
U.S. Citizenship and Immigration Services (USCIS)

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

July 21, 2014

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	July 21, 2014	CSWP, Senior Business Analyst	Baseline Draft

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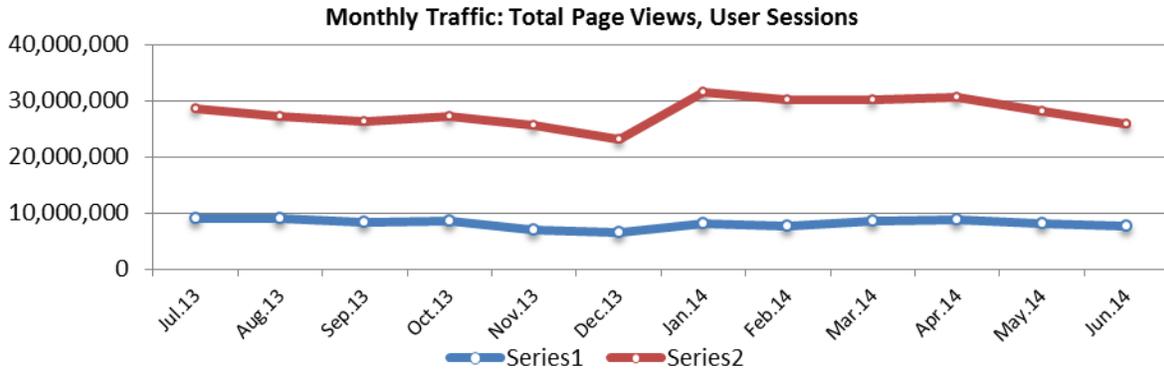
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Executive Summary

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

► Overall Traffic Volume Decreased

Page views decreased 8.13% over last month. User Sessions decreased 5.70%. Page views of PDFs decreased 15.77%. (See page 2.)



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

The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 4.49% compared to last month. Page Views of the Forms landing page decreased 4.52%. Traffic to the News page decreased 28.77%. Traffic to the Outreach page increased 22.46%. (See Page 2)

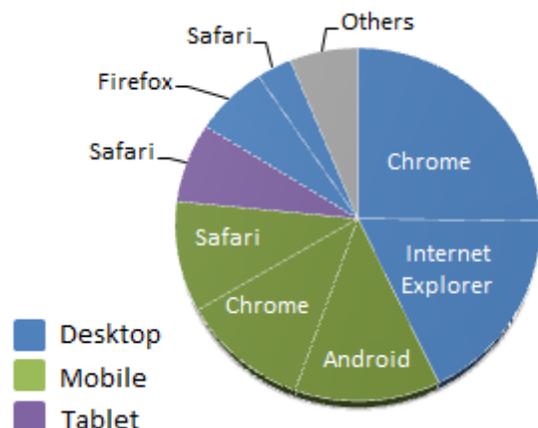
► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov dropped from 84 to 83 this month with 88 respondents this month. The score for USCIS.gov decreased from 76 to 75 with 1,120 respondents this month. (See page 10.)

USCIS	USCIS-ES	Federal Govt.
75	83	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 8.83% while Android Mobile User Sessions decreased only 0.02%. (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 May and June however, Page views decreased 8.13% over last month. User Sessions decreased 5.70%. Page views of PDFs decreased 15.77%.

Metric	Mar.14	Apr.14	Google Analytics Metrics	May.14	Jun.14	Change
Overall						
Page Views	30,044,008	30,468,354	Pageviews	28,195,095	25,903,311	-8.13%
Unique Visitors	6,649,694	6,753,631	Users	4,250,226	3,963,054	-6.76%
User Sessions (Visits)	12,995,691	13,378,783	Sessions	8,154,773	7,689,791	-5.70%
Avg. Session Length (min.)	3:54	3:51	Avg Session Duration	00:04:04	00:04:08	1.64%
Avg. Weekday User Sessions	489,914	513,241	% New Sessions	40.38%	39.70%	-1.68%
One-Time Visitors	4,701,384	4,797,692	Pageviews/Session	3.46	3.37	-2.60%
Repeat Visitors	1,948,310	1,955,939	Bounce Rate	51.96%	51.64%	-0.62%
Page Views & Documents Hit	59,353,328	58,158,678	PDF Pageviews*	23,725,023	19,984,303	-15.77%

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

Distribution of Traffic by Major Landing Pages

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

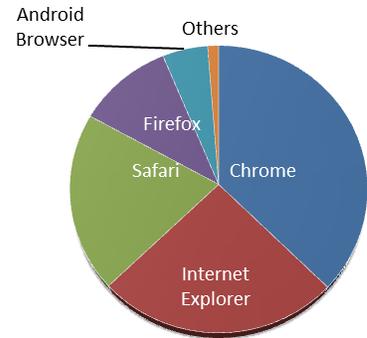
► **Notable changes this month:** The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 4.49% compared to last month. Pageviews of the Forms landing page decreased 4.52%. Traffic to the News page decreased 28.77%. Traffic to the Outreach page increased 22.46%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	/forms	1,108,700	745,057	55.82	265,500	19.57%	12.40%
2	/e-verify	331,531	255,454	97.55	218,706	62.37%	54.28%
3	/greencard	299,063	214,687	49.50	84,789	24.16%	15.39%
4	/us-citizenship	164,994	116,640	68.14	50,815	29.28%	18.79%
5	/news	105,909	84,781	65.70	34,185	43.28%	30.19%
6	/tools	75,595	52,641	106.07	9,834	61.57%	38.16%
7	/aboutus	64,070	51,463	69.25	14,688	38.85%	23.90%
8	/laws	44,138	35,626	72.69	12,895	42.62%	26.92%
9	/working-united-states/working-us	31,693	26,412	96.97	11,973	42.45%	29.71%
10	/family	26,823	20,572	50.04	1,621	32.45%	10.18%
11	/visit-united-states/visit-us	22,230	16,556	150.88	5,125	57.87%	43.37%
12	/outreach	17,473	14,701	92.97	6,134	43.38%	30.81%
13	/adoption	12,108	8,498	68.86	2,251	31.41%	16.48%
14	/military	10,709	8,233	94.44	1,777	40.12%	21.19%
15	/humanitarian	8,773	6,925	71.29	1,571	32.27%	16.89%

Top 25 Browser Versions Used by Visitors to USCIS.gov

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

► **Notable changes this month:** Site traffic by all browsers decreased 5.70% over last month. Site traffic by Chrome browsers decreased 5.01%. Site traffic by Internet Explorer browsers decreased 5.14%. Site traffic by Safari browsers decreased 4.77%.



Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	35.0.1916.153	1,071,584	3.39	4:14
Safari	7.0	930,199	2.88	3:06
Chrome	35.0.1916.114	922,979	3.47	4:16
Internet Explorer	11.0	842,523	3.82	5:07
Internet Explorer	8.0	413,025	3.64	4:59
Firefox	29.0	402,501	3.41	4:22
Android Browser	4.0	382,911	2.99	3:30
Internet Explorer	9.0	333,650	3.61	4:22
Internet Explorer	10.0	301,808	3.80	4:45
Firefox	30.0	280,457	3.34	4:19
Chrome	35.0.1916.141	171,654	2.94	3:02
Safari	7.0.4	140,942	3.57	4:16
Chrome	1.5	118,984	2.75	2:53
Safari	6.0	79,285	2.92	3:24
Safari	7.0.3	70,082	3.74	4:40
Chrome	35.0.1916.138	62,704	3.00	3:08
Internet Explorer	7.0	61,365	3.19	3:48
Safari	9537.53	58,630	3.47	3:40
Safari	5.1.9	50,096	3.81	4:24
Safari (in-app)	(not set)	36,260	2.41	1:57
Safari	6.1.4	31,589	3.71	4:47
Chrome	34.0.1847.137	31,238	3.26	4:09
Chrome	35.0.1916.38	28,508	2.92	4:50
Chrome	34.0.1847.131	28,223	3.45	4:12
Chrome	1.6	26,559	2.88	3:03

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 8.00% and Transactions increased 3.44%.

	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14
Page Views on Landing Page	23,587	22,479	7,303	9,507	13,861	19,317	22,744	22,164	20,058	18,453
- Transactions	14,329	14,302	13,171	14,009	13,927	13,623	17,244	14,993	15,220	15,743

	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13	May.13	Jun.13	Jul.13	Aug.13
Page Views on Landing Page	22,656	18,708	23,753	20,934	23,826	23,837	24,159	22,688	24,485	25,326
- Transactions	14,421	11,448	13,081	10,930	13,627	13,751	14,711	13,457	15,341	16,456

	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12
Page Views on Landing Page	32,342	27,787	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379
- Transactions	25,048	20,882	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008

	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
Page Views on Landing Page	27,118	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005
- Transactions	21,085	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375

	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11
Page Views on Landing Page	27,990	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562
- Transactions	18,565	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096

	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10
Page Views on Landing Page	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796
- Transactions	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887

	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09
Page Views on Landing Page	10,025	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664
- Transactions	10,573	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170

Top 25 Viewed Pages

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

► **Notable changes this month:** Page Views decreased an average of 8.13%. Page Views of the USCIS Homepage decreased 5.78%. Page Views of the “Forms” page decreased 4.58%. Page Views of the “100 Civics Questions and Answers with MP3 Audio (English version)” page increased 32.32%. Page Views of the “Application for Employment Authorization” increased 12.66%. Page Views of “Consideration of Deferred Action for Childhood Arrivals” increased 319.05%

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	4,625,709	3,552,250	124.23	3,314,020	53.41%
2	Naturalization Self-Test 1	1,952,446	128,941	17.78	48,557	19.42%
3	Forms	1,324,639	914,864	55.87	271,956	20.06%
4	Naturalization Self-Test 2	832,146	41,660	17.52	5,098	32.88%
5	Application for Naturalization	613,308	336,689	199.00	116,798	55.08%
6	Petition for Alien Relative	562,546	316,808	187.80	103,899	48.33%
7	Naturalization Self-Test 3	446,304	22,056	16.18	3,074	29.54%
8	Application for Employment Authorization	381,711	211,444	169.26	65,860	45.28%
9	Application to Register Permanent Residence or Adjust Status	346,983	206,740	164.70	48,687	45.68%
10	E-Verify	334,631	257,857	97.30	219,481	62.31%
11	Affidavit of Support Under Section 213A of the Act	327,921	197,631	232.76	72,728	50.96%
12	Application to Replace Permanent Resident Card	321,357	178,451	198.44	54,048	46.98%
13	Green Card	299,239	214,803	49.52	84,854	24.17%
14	100 Civics Questions and Answers with MP3 Audio (English version)	297,832	97,913	129.23	75,509	67.67%
15	Espanol Homepage	291,962	190,586	117.20	77,536	51.36%
16	Consideration of Deferred Action for Childhood Arrivals	279,179	127,865	183.16	33,883	47.82%
17	Employment Eligibility Verification	224,187	168,186	123.38	118,676	74.79%
18	USCIS ELIS	197,884	129,066	222.39	80,961	60.72%
19	Apply for Citizenship	195,814	144,475	88.68	43,040	28.99%
20	Green Card Through Family	177,777	134,462	52.35	9,139	33.25%
21	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	177,722	109,046	166.12	13,609	50.91%
22	Application for Travel Document	175,416	105,693	199.83	38,898	49.45%
23	U.S. Citizenship	165,517	117,080	68.40	50,880	29.32%
24	Renew a Green Card	165,002	114,638	81.56	48,385	23.97%
25	Contact Us	158,479	119,482	155.86	54,959	52.29%

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

Top 25 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views increased 29.12%, from 28.2 million in May to 19.98 million in June. The most downloaded file this month was the “i-9.pdf” with 3.8 million downloads, 2.81% fewer than last month. The “i-765.pdf” was the second most downloaded file, down 12.14% over last month. The “i-765instr.pdf” was downloaded 351,294 times, up 21.35% from last month.

	Top 25 Downloaded Files	Page Views	% of Total
1	/files/form/i-9.pdf	3,831,497	19.17%
2	/files/form/i-765.pdf	1,601,335	8.01%
3	/files/form/m-274.pdf	1,023,276	5.12%
4	/files/form/n-400.pdf	588,568	2.95%
5	/files/form/n-400instr.pdf	474,836	2.38%
6	/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-	411,374	2.06%
7	/files/form/i-864instr.pdf	355,330	1.78%
8	/files/form/i-765instr.pdf	351,294	1.76%
9	/files/form/i-90instr.pdf	339,112	1.70%
10	/files/form/i-821d.pdf	313,768	1.57%
11	/files/article/B3esp.pdf	312,234	1.56%
12	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	304,729	1.52%
13	/files/form/i-129.pdf	287,766	1.44%
14	/files/form/i-864.pdf	272,635	1.36%
15	/USCIS/Resources/A4en.pdf	271,877	1.36%
16	/files/form/g-1145.pdf	262,800	1.32%
17	/files/form/i-765ws.pdf	261,973	1.31%
18	/files/form/g-1055.pdf	254,705	1.27%
19	/files/form/i-130.pdf	232,822	1.17%
20	/USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E-Verif-EadContdInstadOverMet.pdf	216,235	1.08%
21	/files/form/i-821dinstr.pdf	213,193	1.07%
22	/files/form/i-90.pdf	210,995	1.06%
23	/files/form/i-485instr.pdf	202,987	1.02%
24	/files/article/attachments.pdf	188,114	0.94%
25	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publica	184,121	0.92%
Total Downloaded Files this Month >		28,195,095	100.00%

Top 25 Referring Sites Sending Traffic to CSWP

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

► **Notable changes this month:** Sessions referred from all sites decreased an average of 13.34%. Sessions referred from travel.state.gov decreased 12.48%. Sessions referred from dhs.gov decreased 7.88%. Sessions referred from m.facebook.com decreased 15.01%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	travel.state.gov	141,996	34.08%	48,393	44.70%	3.13
2	search.uscis.gov	124,878	1.88%	2,347	44.11%	3.26
3	dhs.gov	32,605	54.77%	17,857	45.13%	3.84
4	links.govdelivery.com	30,196	18.23%	5,504	46.92%	2.94
5	uscis.gov	18,444	56.09%	10,346	22.02%	3.32
6	ustraveldocs.com	15,621	50.07%	7,822	52.36%	2.89
7	m.facebook.com	15,498	66.85%	10,360	70.43%	2.28
8	search.dhs.gov	15,468	51.01%	7,891	41.30%	3.76
9	usa.gov	14,573	65.11%	9,488	35.66%	4.73
10	visajourney.com	12,990	18.67%	2,425	64.71%	2.24
11	facebook.com	9,600	32.10%	3,082	53.83%	3.64
12	nolo.com	8,988	42.32%	3,804	52.38%	2.83
13	trackitt.com	8,950	17.63%	1,578	76.23%	1.61
14	us.wow.com	7,567	39.69%	3,003	45.28%	5.07
15	search.tb.ask.com	7,366	37.56%	2,767	40.80%	4.06
16	dashboard.uscis.gov	6,863	12.43%	853	55.18%	2.96
17	en.wikipedia.org	5,037	59.92%	3,018	56.60%	2.73
18	immihelp.com	4,960	33.51%	1,662	53.79%	2.75
19	aila.org	4,671	2.95%	138	35.07%	3.17
20	redbus2us.com	4,543	22.96%	1,043	68.77%	1.88
21	l.facebook.com	4,304	36.85%	1,586	54.67%	4.19
22	t.co	4,058	49.98%	2,028	65.38%	4.45
23	uscitizenpod.com	4,027	23.74%	956	49.24%	4.05
24	search.usa.gov	3,842	47.55%	1,827	37.56%	4.89
25	apps.irs.gov	3,617	73.46%	2,657	73.04%	1.62

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

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

Top 25 Search Terms from Referring External Search Engines

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

► **Notable changes this month:** Searches decreased 2.34% over last month. Searches of “uscis” decreased 9.80% over last month. Searches of “uscis case status” decreased 16.45% over last month. Searches for “e-verify” increased 21.38%.

	Source / Medium	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,615,925	35.64%	1,288,884	49.49%	3.57
2	uscis	115,960	24.99%	28,976	42.18%	3.79
3	uscis.gov	37,545	22.07%	8,288	37.37%	4.06
4	www.uscis.gov	26,392	24.06%	6,351	41.71%	3.85
5	uscis case status	19,042	16.25%	3,095	64.97%	2.20
6	http://www.uscis.gov/	11,208	11.84%	1,327	57.82%	2.73
7	uscis forms	10,939	21.98%	2,404	22.88%	3.96
8	everify	8,301	30.12%	2,500	63.79%	2.33
9	http://uscis.gov/	7,796	18.80%	1,466	50.63%	3.64
10	immigration	6,273	39.25%	2,462	41.54%	4.08
11	ins	5,582	47.55%	2,654	38.68%	4.40
12	e-verify	4,923	32.18%	1,584	60.41%	2.63
13	us immigration	3,945	47.58%	1,877	35.54%	4.98
14	uscis elis	3,820	19.63%	750	59.24%	2.47
15	e verify	3,632	30.23%	1,098	64.04%	2.49
16	i9	3,595	65.48%	2,354	79.75%	1.47
17	美国移民局	3,450	42.52%	1,467	53.91%	3.62
18	i-9 form	3,410	67.89%	2,315	76.66%	1.52
19	uscis.gov forms	2,994	34.10%	1,021	22.71%	4.11
20	www.uscis.gov/uscis-elis	2,589	30.94%	801	42.06%	3.87
21	green card	2,566	57.37%	1,472	33.48%	4.36
22	uscis home page	2,411	19.83%	478	35.71%	4.18
23	green card renewal	2,321	44.64%	1,036	25.55%	4.39
24	i9 form 2014	2,318	66.52%	1,542	77.14%	1.43
25	us citizenship and immigration services uscis	2,296	36.32%	834	39.46%	4.60

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 15.67% from 1,513,123 in May to 1,276,073 in June. Searches for “case status” increased 22.58%. Searches for “daca” increased 74.57%. Searches for “i-764” increased 34.48%. Searches for “g-325a” and “i-130” increased 14.12% and 13.93% respectively.

Search Term	Count
case status	18,680
status of my case	8,699
check my case status	8,610
daca	8,545
i-864	7,410
i-765	7,250
i-130	6,869
my case status	6,245
processing times	5,901
status	5,457
i-485	5,307
case status check online	5,061
change of address online	5,045
g-325a	4,905
change of address	4,895
case status by receipt number	4,845
infopass	4,794
my case status check online	4,275
i-131	4,234
i-821d	3,927
n-400	3,922
i-90	3,913
visa bulletin	3,822
elis	3,737
i864	3,641
daca renewal 2014	3,476
info pass make appointment	3,460
i130	3,460
check status	3,334
i-751	3,311
n400	3,266
status of my application	3,186

Search Term	Count
civil surgeon locator	3,103
i765	3,082
g325a	3,024
i-94	2,909
deferred action renewal 2014	2,673
opt	2,525
i-864a	2,518
g-325a form	2,515
i-912	2,471
i485	2,426
visa bulletin july 2014	2,415
daca renewal	2,413
opt status check	2,370
check status of my case	2,342
poverty guidelines 2014	2,303
g-28	2,298
processing time	2,253
Visa	2,224

Surveys of User Satisfaction

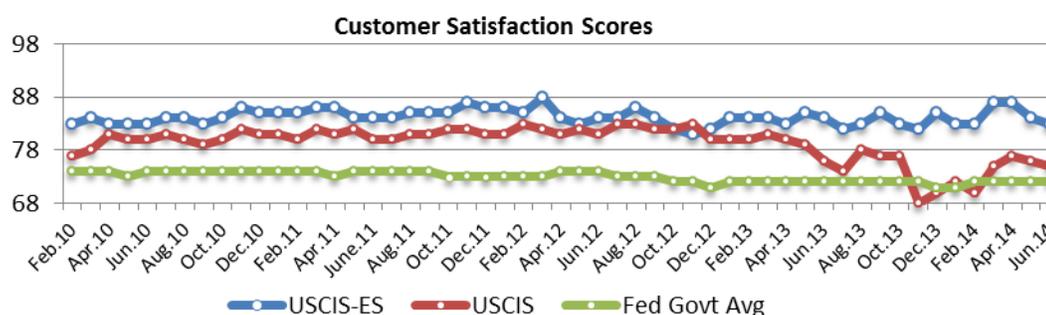
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov dropped from 84 to 83 this month with 88 respondents this month. The score for USCIS.gov decreased from 76 to 75 with 1,120 respondents this month.

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
75	83	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	20	14
Green Card Information	13	18
Download Form(s)	13	3
Find Form(s)	13	3
Get General Information Before I File My Case	12	19
Citizenship Requirements	2	5
Primary Method Used to Find Information		
Links on the pages	23	17
Site's Search Feature	22	25
Top Navigation Bar	18	18
Forms search	15	N/A
Used an External Search Engine (e.g., Google)	9	13
Homepage banners, icons, ads	6	5
Just Browsing	5	20
Site Map	2	2
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	24	24
Naturalized U.S. Citizen	19	7
U.S. Born Citizen	17	5
Citizen of a Foreign Country	9	15
Visitor/Nonimmigrant	5	30

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 862 shares, followed by Email with 598 shares. The “Secretary Johnson Announces Process for DACA Renewal” was shared 107 and clicked 263 times on June 5, totaling 186 shares and 438 clicks for the month.

Daily Shares and Clicks



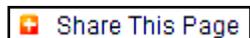
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	862	920	107%
2	Email	598	613	103%
3	Gmail	504	485	96%
4	Favorites	63	45	71%
5	Twitter	673	39	6%
6	AOL Mail	10	14	140%
7	Y! Mail	65	12	18%
8	Hotmail	26	6	23%
9	Google+ Share	10	3	30%
10	Address Bar	1	2	200%
-	All Others	845	5	11%
	Total	3,654	2,154	21%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	/	211	0	0%
2	/news/secretary-johnson-announces-process-daca-renewal	186	438	235%
3	/uscis-elis	137	5	4%
4	/i-90	119	32	27%
5	/i-130	86	63	73%
6	/n-400	71	21	30%
7	/i-765	69	9	13%
8	/humanitarian/consideration-deferred-action-childhood-arrivals-process/renew-your-daca	57	90	158%
9	/i-539	55	3	5%
10	/news/fact-sheets/your-guide-infopass	52	1	2%
-	All Others	2,614	1,482	60%
	Total	3,729	2,300	60%

* 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.

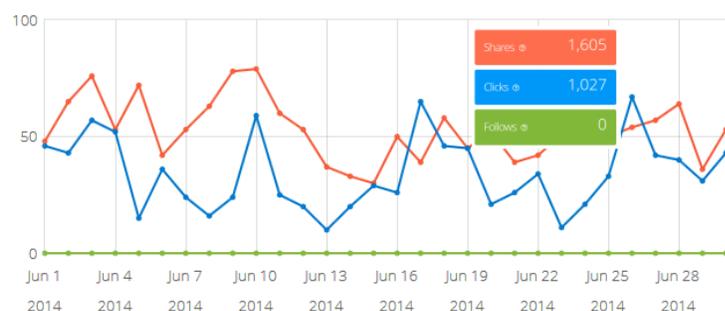
Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,601 shares, resulting in 694 clicks. The “Naturalization Self-Test” was shared a total of 907 times and resulted a total of in 472 clicks.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	1,147	694	61%
2	Email	170	253	149%
3	Gmail	33	70	212%
4	Twitter	229	7	3%
5	Email App	-	2	0%
6	Y! Mail	16	1	6%
7	AOL Mail	3	0	0%
8	Hotmail	3	0	0%
	Total	1,601	1,027	54%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-1/take	482	385	80%
2	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-2/take	174	34	20%
3	/citizenship/teachers/educational-products/100-civics-questions-and-answers-mp3-audio-	140	217	155%
4	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-1	95	48	51%
5	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-3/take	94	1	1%
6	/citizenship/learners/study-test	82	48	59%
7	/citizenship/learners/study-test/study-materials-civics-test/100-civics-questions-and-	76	115	151%
8	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-4/take	62	4	6%
9	/citizenship/learners/apply-citizenship	57	56	98%
10	/citizenship/learners/study-test/study-materials-english-test	20	7	35%
-	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-1/take	482	385	80%
	Total	1,601	1,027	54%

* 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 1,567,847 email bulletins to subscribers, 17.38% fewer than the previous month. Tweets decreased from 45 to 43. Twitter followers increased 2.34% over last month.

	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14
GovDelivery Emails Issued	18	17	16	28	28	19	21
Emails Distributed to Subscribers	1,719,876	1,214,810	997,583	1,872,711	2,634,479	1,897,736	1,567,847
Subscribers at End of Month	401,575	403,424	405,252	406,632	408,500	405,497	407,621
Subscriptions	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668	1,262,430	1,267,153
Total Subscribable Topics	55	56	58	58	58	58	57
Tweets Issued	67	95	96	87	47	45	43
Twitter Followers at End of Month	32,182	33,400	34,057	35,297	36,925	38,484	39,383

	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13
GovDelivery Emails Issued	23	23	27	19	17	22	22
Emails Distributed to Subscribers	2,079,216	1,663,637	2,031,262	911,515	1,516,924	1,657,058	2,333,107
Subscribers at End of Month	389,453	391,206	399,076	401,420	403,834	402,895	401,817
Subscriptions	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000	1,238,863	1,237,090
Total Subscribable Topics	52	52	52	52	54	54	55
Tweets Issued	22	71	55	40	78	74	38
Twitter Followers at End of Month	26,250	27,022	28,026	28,910	29,890	30,747	31,275

	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13
GovDelivery Emails Issued	21	21	20	27	26	38	31
Emails Distributed to Subscribers	1,854,492	1,178,514	1,205,772	976,597	1,958,689	2,457,203	2,976,849
Subscribers at End of Month	346,798	351,251	352,647	350,708	351,570	355,875	388,352
Subscriptions	1,061,009	1,076,205	1,085,296	1,099,382	1,108,975	1,127,188	1,175,533
Total Subscribable Topics	45	45	45	46	46	48	50
Tweets Issued	127	83	28	48	115	37	84
Twitter Followers at End of Month	18,688	19,308	20,097	20,932	21,769	22,606	25,461

	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12
GovDelivery Emails Issued	27	25	23	21	21	32	17
Emails Distributed to Subscribers	2,963,679	1,611,791	1,964,307	1,884,932	1,544,738	1,756,493	990,637
Subscribers at End of Month	332,995	334,004	336,238	331,965	334,609	340,036	344,324
Subscriptions	991,403	999,404	1,008,018	1,003,501	1,007,796	1,031,839	1,047,022
Total Subscribable Topics	23	23	23	23	28	44	44
Tweets Issued	90	118	143	185	90	57	38
Twitter Followers at End of Month	12,767	13,591	14,320	15,209	15,765	17,457	18,000

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 May and June however, User Sessions and Page Views decreased 5.37% and 7.10% respectively.

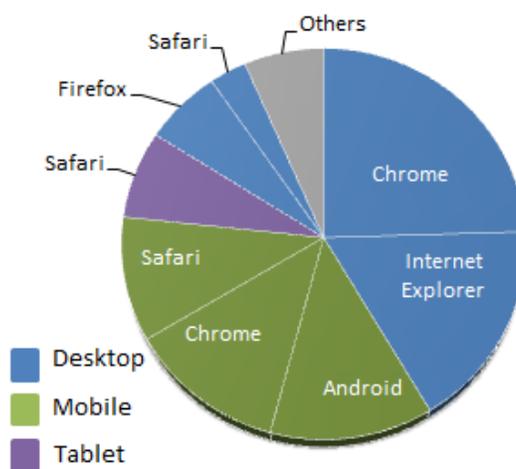
Metric	Feb.14	Mar.14	Apr.14	Google Analytics Metrics	May.14	Jun.14
Overall						
Page Views	1,040,189	1,086,537	1,038,839	Pageviews	1,130,829	1,050,509
Unique Visitors	284,194	317,456	303,720	Users	210,549	228,648
User Sessions (Visits)	459,405	503,973	477,879	Sessions	366,773	347,080
Avg. Session Length (min.)	3:16	3:11	3:16	Avg Session Duration	0:04:34	00:04:13
Avg. Weekday User Sessions	18,086	18,599	17,881	% New Sessions	45.04%	62.73%
One-Time Visitors	206,587	234,215	225,626	Pageviews/Session	3.08	3.03
Repeat Visitors	77,607	83,241	78,094	Bounce Rate	52.03%	52.49%

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 8.83% while Android Mobile User Sessions decreased only 0.02%.

OS (device category)	May.14	Jun.14	Change
Windows (desktop)	176,609	161,015	-8.83%
Android (mobile)	86,619	86,604	-0.02%
iOS (mobile)	40,214	38,687	-3.80%
iOS (tablet)	29,487	27,346	-7.26%
Macintosh (desktop)	15,353	14,302	-6.85%
Android (tablet)	11,096	10,820	-2.49%
Windows Phone (mobile)	1,886	1,961	3.98%
BlackBerry (mobile)	1,381	1,309	-5.21%
Linux (desktop)	1,670	1,238	-25.87%
Chrome OS (desktop)	1,125	1,055	-6.22%
Total	366,769	347081	-5.37%



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 7.10%. The USCIS-ES homepage was viewed 291,229 times in June compared to 315,610 in May, a decrease of 7.73%. Page Views of the “Solicitud de Naturalización” page were down 25.24% from last month. Page Views of the “Formularios” page were down 10.01% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page were up 48.79% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	291,229	190,677	129.97	181,361	45.45%
2	Formularios	48,128	31,124	74.35	6,224	13.92%
3	Petición de Familiar Extranjero	25,053	14,676	165.88	4,296	31.19%
4	Trámite y procedimientos para la Tarjeta Verde	22,040	14,981	90.88	5,102	22.00%
5	Consideración de Acción Diferida para los Llegados en la Infancia	20,792	13,739	160.23	8,095	41.13%
6	Tarjeta Verde	20,239	13,352	51.22	2,842	13.22%
7	Noticias	15,814	12,143	66.27	761	14.66%
8	Tarjeta Verde a través de la Familia	15,712	10,974	59.06	516	10.05%
9	El examen de naturalización: Materiales de estudio	14,761	9,207	149.15	4,337	37.61%
10	Solicitud de Naturalización	13,844	8,068	192.99	3,536	38.24%
11	Mientras mi caso está en trámite con el USCIS	13,639	10,111	199.43	5,654	43.25%
12	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	13,145	8,762	181.04	2,401	30.54%
13	Ciudadanía	12,282	8,266	72.59	1,925	18.16%
14	Contáctenos	11,867	7,896	150.62	1,783	33.79%
15	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	11,451	6,248	213.89	2,068	36.40%
16	Preguntas de la parte de educación cívica del Examen de Naturalización	11,088	4,151	95.67	1,745	23.88%
17	Familiares de Ciudadanos Estadounidenses	10,219	6,736	130.43	2,637	23.34%
18	Preguntas más frecuentes	9,961	8,504	268.38	6,914	68.17%
19	Tarjeta Verde para un Familiar de un Residente Permanente	8,504	5,786	156.01	2,944	32.94%
20	Viajes internacionales como Residente Permanente	8,426	6,292	195.13	3,775	47.86%
21	Tarifa de Inmigrante de USCIS	8,064	4,068	69.02	731	12.29%
22	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	7,883	5,404	121.07	584	16.29%
23	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	7,847	5,284	90.82	291	19.40%
24	El Examen de Naturalización	7,393	4,737	78.13	628	16.89%
25	Cómo renovar una Tarjeta Verde	7,037	4,413	159.06	2,415	36.49%

* “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