-materials...	90	615
Apply for Citizenship USCIS http://www.uscis.gov/citizenship/learners/apply-citizenship	57	27
Study Materials for the Civics Test USCIS http://www.uscis.gov/citizenship/learners/study-test/study-materials...	33	55

Shares by Tool

- Sharing Buttons: 2.9K
- Browser Tools: 114

Shares by Service

- Facebook: 2.3K
- Twitter: 312
- Email: 228
- Gmail: 70
- Yahoo Mail: 34
- Other: 13

Subscription Email Messages and Tweets

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

► **Notable changes this month:** USCIS distributed 2,187,720 email bulletins to subscribers, 39.54% more than the previous month. Tweets increased from 43 to 63. Twitter followers increased 3.44% over last month.

	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14
GovDelivery Emails Issued	17	16	28	28	19	21	23
Emails Distributed to Subscribers	1,214,810	997,583	1,872,711	2,634,479	1,897,736	1,567,847	2,187,720
Subscribers at End of Month	403,424	405,252	406,632	408,500	405,497	407,621	417,934
Subscriptions	1,243,034	1,250,826	1,258,551	1,268,668	1,262,430	1,267,153	1,282,317
Total Subscribable Topics	56	58	58	58	58	57	58
Tweets Issued	95	96	87	47	45	43	63
Twitter Followers at End of Month	33,400	34,057	35,297	36,925	38,484	39,383	40,738

	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13
GovDelivery Emails Issued	23	27	19	17	22	22	18
Emails Distributed to Subscribers	1,663,637	2,031,262	911,515	1,516,924	1,657,058	2,333,107	1,719,876
Subscribers at End of Month	391,206	399,076	401,420	403,834	402,895	401,817	401,575
Subscriptions	1,188,393	1,207,556	1,221,140	1,234,000	1,238,863	1,237,090	1,238,296
Total Subscribable Topics	52	52	52	54	54	55	55
Tweets Issued	71	55	40	78	74	38	67
Twitter Followers at End of Month	27,022	28,026	28,910	29,890	30,747	31,275	32,182

	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13
GovDelivery Emails Issued	21	20	27	26	38	31	23
Emails Distributed to Subscribers	1,178,514	1,205,772	976,597	1,958,689	2,457,203	2,976,849	2,079,216
Subscribers at End of Month	351,251	352,647	350,708	351,570	355,875	388,352	389,453
Subscriptions	1,076,205	1,085,296	1,099,382	1,108,975	1,127,188	1,175,533	1,175,771
Total Subscribable Topics	45	45	46	46	48	50	52
Tweets Issued	83	28	48	115	37	84	22
Twitter Followers at End of Month	19,308	20,097	20,932	21,769	22,606	25,461	26,250

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

USCIS-ES Visitor Traffic

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about 3% of all traffic to the CSWP.

► **Notable changes this month:** The primary Visitor Traffic Metrics tools have changed from a web log-based tool to Google Analytics, and the metric categories have changed accordingly so trend data is not comparable between April and May. Comparing Google Analytics data between June and July however, User Sessions and Page Views increased 3.02% and 3.42% respectively.

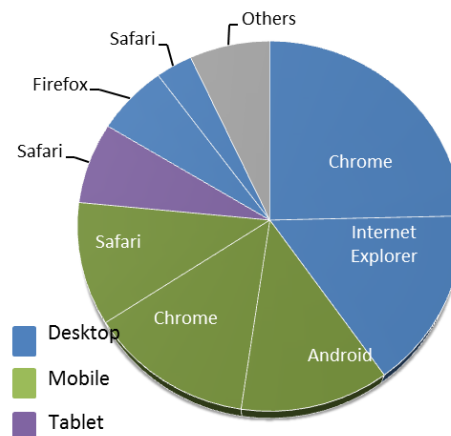
Metric	Mar.14	Apr.14	Google Analytics Metrics	May.14	Jun.14	Jul.14
Overall						
Page Views	1,086,537	1,038,839	Pageviews	1,130,829	1,050,509	1,086,402
Unique Visitors	317,456	303,720	Users	210,549	228,648	228,881
User Sessions (Visits)	503,973	477,879	Sessions	366,773	347,080	357,563
Avg. Session Length (min.)	3:11	3:16	Avg Session Duration	0:04:34	00:04:13	00:04:18
Avg. Weekday User Sessions	18,599	17,881	% New Sessions	45.04%	62.73%	57.31%
One-Time Visitors	234,215	225,626	Pageviews/Session	3.08	3.03	3.04
Repeat Visitors	83,241	78,094	Bounce Rate	52.03%	52.49%	52.23%

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

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

► **Notable changes this month:** Mobile traffic accounts for roughly one third of Spanish Site usage. Compared to last month, User Sessions by Windows Desktop browsers decreased 0.23% while Android Mobile User Sessions increased only 5.54%.

OS (device category)	Jun.14	Jul.14	Change
Windows (desktop)	161,015	160,640	-0.23%
Android (mobile)	86,604	91,401	5.54%
iOS (mobile)	38,687	40,655	5.09%
iOS (tablet)	27,346	27,604	0.94%
Macintosh (desktop)	14,302	15,244	6.59%
Android (tablet)	10,820	11,100	2.59%
Windows (mobile)	N/A	3,278	N/A
Windows Phone (mobile)	1,961	2,117	7.96%
BlackBerry (mobile)	1,309	1,470	12.30%
Linux (desktop)	1,238	1,293	4.44%
Total	347081	357,563	3.02%



Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** Page Views were down an average of 3.42%. The USCIS-ES homepage was viewed 291,254 times in July compared to 291,229 times in June, an increase of 0.01%. Page Views of the “Formularios” page were up 4.11% from last month. Page Views of the “Petición de Familiar Extranjero” page were up 9.04% from last month. Page Views of the “Trámite y procedimientos para la Tarjeta Verde” page were up 11.48% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	291,254	191,907	2:12	182,141	45.78%
2	Formularios	50,108	32,383	1:13	6,302	13.65%
3	Petición de Familiar Extranjero	27,319	16,018	2:53	4,682	31.25%
4	Trámite y procedimientos para la Tarjeta Verde	24,571	16,656	1:32	5,835	21.61%
5	Tarjeta Verde	21,239	13,921	0:51	2,905	12.25%
6	Tarjeta Verde a través de la Familia	17,464	12,062	1:02	620	10.17%
7	El examen de naturalización: Materiales de estudio	16,243	10,243	2:31	4,915	38.62%
8	Consideración de Acción Diferida para los Llegados en la Infancia	15,743	10,382	2:49	6,319	41.47%
9	Solicitud de Naturalización	14,686	8,493	3:15	3,984	39.69%
10	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	14,609	9,872	2:56	2,939	32.04%
11	Noticias	14,485	11,270	1:07	734	15.80%
12	Ciudadanía	13,305	9,013	1:14	2,100	18.92%
13	Mientras mi caso está en trámite con el USCIS	12,488	9,156	3:16	4,661	40.91%
14	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	12,443	6,543	3:11	2,320	34.85%
15	Contáctenos	12,268	8,268	2:32	1,936	34.24%
16	Familiares de Ciudadanos Estadounidenses	11,781	7,719	2:09	3,094	23.44%
17	Preguntas y Respuestas sobre temas relacionados a residencia permanente (green card)	11,761	10,462	4:50	7,894	63.56%
18	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	8,792	6,143	2:07	662	16.83%
19	Viajes internacionales como Residente Permanente	8,748	6,612	3:13	3,802	47.38%
20	Tarifa de Inmigrante de USCIS	8,623	4,499	1:15	872	13.56%
21	Tarjeta Verde para un Familiar de un Residente Permanente	8,429	5,662	2:38	2,496	29.47%
22	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	8,269	5,526	1:34	303	18.02%
23	Preguntas de la parte de educación cívica del Examen de Naturalización	7,908	4,730	2:53	2,258	40.58%
24	Preguntas más frecuentes	7,753	6,562	4:36	5,146	64.74%
25	El Examen de Naturalización	7,737	4,987	1:14	652	17.42%

* “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