
U.S. Citizenship and Immigration Services (USCIS)

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

April 21, 2014

Revision History

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

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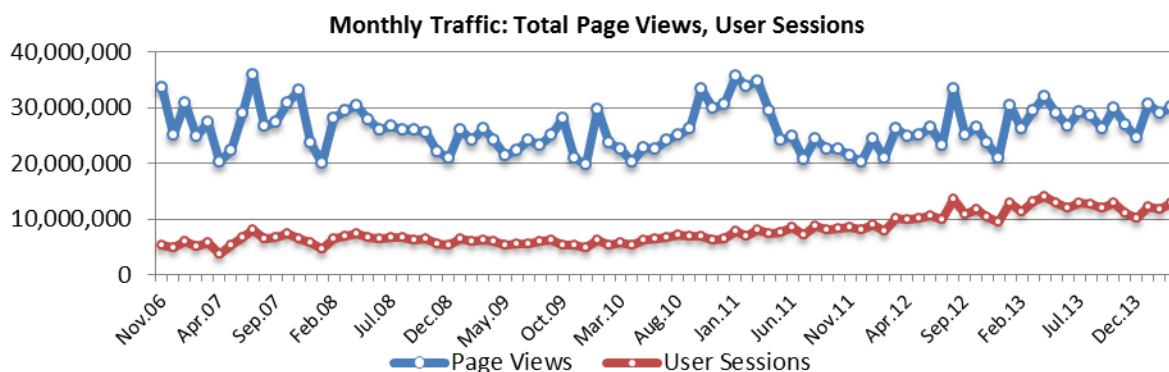
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Executive Summary

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

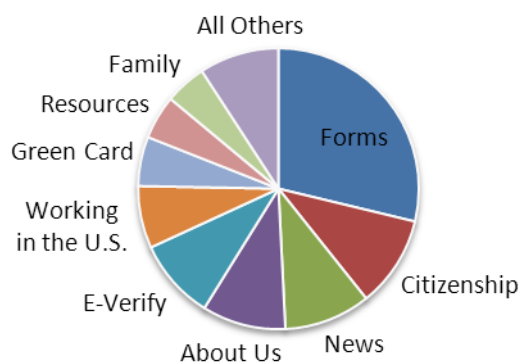
► Overall Traffic Volume Increased

Page views increased 3.55% over last month. User Sessions increased 11.49%. Repeat Visitors increased 9.52%. One-Time Visitors increased 13.46%. (See page 2 and 15.)



► Forms, News, Citizenship, and E-Verify Sections Attract a High Volume of Traffic

The Forms, News, Citizenship and E-Verify sections drew the most traffic. Traffic increased an average of 10.68% compared to last month. Traffic to the Working in the U.S. section increased 25.80%. Traffic to the Forms section increased 13.15%. (See Page 4)



► Customer Satisfaction Scores This Month

The score for USCIS.gov increased from 70 to 75 with 1,318 respondents this month. The score for USCIS-ES.gov increased from 83 last month to 87 this month with 131 respondents this month. (See page 11.)

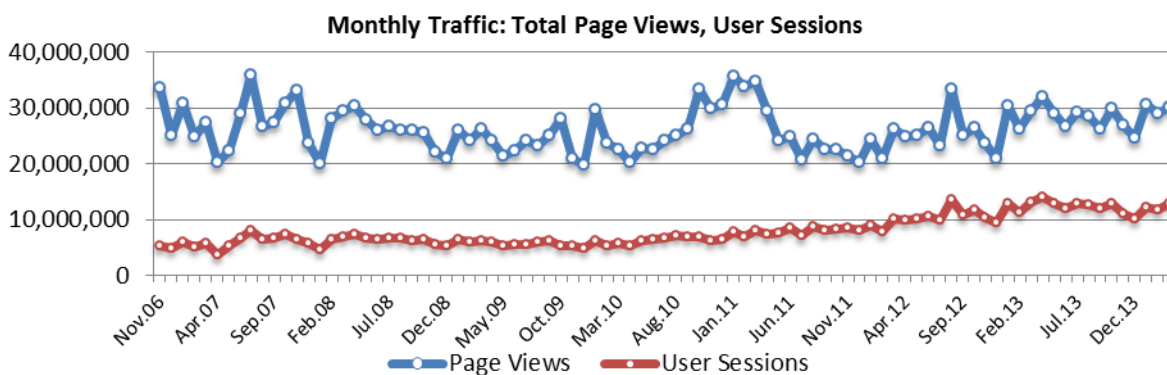
USCIS	USCIS-ES	Federal Govt.
75	87	72

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 3.55% over last month. User Sessions increased 11.49%. Repeat Visitors increased 9.52%. One-Time Visitors increased 13.46%.

Metric	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14
Overall							
User Sessions (Visits)	11,902,853	12,857,087	11,157,294	10,075,962	12,287,853	11,656,699	12,995,691
Avg. Weekday User Sessions	463,585	474,595	424,763	370,807	444,456	470,068	489,914
Avg. Session Length (min.)	3:26	3:13	3:52	4:01	4:13	4:02	3:54
Unique Visitors	5,816,729	6,218,618	5,873,961	5,248,022	6,317,900	5,922,484	6,649,694
One-Time Visitors	4,050,221	4,297,204	4,170,007	3,722,930	4,451,856	4,143,514	4,701,384
Repeat Visitors	1,766,508	1,921,414	1,703,954	1,525,092	1,866,044	1,778,970	1,948,310
Page Views	26,327,568	29,810,566	26,932,738	24,546,671	30,489,085	29,069,518	30,044,008
Page Views & Documents Hit	47,238,953	52,345,525	49,250,558	40,909,284	54,532,613	58,763,917	59,353,328
Sessions by Content Area *							
About Us	99,378	91,547	34,170	320,300	421,859	416,314	418,495
Citizenship	120,710	117,239	392,342	343,562	485,073	454,066	468,542
Forms	1,090,320	1,048,548	1,200,593	1,091,481	1,356,308	1,241,907	1,405,252
Outreach	58,491	55,714	40,771	40,997	50,016	33,743	38,868
Laws	104,247	100,006	128,188	109,271	116,545	102,742	108,651
News	146,939	173,077	502,078	420,236	460,554	429,617	482,067
E-Verify	249,691	299,886	362,333	335,098	413,941	401,499	435,540
Resources	124,808	117,953	213,962	196,145	225,239	218,722	243,746
Working in the U.S.	36,335	32,990	291,613	259,945	334,053	309,136	388,891
Family	31,135	28,567	236,304	200,852	250,035	205,624	223,761
Adoption	9,369	8,951	43,824	22,957	23,186	20,791	23,198
Green Card	221,005	233,156	250,148	216,938	272,684	245,278	257,730
Humanitarian	6,851	6,560	213,303	173,769	185,311	181,668	221,650
Visit the U.S.	21,887	17,578	41,832	34,843	39,457	34,886	38,606
Military	11,253	9,445	23,862	21,569	26,672	23,089	25,397

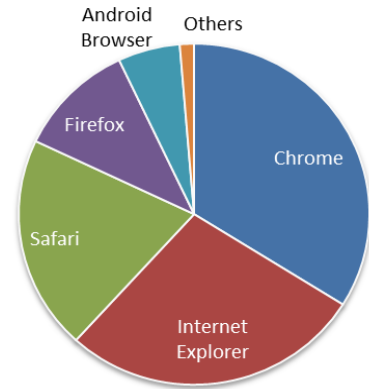
*Total user sessions that included views of these top-level landing pages.



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 10.71% over last month. Site traffic by Chrome browsers increased 13.41%. Site traffic by Internet Explorer browsers increased 9.60%. Site traffic by Safari browsers increased 9.64%.



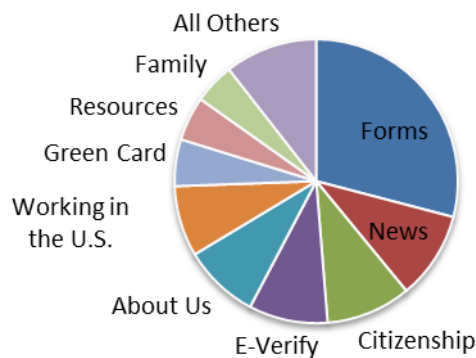
Browser	Browser Version	Visits	Pages / Visit	Avg. Visit Duration
Safari	7.0	979,048	3.01	3:12
Chrome	33.0.1750.154	932,182	3.62	4:31
Internet Explorer	11.0	914,263	4.02	5:20
Chrome	33.0.1750.146	759,302	3.58	4:25
Firefox	27.0	660,802	3.57	4:32
Internet Explorer	8.0	562,778	3.88	5:23
Android Browser	4.0	471,904	3.15	3:39
Internet Explorer	9.0	394,624	3.93	4:42
Internet Explorer	10.0	392,344	4.14	5:08
Chrome	33.0.1750.117	280,921	3.65	4:31
Safari	7.0.2	162,445	3.73	4:24
Safari	6.0	125,742	3.15	3:38
Chrome	33.0.1750.136	104,890	3.06	3:10
Chrome	1.5	100,047	2.89	2:54
Firefox	28.0	98,383	3.51	4:29
Chrome	33.0.1750.152	95,476	3.61	4:02
Internet Explorer	7.0	75,808	3.54	4:16
Safari	8536.25	75,205	4.14	4:22
Chrome	33.0.1750.166	70,257	3.01	3:08
Safari	5.1.9	68,090	3.95	4:35
Chrome	32.0.1700.107	49,453	3.61	4:34
Safari	6.1.2	44,872	3.81	4:37
Safari	7.0.1	43,001	3.73	4:37
Safari	6.1.1	42,769	3.96	4:49
Chrome	31.0.1650.63	42,027	3.55	4:33

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 E-Verify sections drew the most traffic. Traffic increased an average of 10.68% compared to last month. Traffic to the Working in the U.S. section increased 25.80%. Traffic to the Forms section increased 13.15%.

Content Area Landing Page	User Sessions	Change from last month
Forms	1,405,252	13.15%
News	482,067	12.21%
Citizenship	468,542	3.19%
E-Verify	435,540	8.48%
About Us	418,495	0.52%
Working in the U.S.	388,891	25.80%
Green Card	257,730	5.08%
Resources	243,746	11.44%
Family	223,761	8.82%
Humanitarian	221,650	22.01%
Laws	108,651	5.75%
Outreach	38,868	15.19%
Visit the U.S.	38,606	10.66%
Military	25,397	10.00%
Adoption	23,198	11.58%
Total	4,780,394	10.68%



* "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 17.74% and Transactions increased 26.58%.

	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14
Page Views on Landing Page	22,688	24,485	25,326	23,587	22,479	7,303	9,507	13,861	19,317	22,744
- Transactions	13,457	15,341	16,456	14,329	14,302	13,171	14,009	13,927	13,623	17,244

	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13	May.13
Page Views on Landing Page	33,968	26,182	25,379	22,656	18,708	23,753	20,934	23,826	23,837	24,159
- Transactions	26,136	18,187	17,008	14,421	11,448	13,081	10,930	13,627	13,751	14,711

	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12
Page Views on Landing Page	25,260	29,930	28,005	32,342	27,787	30,585	29,569	29,543	30,274	32,278
- Transactions	19,672	19,777	21,375	25,048	20,882	23,919	22,893	23,525	22,939	23,731

	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11
Page Views on Landing Page	18,296	22,190	22,562	27,118	24,183	32,553	36,238	29,879	29,076	26,112
- Transactions	13,401	15,828	17,096	21,085	19,472	22,862	25,464	21,749	21,772	20,002

	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10
Page Views on Landing Page	27,712	29,196	26,796	27,990	26,338	33,403	37,913	35,005	24,986	19,561
- Transactions	14,888	16,721	17,887	18,565	16,521	19,017	22,584	21,597	16,757	13,696

	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10
Page Views on Landing Page	14,598	15,717	17,664	27,387	18,562	15,861	14,056	17,725	28,414	30,624
- Transactions	14,787	13,991	16,170	12,214	16,442	12,222	12,397	14,984	16,994	19,228

	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996	10,174	11,946	11,804	13,543
- Transactions	3,952	12,398	9,549	10,573	11,783	10,536	10,477	12,398	11,808	13,543

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 0.14%. Page Views of the USCIS Homepage increased 1.22%. Page Views of the Forms page increased 13.89%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	5,250,362	3,960,713	1:56	3,675,595	49.88%
2	Naturalization Self-Test 1	2,518,943	161,169	0:18	59,071	18.94%
3	Forms	1,659,095	1,137,806	0:55	330,818	18.70%
4	Naturalization Self-Test 2	1,030,642	50,907	0:17	5,544	28.07%
5	Application for Naturalization	908,426	483,067	3:18	163,291	53.13%
6	Petition for Alien Relative	685,071	386,325	3:09	123,555	47.14%
7	Naturalization Self-Test 3	551,937	26,283	0:16	3,022	29.58%
8	Application for Employment Authorization	408,521	227,835	2:53	79,725	46.58%
9	Application to Replace Permanent Resident Card	406,279	223,671	3:19	63,649	46.19%
10	Application to Register Permanent Residence or Adjust Status	401,708	238,529	2:48	52,802	44.98%
11	Affidavit of Support Under Section 213A of the Act	382,166	229,634	3:51	80,128	50.03%
12	E-Verify	357,310	262,291	1:22	221,391	56.99%
13	Espanol Homepage	354,601	229,669	1:56	91,315	50.16%
14	Green Card	334,209	240,179	0:51	88,082	22.32%
15	100 Civics Questions and Answers with MP3 Audio (English version)	300,263	114,019	2:15	86,187	71.63%
16	Apply for Citizenship	257,185	187,459	1:25	52,461	25.90%
17	Naturalization Self-Test 4	240,365	17,605	0:16	2,268	36.11%
18	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	221,467	135,599	2:44	16,412	48.77%
19	U.S. Citizenship	212,539	150,167	1:08	63,913	27.73%
20	Employment Eligibility Verification	209,161	155,482	2:04	106,207	73.77%
21	USCIS ELIS	208,982	137,902	3:53	82,024	61.25%
22	Renew a Green Card	201,316	139,324	1:18	58,205	23.29%
23	Application for Travel Document	200,941	120,931	3:26	40,146	49.63%
24	Green Card Through Family	200,011	151,536	0:54	10,063	30.72%
25	Filing Fees USCIS	186,342	120,488	1:03	13,834	32.95%

* "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 decreased 1.30%, from 29.7 million in February to 29.3 million in March. The most downloaded file this month was the “i-9.pdf” with 4.1 million downloads, 17.01% more than last month. The “n-400.pdf” was the second most hit file, downloaded 1.46 million times in March, up 6.98% over last month. The “g-1145.pdf”, “i-130instr.pdf”, and “A4en.pdf” were viewed 199.73%, 320.26% and 144.08% more than last month.

	Top 25 Downloaded Files	Hits	% of
1	sites/default/files/files/form/i-9.pdf	4,100,555	13.99%
2	sites/default/files/files/form/n-400.pdf	1,460,077	4.98%
3	sites/default/files/files/form/g-1145.pdf	1,098,995	3.75%
4	sites/default/files/files/form/m-274.pdf	1,041,269	3.55%
5	sites/default/files/files/form/i-130instr.pdf	930,861	3.18%
6	sites/default/files/USCIS/Resources/A4en.pdf	826,448	2.82%
7	sites/default/files/files/form/n-400instr.pdf	796,884	2.72%
8	sites/default/files/files/form/i-129.pdf	603,848	2.06%
9	sites/default/files/files/article/M-476.pdf	589,257	2.01%
10	sites/default/files/files/form/i-765.pdf	558,420	1.91%
11	sites/default/files/files/form/i-864instr.pdf	453,976	1.55%
12	sites/default/files/files/form/i-765instr.pdf	445,022	1.52%
13	sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Veri...	426,817	1.46%
14	sites/default/files/files/form/i-864p.pdf	391,906	1.34%
15	sites/default/files/files/form/i-864.pdf	389,070	1.33%
16	sites/default/files/files/article/attachments.pdf	356,362	1.22%
17	sites/default/files/files/form/i-90instr.pdf	314,295	1.07%
18	sites/default/files/files/form/i-130.pdf	311,606	1.06%
19	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	284,665	0.97%
20	sites/default/files/files/form/i-131instr.pdf	245,914	0.84%
21	sites/default/files/files/form/i-485instr.pdf	245,217	0.84%
22	sites/default/files/USCIS/Verification/E-Verify/E-Verify from Controlled Vocabul...	233,990	0.80%
23	sites/default/files/files/form/i-90.pdf	218,415	0.75%
24	sites/default/files/USCIS/Office of Citizenship/Citizenship Resource Center Site...	210,819	0.72%
25	sites/default/files/files/form/i-751instr.pdf	190,150	0.65%
Total Downloaded Files this Month >		29,309,320	100.00%

Top 25 Referring Sites Sending Traffic to CSWP

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

► **Notable changes this month:** Referrals on average decreased 0.52%. Referrals from travel.state.gov increased 3.69% from last month. Referrals from r.search.yahoo.com increased 38.74%.

	Source / Medium	Visits	% New Visits*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	google	4,179,156	34.87%	48.44%	3.71	4:32
2	(direct)	2,500,258	50.35%	52.87%	3.40	4:01
3	bing	352,022	32.70%	41.22%	4.05	4:43
4	travel.state.gov	156,749	32.24%	43.38%	3.23	5:39
5	yahoo	154,821	25.63%	47.08%	3.61	4:20
6	search.uscis.gov	142,245	1.68%	42.22%	3.39	5:48
7	r.search.yahoo.com	82,367	39.50%	37.06%	4.53	5:52
8	google / cpc	40,753	48.69%	49.24%	3.12	2:34
9	links.govdelivery.com	28,394	23.13%	46.69%	3.17	4:02
10	dhs.gov	27,975	51.96%	43.30%	3.92	5:03
11	ask	22,657	35.54%	46.52%	4.02	4:40
12	visajourney.com	17,829	16.62%	65.08%	2.23	2:52
13	Bing Paid Search / Keyword Search	16,527	56.66%	47.37%	2.88	2:02
14	ustraveldocs.com	16,088	50.55%	51.90%	2.95	4:36
15	usa.gov	15,501	63.87%	38.24%	4.69	6:03
16	search.dhs.gov	15,469	50.31%	39.69%	4.06	5:21
17	BrandExchange / Online Display Banner	15,394	73.65%	89.67%	1.16	0:17
18	facebook.com	15,271	37.94%	54.30%	4.80	4:25
19	aol	14,397	27.96%	34.88%	4.44	5:28
20	m.facebook.com	12,634	58.58%	69.19%	2.89	2:13
21	nolo.com	9,932	39.78%	53.21%	2.82	4:02
22	answers.yahoo.com	9,764	53.15%	52.84%	2.92	3:17
23	search.tb.ask.com	8,503	36.12%	39.59%	4.26	6:44
24	us.wow.com	7,971	44.55%	45.19%	5.33	5:26
25	trackitt.com	7,951	25.33%	73.79%	1.72	1:43

* 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 10.10% over last month. Searches of “uscis” increased 4.75% over last month. Searches of “uscis case status” decreased 10.21% over last month. Searches for “uscis forms” increased 21.99%.

	Search Term	Visits	% New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,713,080	35.07%	48.01%	3.72	4:37
2	uscis	144,586	25.21%	39.32%	3.97	4:54
3	uscis.gov	46,026	21.64%	34.70%	4.23	5:44
4	www.uscis.gov	30,034	21.60%	39.29%	4.08	5:34
5	uscis case status	24,221	15.69%	63.36%	2.26	2:15
6	uscis forms	18,397	25.40%	21.50%	4.12	6:21
7	immigration	9,641	43.76%	40.74%	4.45	5:15
8	http://www.uscis.gov/	9,416	15.97%	50.18%	3.41	4:40
9	everify	9,344	31.20%	59.30%	2.65	1:58
10	http://uscis.gov/	8,381	19.59%	47.07%	3.57	4:16
11	ins	7,948	47.21%	35.02%	4.92	5:30
12	e verify	7,139	34.47%	56.13%	2.85	2:11
13	e-verify	5,831	33.03%	54.81%	3.04	2:52
14	us immigration	5,326	45.98%	32.99%	5.25	6:17
15	uscis elis	4,062	21.91%	58.30%	2.51	3:48
16	i9	3,994	66.12%	74.59%	1.69	1:01
17	citizenship test	3,450	43.01%	36.29%	17.94	7:11
18	i-9	3,295	62.94%	63.46%	2.06	1:16
19	green card renewal	3,163	45.94%	27.79%	4.29	5:38
20	green card	2,961	54.31%	30.19%	4.56	4:53
21	uscis gov	2,960	17.40%	42.20%	4.48	5:06
22	i-9 form 2014	2,929	68.62%	76.68%	1.54	0:53
23	uscis home page	2,817	18.25%	31.81%	4.30	5:33
24	i-9 form	2,746	63.04%	66.24%	1.88	1:00
25	美国移民局	2,542	37.45%	52.79%	3.27	4:44

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP main site's internal search engine indicate what is most important to CSWP visitors once they enter the site.

► **Notable changes this month:** Total queries increased 7.71% from 1,564,354 in February to 1,685,034 in March. Searches for “case status” decreased 11.06%. Searches for “i-864”, and “i-765” increased 35.24% and 24.58% respectively.

Phrase	Count
case status	15,530
check my case status	9,393
status of my case	8,944
case status check online	7,238
i-864	7,008
i-864	7,008
i-130	6,984
i-765	6,204
status	5,645
my case status	5,592
i-485	5,071
g-325a	5,046
processing times	4,966
n-400	4,464
infopass	4,432
change of address online	4,344
h1b	4,333
n400	4,045
daca	4,020
change of address	3,979
i-131	3,843
i-131	3,843
i-90	3,611
i864	3,603
info pass make appointment	3,426

Phrase	Count
i130	3,398
i130	3,398
case status by case number	3,335
forms	3,294
elis	3,254
elis	3,254
my case status check online	3,206
check status	3,151
g325a	3,131
g-325a form	3,131
visa bulletin	3,101
i-751	3,092
poverty guidelines 2014	2,910
i765	2,867
i-129	2,823
processing time	2,795
civil surgeon locator	2,592
i-912	2,574
tps	2,570
status of my application	2,522
i-94	2,466
i485	2,433
deferred action	2,411
i-864a	2,403
login	2,383

Surveys of User Satisfaction

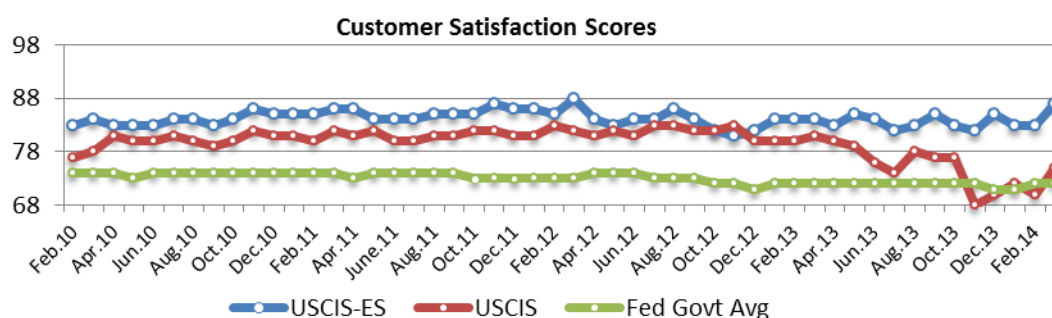
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov increased from 83 last month to 87 this month with 131 respondents this month. The score for USCIS.gov increased from 70 to 75 with 1,318 respondents this month.

This Month's Average Customer Satisfaction Scores

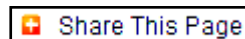
USCIS	USCIS-ES	Federal Govt.
75	87	72



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	3%	5%
Check My Case Status	15%	15%
Green Card Information	14%	11%
Get General Information Before I File My Case	12%	18%
Download Form(s)	12%	7%
Find Form(s)	14%	10%
Primary Method Used to Find Information		
Site's Search Feature	21%	31%
Links on the pages	24%	13%
Forms search	16%	N/A
Top Navigation Bar	15%	21%
Homepage banners, icons, ads	6%	6%
Used an External Search Engine (e.g., Google)	10%	12%
Just Browsing	6%	15%
Site Map	2%	2%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	24%	23%
Naturalized U.S. Citizen	21%	18%
U.S. Born Citizen	19%	3%
Citizen of a Foreign Country	9%	17%
Visitor/Nonimmigrant	3%	14%

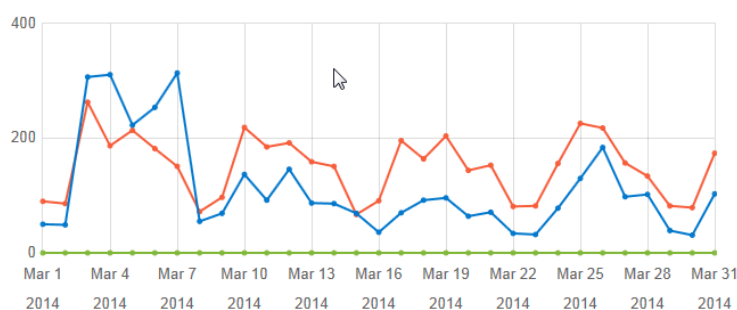
Social Media Activity Using Links on CSWP Pages



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:** Facebook was the top sharing service this month with 991 shares, followed by Email with 943 shares. The “USCIS Home Page” resulted in 203 shares but 0 clicks.

Daily Shares and Clicks



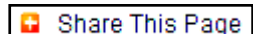
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	991	1680	170%
2	Email	943	1241	132%
3	Gmail	579	382	66%
4	Twitter	954	135	14%
5	Favorites	71	31	44%
6	AOL Mail	17	20	118%
7	Email App	4	9	225%
8	Google+ Share	14	4	29%
9	Blogger	2	3	150%
10	Vkontakte	2	2	100%
-	All Others	1,080	2	4%
	Total	4,656	3,509	105%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Homepage	203	0	0%
2	USCIS ELIS	183	6	3%
3	Application to Replace Permanent Resident	146	11	8%
4	Application for Naturalization	138	70	51%
5	Temporary Protected Status Extended for	136	515	379%
6	Petition for Alien Relative	116	77	66%
7	Application To Extend/Change Nonimmigrant	95	2	2%
8	Application for Employment Authorization	83	19	23%
9	Forms	62	20	32%
10	Your Guide to InfoPass	53	3	6%
-	All Others	3,442	2,786	68%
	Total	4,656	3,509	105%

* 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.

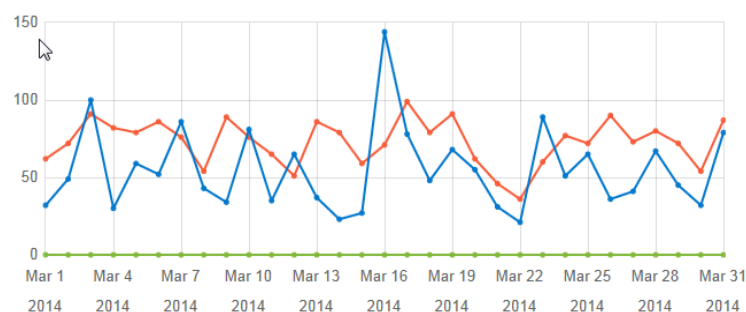
Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,571 shares, resulting in 820 clicks. The “Naturalization Self-Test” was shared a total of 1,281 times and resulted a total of in 655 clicks.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Email	330	832	252%
2	Facebook	1571	820	52%
3	Gmail	42	39	93%
4	Twitter	279	11	4%
5	PrintFriendly	1	0	0%
6	AOL Mail	1	0	0%
7	Y! Mail	24	0	0%
8	Hotmail	9	0	0%
9	Email App	1	0	0%
	Total	2,256	1,703	45%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Naturalization Self-Test 1 USCIS	685	421	61%
2	Naturalization Self-Test 2 USCIS	237	73	31%
3	Naturalization Self-Test 1 USCIS (English)	172	135	78%
4	100 Civics Questions and Answers with MP3 Audio	166	356	214%
5	Naturalization Self-Test 3 USCIS	113	6	5%
6	100 Civics Questions and Answers with MP3 Audio	112	244	218%
7	Study for the Test	112	119	106%
8	Apply for Citizenship	79	50	63%
9	Naturalization Self-Test 4 USCIS	74	20	27%
10	Study for the English Test	41	61	149%
-	Naturalization Self-Test 1 USCIS	685	421	61%
	Total	2,256	1,703	45%

* 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 1,872,711 email bulletins to subscribers, 87.72% more than the previous month. Tweets decreased from 96 to 87. Twitter followers increased 3.64% over last month.

	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14
GovDelivery Emails Issued	17	22	22	18	17	16	28
Emails Distributed to Subscribers	1,516,924	1,657,058	2,333,107	1,719,876	1,214,810	997,583	1,872,711
Subscribers at End of Month	403,834	402,895	401,817	401,575	403,424	405,252	406,632
Subscriptions	1,234,000	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826	1,258,551
Total Subscribable Topics	54	54	55	55	56	58	58
Tweets Issued	78	74	38	67	95	96	87
Twitter Followers at End of Month	29,890	30,747	31,275	32,182	33,400	34,057	35,297

	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13
GovDelivery Emails Issued	26	38	31	23	23	27	19
Emails Distributed to Subscribers	1,958,689	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262	911,515
Subscribers at End of Month	351,570	355,875	388,352	389,453	391,206	399,076	401,420
Subscriptions	1,108,975	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556	1,221,140
Total Subscribable Topics	46	48	50	52	52	52	52
Tweets Issued	115	37	84	22	71	55	40
Twitter Followers at End of Month	21,769	22,606	25,461	26,250	27,022	28,026	28,910

	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13
GovDelivery Emails Issued	21	32	17	21	21	20	27
Emails Distributed to Subscribers	1,544,738	1,756,493	990,637	1,854,492	1,178,514	1,205,772	976,597
Subscribers at End of Month	334,609	340,036	344,324	346,798	351,251	352,647	350,708
Subscriptions	1,007,796	1,031,839	1,047,022	1,061,009	1,076,205	1,085,296	1,099,382
Total Subscribable Topics	28	44	44	45	45	45	46
Tweets Issued	90	57	38	127	83	28	48
Twitter Followers at End of Month	15,765	17,457	18,000	18,688	19,308	20,097	20,932

	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12
GovDelivery Emails Issued	19	22	22	27	25	23	21
Emails Distributed to Subscribers	601,109	736,827	1,221,048	2,963,679	1,611,791	1,964,307	1,884,932
Subscribers at End of Month	330,474	333,374	332,119	332,995	334,004	336,238	331,965
Subscriptions	966,217	980,518	983,532	991,403	999,404	1,008,018	1,003,501
Total Subscribable Topics	23	23	23	23	23	23	23
Tweets Issued	139	91	184	90	118	143	185
Twitter Followers at End of Month	10,977	11,727	12,287	12,767	13,591	14,320	15,209

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 9.70% and 4.46% respectively.

	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14
User Sessions (Visits)	499,816	470,867	434,452	467,054	433,526	364,061	477,615	459,405	503,973
Avg. Weekday User Sessions	17,856	17,219	16,439	16,888	16,078	13,032	16,902	18,086	18,599
Avg. Session Length (min.)	3:14	3:34	3:30	2:45	2:58	3:10	3:29	3:16	3:11
Unique Visitors	297,206	285,054	272,496	289,311	268,679	224,521	295,320	284,194	317,456
One-Time Visitors	213,046	206,102	201,250	212,080	195,669	163,895	214,223	206,587	234,215
Repeat Visitors	84,160	78,942	71,246	77,231	73,010	60,626	81,097	77,607	83,241
Page Views	1,156,951	1,128,095	1,022,877	1,053,431	906,910	796,098	1,097,095	1,040,189	1,086,537

	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13
User Sessions (Visits)	381,839	325,894	288,989	504,059	420,391	467,798	461,293	443,545	432,200
Avg. Weekday User Sessions	13,724	11,982	10,457	17,922	16,686	17,359	17,223	16,066	16,568
Avg. Session Length (min.)	3:14	3:09	3:07	3:20	3:13	3:19	3:07	2:54	2:54
Unique Visitors	217,521	187,986	166,260	292,221	245,351	272,923	273,586	263,881	261,522
One-Time Visitors	151,191	132,147	116,942	204,703	173,142	193,205	196,540	190,103	188,705
Repeat Visitors	66,330	55,839	49,318	87,518	72,209	79,718	77,046	73,778	72,817
Page Views	955,331	810,104	724,952	1,330,386	1,065,459	1,176,352	1,114,958	1,086,578	999,787

	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12
User Sessions (Visits)	263,441	210,322	265,596	267,754	268,250	301,449	299,018	574,089	359,811
Avg. Weekday User Sessions	9,519	8,085	9,570	10,155	9,746	11,319	10,881	21,075	13,737
Avg. Session Length (min.)	4:41	4:33	4:27	4:30	4:19	3:50	3:38	3:41	3:19
Unique Visitors	159,324	129,315	160,346	161,864	164,587	180,773	177,183	329,881	209,457
One-Time Visitors	113,935	92,780	114,899	117,086	120,182	130,130	126,320	227,673	147,330
Repeat Visitors	45,389	36,535	45,447	44,778	44,405	50,643	50,863	102,208	62,127
Page Views	919,967	731,633	865,679	857,952	855,025	881,459	828,882	1,580,056	940,322

	Apr.11	May.11	June.11	July.11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11
User Sessions (Visits)	176,696	185,610	196,817	162,353	204,745	192,716	193,747	205,068	187,638
Avg. Weekday User Sessions	6,632	6,837	7,308	5,835	7,373	7,219	7,166	7,593	6,804
Avg. Session Length (min.)	6:40	6:15	5:39	5:43	5:29	5:14	5:08	4:15	4:08
Unique Visitors	125,578	135,218	137,076	115,347	142,592	134,110	130,781	125,143	111,701
One-Time Visitors	103,099	112,437	109,868	92,900	114,021	107,163	102,649	91,339	80,470
Repeat Visitors	22,479	22,781	27,208	22,447	28,571	26,947	28,132	33,804	31,231
Page Views	801,932	821,251	809,944	660,082	815,597	729,217	737,968	683,600	610,435

	July.10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
User Sessions (Visits)	157,387	177,412	173,204	167,980	174,783	154,120	198,854	178,609	203,971
Avg. Weekday User Sessions	5,719	6,451	6,419	6,218	6,424	5,505	7,389	7,074	7,342
Avg. Session Length (min.)	7:19	7:26	7:14	6:57	6:50	6:46	7:34	7:03	6:50
Unique Visitors	114,110	127,148	125,245	120,893	122,632	108,304	142,221	127,066	146,794
One-Time Visitors	93,547	103,917	102,485	99,318	100,232	89,501	116,111	103,723	121,216
Repeat Visitors	20,563	23,231	22,760	21,575	22,400	18,803	26,110	23,343	25,578
Page Views	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827	883,545	979,563

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** The USCIS-ES homepage was viewed 353,649 times in March compared to 353,274 times in February, an increase of 0.11%. Page Views were up an average of 5.77%. Page Views of the “Trámite y procedimientos para la Tarjeta Verde” page were up 10.31% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	353,649	229,127	2:16	218,180	43.94%
2	Formularios	61,789	40,080	1:21	7,456	13.22%
3	Petición de Familiar Extranjero	33,082	19,419	2:58	5,343	29.89%
4	Trámite y procedimientos para la Tarjeta Verde	26,579	17,985	1:38	6,108	20.58%
5	Tarjeta Verde	23,469	15,854	0:53	2,739	11.93%
6	Solicitud de Naturalización	22,123	12,893	3:46	5,193	38.62%
7	El examen de naturalización: Materiales de estudio	21,249	13,117	2:47	5,497	36.08%
8	Noticias	19,975	15,594	1:10	1,027	14.90%
9	Familiares de Ciudadanos Estadounidenses	19,517	13,132	2:23	7,482	29.76%
10	Tarjeta Verde a través de la Familia	19,511	13,669	1:01	565	10.27%
11	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	17,203	11,711	3:09	2,945	30.63%
12	Ciudadanía	16,119	10,953	1:18	2,506	17.66%
13	Mientras mi caso está en trámite con el USCIS	15,384	11,347	3:29	5,734	40.78%
14	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	15,366	8,188	3:47	2,421	34.72%
15	Contáctenos	14,110	9,630	2:43	2,217	33.40%
16	Tarifa de Inmigrante de USCIS	10,851	5,478	1:15	801	11.61%
17	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	10,012	6,877	2:04	817	17.18%
18	Tarjeta Verde para un Familiar de un Residente Permanente	9,940	6,714	2:37	3,060	29.65%
19	El Examen de Naturalización	9,762	6,318	1:24	756	15.98%
20	Preguntas de la parte de educación cívica del Examen de Naturalización	9,613	4,923	2:28	1,761	31.71%
21	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	9,257	6,361	1:34	270	18.45%
22	Formularios - Información general	9,244	6,990	1:31	511	15.11%
23	Cónyuge	8,898	6,526	3:22	4,631	44.05%
24	Consideración de Acción Diferida para los Llegados en la Infancia	8,788	6,140	3:28	3,384	43.81%
25	Cómo renovar una Tarjeta Verde	8,624	5,347	2:46	2,896	35.30%

* “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	Oct.12	Nov.12	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13
Overall										
User Sessions (Visits)	11,671,194	10,284,884	12,883,272	11,232,816	13,054,074	14,002,078	12,856,939	11,975,859	12,939,373	12,587,530
Avg. Weekday User Sessions	430,054	389,283	468,368	458,133	498,802	537,034	477,448	477,207	476,235	473,711
Avg. Session Length (min.)	3:27	3:25	3:36	3:34	3:32	3:21	3:23	3:26	3:30	3:26
Unique Visitors	5,066,647	4,559,312	5,771,752	5,110,881	6,062,863	6,300,289	5,922,682	5,593,359	5,922,909	5,805,998
One-Time Visitors	3,301,442	2,991,868	3,784,790	3,389,095	4,060,733	4,225,480	4,026,973	3,796,034	4,018,741	3,950,691
Repeat Visitors	1,765,205	1,567,444	1,986,962	1,721,786	2,002,130	2,074,809	1,895,709	1,797,325	1,904,168	1,855,307
Page Views	26,419,699	23,794,270	30,374,649	26,271,267	29,482,509	31,913,322	28,904,327	26,739,749	29,105,484	28,537,701
Sessions by Content Area *										
About Us	90,546	80,966	96,930	86,962	95,949	100,920	95,729	91,229	113,832	97,951
Citizenship	11,4038	101,217	146,287	137,786	140,888	141,571	124,724	112,570	125,780	123,248
Forms	115,7153	998,077	1,242,511	1,133,153	1,330,224	1,293,104	1,213,928	1,133,694	1,219,265	1,153,956
Outreach	5,7454	52,076	64,117	56,358	63,171	65,907	60,865	58,571	62,564	60,610
Laws	11,1939	102890	137,252	114,608	121,305	123,325	106,882	100,060	110,431	107,039
News	19,2108	176,770	263,691	195,349	220,628	426,825	202,351	176,832	182,276	156,767
E-Verify	20,3351	177,603	231,984	228,938	255,085	261,385	164,341	240,505	241,199	236,722
Resources	12,6440	112,118	140,119	123,296	137,048	146,075	131,363	124,064	132,554	128,425
Working in the U.S.	3,5965	32,865	42,661	37,493	40,967	47,805	37,817	35,484	38,842	37,724
Family	2,9978	26,573	37,409	30,069	32,588	31,470	30,645	29,796	34,398	32,655
Adoption	9810	9,086	10,978	9,148	10,024	10,253	9,674	9,061	9,542	9,563
Green Card	24,7867	190,970	234,267	207,573	221,194	225,138	224,937	208,015	233,007	230,290
Humanitarian	6774	6,850	7,437	6,196	6,812	6,602	6,696	6,248	6,956	6,708
Visit the U.S.	2,1061	19,634	25,252	22,001	23,751	24,086	21,360	20,809	22,553	22,673
Military	1,1615	10,702	14,013	11,555	11,629	11,746	11,165	10,723	11,802	11,364
Find It Fast/Where to Start **	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	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May.12	Jun.12	Jul.12	Aug.12	Sep.12
Overall										
User Sessions (Visits)	8,061,305	9,054,347	7,786,568	10,049,045	9,828,942	10,203,184	10,656,049	9,978,616	13,516,962	10,818,060
Avg. Weekday User Sessions	299,837	338,954	311,086	375,883	385,859	381,037	418,048	374,331	503,642	430,197
Avg. Session Length (min.)	3:54	4:10	4:10	4:05	3:55	3:52	3:40	3:36	3:52	3:31
Unique Visitors	3,535,652	4,124,805	3,558,881	4,584,046	4,505,104	4,658,404	4,678,696	4,428,686	5,655,497	4,696,146
One-Time Visitors	2,298,967	2,674,683	2,291,531	2,986,425	2,969,156	3,081,186	3,045,962	2,894,146	3,526,984	1,672,809
Repeat Visitors	1,236,685	1,450,122	1,267,350	1,597,621	1,535,948	1,577,218	1,632,734	1,534,540	2,128,513	3,023,337
Page Views	20,308,769	24,290,487	20,941,368	26,332,388	24,821,220	25,146,312	26,476,708	23,287,354	33,300,720	25,079,951
Sessions by Content Area *										
About Us	72,844	82,804	73,329	89,719	84,294	86,491	85,301	82,647	95,222	82,735
Citizenship	69,167	90,373	75,321	102,392	108,297	112,581	118,162	126,222	136,344	126,627
Forms	912,710	1,095,947	1,070,601	1,251,327	1,127,949	1,133,084	1,113,112	1,061,369	1,438,379	1,130,524
Outreach	46,964	58,010	47,995	56,901	53,525	54,211	57,663	54,164	64,742	53,000
Laws	97,103	126,060	102,464	120,789	117,047	113,614	132,461	113,466	138,278	108,051
News	137,731	192,851	138,945	166,855	176,640	165,942	243,578	184,001	313,613	179,812
E-Verify	116,273	178,088	191,284	218,393	209,944	199,352	196,084	182,122	205,870	191,086
Resources	112,762	130,380	112,841	132,748	126,154	125,594	128,081	121,287	143,869	119,408
Working in the U.S.	24,666	29,189	23,697	30,567	33,094	33,613	38,379	35,310	41,153	33,976
Family	24,764	30,980	24,264	30,655	30,025	30,042	29,448	29,981	32,546	29,343
Adoption	7,655	8,516	7,058	9,448	9,343	9,037	9,201	8,958	10,191	9,127
Green Card	179,717	213,830	169,816	230,774	210,499	210,452	193,312	189,458	203,738	202,312
Humanitarian	4,887	5,398	4,336	5,630	5,433	5,687	6,054	6,184	9,520	6,434
Visit the U.S.	15,629	19,696	16,322	21,474	20,810	21,674	20,664	20,428	20,286	18,995
Military	9,506	11,337	8,949	11,871	11,042	11,297	11,182	11,308	12,152	10,824
Where to Start **	3,500	61,842	2,756	3,925	5,362	4,623	4,305	9,051	7,717	3,883

* 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.11	Mar.11	Apr.11	May.11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11
Overall										
User Sessions (Visits)	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597	7,190,559	8,729,499	8,083,309	8,240,661	8,425,421
Avg. Weekday User Sessions	286,854	295,712	286,247	288,201	328,615	267,701	323,364	309,926	316,576	322,343
Avg. Session Length (min.)	5:44	5:39	5:26	5:26	4:31	4:28	4:18	4:13	4:16	3:58
Unique Visitors	3,776,995	4,493,534	3,895,177	4,147,857	4,178,446	3,634,669	4,415,702	4,093,161	3,965,309	3,797,129
One-Time Visitors	2,777,181	3,350,342	2,867,698	3,082,141	2,888,846	2,543,514	3,101,345	2,872,856	2,735,000	2,489,553
Repeat Visitors	999,814	1,143,192	1,027,479	1,065,715	1,289,600	1,091,155	1,314,357	1,220,305	1,230,309	1,307,576
Page Views	33,929,814	34,692,919	29,388,427	24,125,433	24,734,792	20,812,450	24,299,199	22,489,840	22,445,121	21,308,987
Sessions by Content Area *										
About Us	98,524	109,628	89,796	91,339	88,386	74,253	89,196	81,115	80,749	76,365
Citizenship	87,967	103,337	81,760	79,268	81,202	67,319	85,058	85,945	84,633	78,091
Forms	1,164,374	1,340,818	1,097,365	1,123,881	1,171,331	943,683	1,132,808	1,055,878	1,059,362	982,874
Services & Benefits /Topics	65,527	72,620	59,960	61,514	55,836	48,264	62,527	55,001	54,108	50,887
Laws & Regulations	124,265	138,390	117,420	117,388	111,494	91,744	119,246	111,550	111,184	105,543
Press Room	155,571	174,121	157,709	159,993	139,712	115,383	158,690	141,405	143,919	143,480
E-Verify	106,542	139,493	109,429	112,473	164,327	152,655	190,476	127,080	126,490	116,562
Resources	151,675	169,754	138,738	143,632	139,534	115,628	137,690	128,951	127,869	116,768
Working in the U.S.	28,835	31,690	27,020	28,534	28,221	24,762	30,549	28,772	28,948	27,409
Family	29,387	31,539	25,445	25,973	24,935	21,953	27,669	27,456	27,774	25,563
Adoption	9,906	11,135	9,073	9,095	9,150	7,967	8,832	7,810	8,254	8,168
Green Card	215,522	232,481	200,992	220,851	218,117	201,993	217,517	209,829	240,278	196,242
Humanitarian	5,383	6,139	5,316	5,948	5,419	4,812	5,559	5,237	5,376	5,105
Visit the U.S.	24,840	27,325	24,002	24,996	23,248	19,813	21,055	19,243	18,842	17,370
Military	12,930	13,768	11,151	11,021	11,109	9,825	11,561	10,810	10,732	10,158
Where to Start **	15,395	17,392	19,649	13,934	18,363	14,608	9,445	6,498	4,412	3,277

* 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	Apr.10	May10	July10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
Overall										
User Sessions (Visits)	5,398,438	6,327,505	6,751,224	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865
Avg. Weekday User Sessions	208,630	244,816	255,985	255,985	271,581	265,128	264,060	255,144	232,727	298,594
Avg. Session Length (min.)	6:28	6:13	6:07	6:07	6:22	6:18	5:56	5:47	5:29	5:49
Unique Visitors	2,947,341	3,600,867	3,653,368	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165
One-Time Visitors	2,146,791	2,664,617	2,661,194	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138
Repeat Visitors	800,550	936,250	992,174	992,174	1,028,814	1,005,225	984,944	937,867	881,152	1,113,027
Page Views	20,154,233	22,714,164	24,051,793	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908
Sessions by Content Area *										
About Us	94,151	106,041	114,708	114,708	109,440	101,427	98,773	95,758	87,723	108,821
Citizenship	55,321	61,374	66,942	66,942	63,147	57,175	56,920	58,257	55,344	95,391
Immigration Forms	1,068,444	1,144,214	1,172,352	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509	991,126	1,254,781
Services & Benefits	90,488	100,533	108,366	108,366	75,634	69,001	68,237	65,636	59,977	74,130
Outreach	129,205	151,765	145,823	145,823	135,496	130,363	127,799	123,795	111,104	137,484
Laws & Regulations	174,936	187,917	200,039	200,039	200,278	182,290	174,488	165,384	145,577	180,481
Press Room	83,081	96,768	105,700	105,700	89,738	80,944	79,720	78,707	93,701	108,765
E-Verify	155,870	173,036		178,192	174,069	162,453	159,486	147,966	131,331	172,571

Metric	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10
Overall										
User Sessions (Visits)	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542
Avg. Weekday User Sessions	219,162	209,191	235,210	247,801	226,569	204,608	180,624	234,810	216,710	214,833
Avg. Session Length (min.)	5:14	4:52	4:37	4:45	4:57	4:51	4:54	5:20	6:40	6:40
Unique Visitors	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536
One-Time Visitors	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920
Repeat Visitors	802,299	868,993	941,663	995,079	956,671	839,536	782,310	995,087	801,494	875,616
Page Views	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875
Sessions by Content Area *										
About Us	119,211	122,388	114,798	128,002	109,752	89,859	81,596	103,769	95,240	103,178
Citizenship	164,056	173,580	173,960	124,670	79,053	63,211	48,197	67,866	59,213	61,260
Immigration Forms	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390
Services & Benefits	404,631	427,377	410,303	411,679	287,010	231,727	216,666	284,063	231,684	20,275
Outreach	--	--	--	--	163,275	135,007	122,987	160,671	137,555	138,535
Laws & Regulations	205,646	211,171	202,323	214,631	161,045	127,746	126,476	170,202	138,273	180,215
Press Room	96,552	76,960	72,934	121,675	80,879	69,616	56,744	62,792	61,467	71,499
E-Verify	56,338	52,642	66,692	107,133	186,097	150,560	144,691	187,523	170,010	171,707

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

CSWP Visitor Traffic (cont.)

Metric	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09
Overall										
User Sessions (Visits)	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380
Avg. Weekday User Sessions	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275	207,627
Avg. Session Length (min.)	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09	5:15
Unique Visitors	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487
One-Time Visitors	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870
Repeat Visitors	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247	764,617
Page Views	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157
Sessions by Content Area *										
About Us	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837	116,936
Citizenship	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602	164,469
Immigration Forms	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667
Services & Benefits	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478	381,692
Laws & Regulations	--	--	--	--	--	--	--	--	--	--
Press Room	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692	214,995	195,640
E-Verify	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553	177,940	107,841
	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224	53,394	46,486
Metric	Oct.07	Nov.07	Dec.07	Jan.08	Feb.08	Mar.08	Apr.08	May 08	June08	July08
Overall										
User Sessions (Visits)	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017
Avg. Weekday User Sessions	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205	251,248
Avg. Session Length (min.)	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03	5:03
Unique Visitors	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981
One-Time Visitors	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199
Repeat Visitors	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084	941,782
Page Views	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945
Sessions by Content Area *										
About Us	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501	145,354
Citizenship	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304	238,600
Immigration Forms	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952
Services & Benefits	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686	490,004
Laws & Regulations	254,516	230,635	187,927	170,627	242,130	238,908	239,878	--	--	--
Press Room	162,919	123,607	92,657	87,572	147,438	192,065	385,116	220,773	215,500	217,826
E-Verify	38,302	34,571	29,467	27,676	29,931	28,142	54,780	217,584	190,372	139,343
								54,543	78,978	48,537

* 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	Aug.06	Nov.06	Dec.06	Jan.07	Mar.07	Apr.07	June07	May07	July07	Aug.07	Sep.07
Overall											
User Sessions (Visits)	6,615,892	5,227,836	4,813,792	5,977,794	5,743,320	3,718,038	6,752,419	5,213,504	8,125,806	6,512,486	6,702,477
Avg. Weekday Sessions		198,576	183,354	219,122	215,892	149,707	267,605	198,855	310,510	246,209	268,492
Avg. Session Length (min.)	9:19	6:40	5:58	6:01	5:38	5:11	5:10	5:08	5:38	4:57	4:58
Unique Visitors	3,011,114	2,655,767	2,334,857	2,786,007	2,626,690	1,720,609	2,900,172	2,354,930	3,346,430	2,799,902	2,919,726
One-Time Visitors	2,202,643	1,942,268	1,665,337	1,936,981	1,796,028	1,172,099	1,930,689	1,594,109	2,175,277	1,888,909	1,977,187
Repeat Visitors	808,471	713,499	669,520	849,026	830,662	548,510	969,483	760,821	1,171,153	910,993	942,537
Page Views	48,024,615	33,696,881	25,091,517	30,829,277	27,471,996	20,333,101	28,991,101	22,378,037	35,853,308	26,721,990	27,388,813
About USCIS & FOIA	124,400	232,057	153,665	190,695	189,575	107,418	182,544	146,569	224,016	161,335	162,743
Citizenship	303,690	311,291	259,610	340,528	318,294	166,614	324,840	253,079	518,522	232,039	239,350
Forms, Fees, Fingerprints	2,177,214	1,272,993	1,051,401	1,394,187	1,396,462	734,079	1,493,319	1,094,513	2,288,096	1,223,194	1,193,541
Services and Benefits	1,265,599	739,869	528,733	663,433	585,754	334,303	597,038	459,238	741,264	512,733	518,399
Field Offices	532,232	275,318	214,037	283,700	262,045	145,592	259,482	207,185	284,115	232,354	232,909
Laws and Regulations	316,047	117,788	92,883	102,350	121,579	182,934	163,819	167,884	288,576	261,337	227,123
Public Affairs		--	--	--	--	--	--	--	--	--	--
How Do I ...?											
CSSO											