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**U.S. Citizenship and Immigration Services (USCIS)**

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

**June 16, 2014**

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## Revision History

Version	Date	Name of Author	Summary of Changes
1.0	June 16, 2014	CSWP, Senior Business Analyst	Baseline Draft

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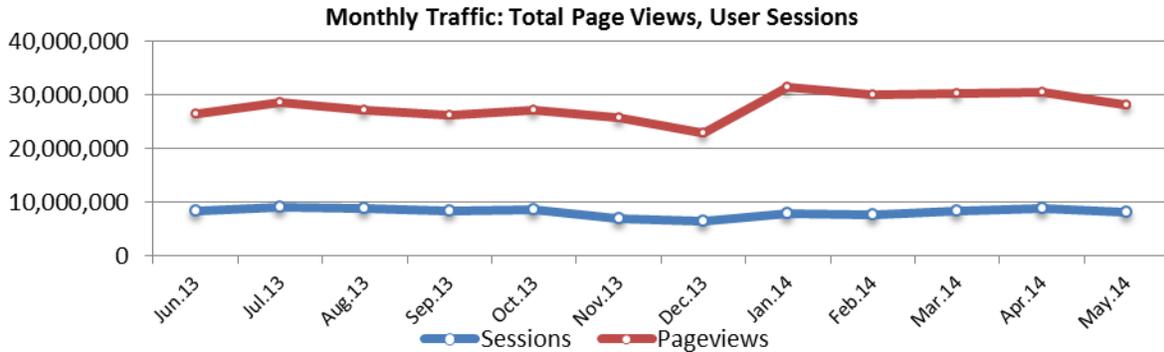
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## Executive Summary

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

### ► Overall Traffic Volume Decreased

Page views decreased 7.58% over last month. User Sessions decreased 7.96%. Page views of PDFs increased 0.39%. (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 7.58% compared to last month. Page views of the Forms landing page decreased 9.74%. Traffic to the News page decreased 44%. Traffic to the Green Card page increased 2%. (See Page 2)

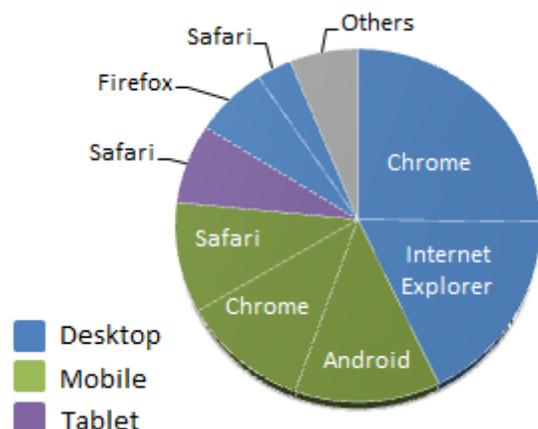
### ► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov dropped from 87 to 84 this month with 138 respondents this month. The score for USCIS.gov decreased from 77 to 76 with 1,177 respondents this month. (See page 10.)

USCIS	USCIS-ES	Federal Govt.
76	84	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 3.69% while Android Mobile User Sessions increased 1.03%. (See page 14.)



## CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased 7.58% over last month. User Sessions decreased 7.96%. Page views of PDFs increased 0.39%.

Metric	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Change
Sessions	6,487,349	8,017,979	7,623,985	8,440,693	8,860,417	8,154,773	-7.96%
Users	3,314,637	4,147,250	3,913,890	4,308,513	4,444,231	4,250,226	-4.37%
Pageviews	23,017,403	31,414,904	30,178,400	30,221,718	30,508,829	28,195,095	-7.58%
Pageviews/Session	3.55	3.92	3.96	3.58	3.44	3.46	0.58%
Avg Session Duration	0:04:10	0:04:24	0:04:22	0:04:22	0:04:06	00:04:04	-0.81%
Bounce Rate	51.20%	49.29%	48.92%	49.56%	50.23%	51.96%	3.44%
% New Sessions	39.00%	41.04%	39.83%	39.77%	39.06%	40.38%	3.38%
PDF pageviews	19,531,712	20,615,607	25,413,500	25,478,723	23,632,001	23,725,023	0.39%

## 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.

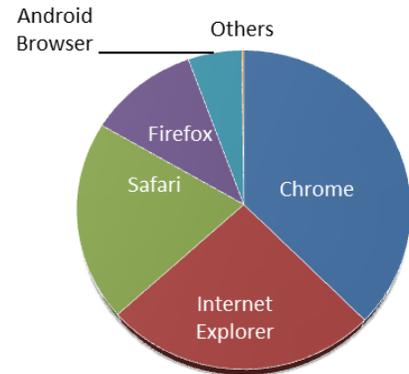
► **Notable changes this month:** The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 7.58% compared to last month. Pageviews of the Forms landing page decreased 9.74%. Traffic to the News page decreased 44%. Traffic to the Green Card page increased 2%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	/forms	1,161,137	781,611	55.5	276,252	20%	12%
2	/e-verify	329,696	254,320	91.9	216,606	62%	53%
3	/greencard	328,142	235,456	50.9	93,293	24%	16%
4	/us-citizenship	182,747	128,517	66.3	54,407	29%	18%
5	/news	148,693	118,355	63.0	45,014	43%	31%
6	/tools	79,758	55,792	104.6	9,711	59%	37%
7	/aboutus	64,650	52,027	70.3	14,549	39%	24%
8	/laws	48,722	39,220	74.1	14,013	42%	27%
9	/working-united-states/working-us	34,458	28,779	98.1	12,703	42%	29%
10	/family	28,884	22,127	50.0	1,707	33%	10%
11	/visit-united-states/visit-us	23,628	17,705	156.4	5,553	58%	43%
12	/outreach	14,268	12,417	100.3	5,250	45%	35%
13	/adoption	12,628	8,883	66.3	2,289	33%	17%
14	/military	11,148	8,548	93.0	1,751	42%	21%
15	/humanitarian	9,575	7,411	77.0	1,687	33%	17%

## 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 7.96% over last month. Site traffic by Chrome browsers decreased 6.28%. Site traffic by Internet Explorer browsers decreased 12.12%. Site traffic by Safari browsers decreased 6.43%.



Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	34.0.1847.131	1,116,187	3.55	4:03
Safari	7.0	963,550	3.00	3:06
Internet Explorer	11.0	850,935	3.83	5:03
Chrome	34.0.1847.137	522,347	3.46	4:09
Firefox	29.0	494,353	3.40	4:17
Chrome	35.0.1916.114	463,371	3.52	4:11
Internet Explorer	8.0	454,680	3.72	5:06
Android Browser	4.0	423,805	3.01	3:25
Internet Explorer	9.0	354,597	3.71	4:21
Internet Explorer	10.0	334,280	3.84	4:42
Firefox	28.0	240,093	3.49	4:12
Chrome	34.0.1847.114	191,777	3.03	3:02
Safari	7.0.3	176,386	3.62	4:12
Chrome	1.5	117,754	2.82	2:59
Safari	6.0	94,012	3.03	3:26
Chrome	34.0.1847.116	73,486	3.43	4:02
Internet Explorer	7.0	63,583	3.37	3:51
Safari	5.1.9	55,441	4.00	4:25
Safari (in-app)	(not set)	51,673	2.82	1:58
Chrome	35.0.1916.122	46,656	3.01	2:59
Safari	8536.25	44,061	4.07	4:12
Safari	6.1.3	43,692	3.79	4:36
Chrome	34.0.1847.18	43,401	3.01	4:20
Chrome	33.0.1750.154	33,013	3.46	4:18
Safari	7.0.2	31,123	3.79	4:15

## 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 19.10% and Transactions increased 1.51%.

	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14
Page Views on Landing Page	25,326	23,587	22,479	7,303	9,507	13,861	19,317	22,744	22,164	17,931
- Transactions	16,456	14,329	14,302	13,171	14,009	13,927	13,623	17,244	14,993	15,220

	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13	Mar.13	May.13	Jun.13	Jul.13
Page Views on Landing Page	25,379	22,656	18,708	23,753	20,934	23,826	23,837	24,159	22,688	24,485
- Transactions	17,008	14,421	11,448	13,081	10,930	13,627	13,751	14,711	13,457	15,341

	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12
Page Views on Landing Page	28,005	32,342	27,787	30,585	29,569	29,543	30,274	32,278	33,968	26,182
- Transactions	21,375	25,048	20,882	23,919	22,893	23,525	22,939	23,731	26,136	18,187

	Feb.11	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11
Page Views on Landing Page	22,562	27,118	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930
- Transactions	17,096	21,085	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777

	Apr.10	May10	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
Page Views on Landing Page	26,796	27,990	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190
- Transactions	17,887	18,565	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828

	June09	July09	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10
Page Views on Landing Page	17,664	27,387	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196
- Transactions	16,170	12,214	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721

	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09
Page Views on Landing Page	9,014	10,025	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717
- Transactions	9,549	10,573	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991

## 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 7.58%. Page Views of the USCIS Homepage decreased 7.54%. Page Views of the “Forms” page decreased 9.22%. Page Views of the “100 Civics Questions and Answers with MP3 Audio (English version)” page increased 32.32%.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	4,909,571	3,761,869	124.77	3,508,528	53.06%
2	Naturalization Self-Test 1	2,807,771	175,769	16.55	69,843	17.46%
3	Forms	1,388,161	960,745	55.56	283,119	20.15%
4	Naturalization Self-Test 2	1,047,051	52,619	17.25	6,439	32.75%
5	Application for Naturalization	699,659	381,509	198.55	129,618	55.02%
6	Petition for Alien Relative	604,823	340,195	191.13	111,244	47.90%
7	Naturalization Self-Test 3	543,475	26,799	16.00	3,627	28.59%
8	100 Civics Questions and Answers with MP3 Audio (English version)	416,783	181,474	137.00	154,519	77.77%
9	Application to Register Permanent Residence or Adjust Status	362,827	216,657	165.00	48,276	44.82%
10	Affidavit of Support Under Section 213A of the Act	357,807	215,879	234.96	78,640	51.20%
11	Application for Employment Authorization	338,820	191,567	169.99	67,072	46.16%
12	E-Verify	335,684	259,302	92.11	219,572	61.77%
13	Application to Replace Permanent Resident Card	329,558	182,406	199.38	54,656	47.26%
14	Green Card	328,374	235,596	50.94	93,364	24.44%
15	Espanol Homepage	316,800	206,101	121.15	84,876	50.98%
16	Employment Eligibility Verification	237,008	176,754	122.18	126,233	74.30%
17	Apply for Citizenship	210,777	154,443	86.25	44,956	28.23%
18	USCIS ELIS	190,595	127,681	223.60	79,311	62.01%
19	Green Card Through Family	189,090	143,026	53.88	9,882	31.70%
20	U.S. Citizenship	183,426	129,102	66.60	54,478	29.31%
21	Naturalization Self-Test 4	182,875	17,286	17.32	2,861	38.31%
22	Application for Travel Document	180,767	108,357	201.41	38,998	49.06%
23	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	180,218	108,840	163.56	13,773	51.04%
24	Renew a Green Card	165,556	115,221	82.02	47,625	24.68%
25	Contact Us	160,160	120,221	156.12	54,961	51.80%

\* “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 PDFs

The following table shows the 25 most downloaded files on USCIS.gov.

► **Notable changes this month:** Total file downloads increased 0.39%, from 23.6 million in April to 23.7 million in May. The most downloaded file this month was the “i-9.pdf” with 3.9 million downloads, 5.89% more than last month. The “i-765.pdf” was the second most downloaded file, up 39.3% over last month. The “n-600.pdf” has downloaded 714,134 times, up 1,854.66% from last month.

	Top 25 Downloaded Files	Hits	% of Total
1	/sites/default/files/files/form/i-9.pdf	3,942,369	16.62%
2	/sites/default/files/files/form/i-765.pdf	1,822,623	7.68%
3	/sites/default/files/files/form/m-274.pdf	1,078,822	4.55%
4	/sites/default/files/files/form/n-400.pdf	766,235	3.23%
5	/sites/default/files/USCIS/Resources/A4en.pdf	742,293	3.13%
6	/sites/default/files/files/form/i-864.pdf	717,577	3.02%
7	/sites/default/files/files/form/n-600.pdf	714,134	3.01%
8	/sites/default/files/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Cente	637,895	2.69%
9	/sites/default/files/files/form/i-90instr.pdf	621,331	2.62%
10	/sites/default/files/files/form/n-400instr.pdf	538,145	2.27%
11	/sites/default/files/files/form/i-130instr.pdf	464,341	1.96%
12	/sites/default/files/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-	415,536	1.75%
13	/sites/default/files/files/form/i-864instr.pdf	391,015	1.65%
14	/sites/default/files/files/form/i-90.pdf	349,207	1.47%
15	/files/form/i-9.pdf	308,557	1.30%
16	/sites/default/files/files/form/i-129.pdf	293,796	1.24%
17	/sites/default/files/files/form/i-765instr.pdf	289,492	1.22%
18	/sites/default/files/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Cente	279,994	1.18%
19	/sites/default/files/files/form/g-1055.pdf	271,477	1.14%
20	/sites/default/files/files/form/g-1145.pdf	257,912	1.09%
21	/sites/default/files/files/form/i-765ws.pdf	256,853	1.08%
22	/sites/default/files/files/form/i-130.pdf	254,511	1.07%
23	/sites/default/files/files/article/attachments.pdf	224,429	0.95%
24	/sites/default/files/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Cente	212,212	0.89%
25	/sites/default/files/files/natedocuments/M-618.pdf	209,523	0.88%
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:** Referrals on average decreased 7.96%. Referrals from Google decreased 11.11%. Referrals from travel.state.gov increased 8.15% from last month.

	Source / Medium	Visits	% New Visits*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	google	3,994,730	34.57%	1,380,814	50.56%	3.60
2	(direct)	2,383,225	51.01%	1,215,609	55.11%	3.26
3	bing	326,301	33.31%	108,693	44.57%	3.81
4	yahoo	221,974	31.93%	70,880	46.16%	3.69
5	travel.state.gov	162,236	35.12%	56,983	45.35%	3.12
6	search.uscis.gov	132,807	2.18%	2,899	44.15%	3.27
7	google / cpc	45,546	44.61%	20,318	49.70%	3.15
8	gawker.com	44,068	92.61%	40,810	89.68%	1.21
9	dhs.gov	35,394	53.83%	19,051	48.90%	3.58
10	links.govdelivery.com	28,390	19.78%	5,615	47.73%	3.04
11	ask	18,754	36.58%	6,861	48.20%	3.77
12	uscis.gov	18,602	58.84%	10,945	23.31%	3.23
13	m.facebook.com	18,236	71.12%	12,969	75.52%	2.13
14	BrandExchange	17,501	77.64%	13,587	87.49%	1.19
15	ustraveldocs.com	16,528	51.13%	8,450	51.39%	2.95
16	search.dhs.gov	14,964	50.71%	7,588	42.47%	3.76
17	usa.gov	14,260	65.79%	9,382	37.33%	4.62
18	visajourney.com	14,219	17.39%	2,472	64.78%	2.25
19	Bing Paid Search	13,727	58.36%	8,011	50.46%	2.64
20	aol	12,225	28.51%	3,485	37.73%	4.09
21	facebook.com	11,752	32.75%	3,849	61.73%	3.48
22	trackitt.com	11,238	26.50%	2,978	70.88%	1.69
23	nolo.com	9,616	39.88%	3,835	53.40%	2.79
24	baidu	9,417	36.36%	3,424	55.30%	3.00
25	m.eonline.com	9,098	83.18%	7,568	88.50%	1.20

\* 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 10.05% over last month. Searches of “uscis” decreased 15.09% over last month. Searches of “uscis forms” decreased 19.68% over last month. Searches for “e verify” and “e-verify” decreased 17.01% and 13.48% respectively.

	Search Term	Visits	% New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,669,988	35.00%	1,284,662	49.95%	3.60
2	uscis	128,554	24.46%	31,446	42.18%	3.84
3	uscis.gov	38,720	20.96%	8,116	36.95%	4.22
4	www.uscis.gov	26,368	20.40%	5,379	42.45%	3.93
5	uscis case status	22,790	15.66%	3,568	64.71%	2.24
6	uscis forms	13,221	23.92%	3,162	22.28%	4.01
7	http://www.uscis.gov/	10,150	13.90%	1,411	53.44%	3.30
8	everify	8,334	28.71%	2,393	64.90%	2.30
9	immigration	8,045	40.09%	3,225	44.44%	4.01
10	http://uscis.gov/	7,277	20.54%	1,495	48.76%	3.77
11	ins	6,173	47.09%	2,907	35.46%	4.57
12	e verify	4,763	29.90%	1,424	63.70%	2.49
13	us immigration	4,369	44.75%	1,955	36.71%	4.61
14	e-verify	4,056	28.45%	1,154	62.06%	2.56
15	i-9	4,028	60.03%	2,418	76.02%	1.65
16	i9	3,881	64.39%	2,499	78.33%	1.49
17	uscis elis	3,698	21.50%	795	60.71%	2.50
18	citizenship test	3,666	44.30%	1,624	38.73%	21.38
19	美国移民局	3,079	39.49%	1,216	50.93%	3.32
20	green card	3,021	60.38%	1,824	35.68%	3.98
21	i-9 form	2,930	66.66%	1,953	76.83%	1.50
22	uscis home page	2,680	19.37%	519	36.57%	4.59
23	immigration news	2,475	34.99%	866	49.09%	3.07
24	uscis gov	2,460	19.19%	472	39.47%	3.99
25	usics	2,401	19.49%	468	49.69%	3.40

## 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 6.06% from 1,610,684 in April to 1,513,123 in May. Searches for “case status” increased 4.03%. Searches for “i-130” decreased 4.10%. Searches for h1b decreased 48.76% from 6,003 in April to 3,076 in May.

Phrase	Count
case status	15,239
check my case status	8,408
status of my case	8,118
i-864	6,655
my case status	6,040
i-130	6,029
Ä±-130	6,029
i-765	5,391
Ä±-765	5,391
status	5,318
case status check online	5,050
daca	4,895
i-485	4,512
g-325a	4,298
processing times	4,078
change of address	4,042
case status by receipt number	3,853
infopass	3,810
n-400	3,583
i-131	3,578
Ä±-131	3,578
change of address online	3,303
i864	3,148
i-90	3,137
status of my application	3,112
h1b	3,076
processing time	3,017
daca renewal 2014	3,014
n400	3,011
my case status check online	2,995
visa bulletin	2,936
elis	2,933
i-751	2,850

Phrase	Count
g325a	2,795
info pass make appointment	2,748
i130	2,745
check status	2,708
civil surgeon locator	2,378
i-94	2,365
i765	2,355
g-325a form	2,331
opt	2,282
deferred action renewal	2,260
i-864a	2,168
poverty guidelines 2014	2,154
i-912	2,087
i485	1,957
visa	1,863
vÄsa	1,863
affidavit of support	1,801

## Surveys of User Satisfaction

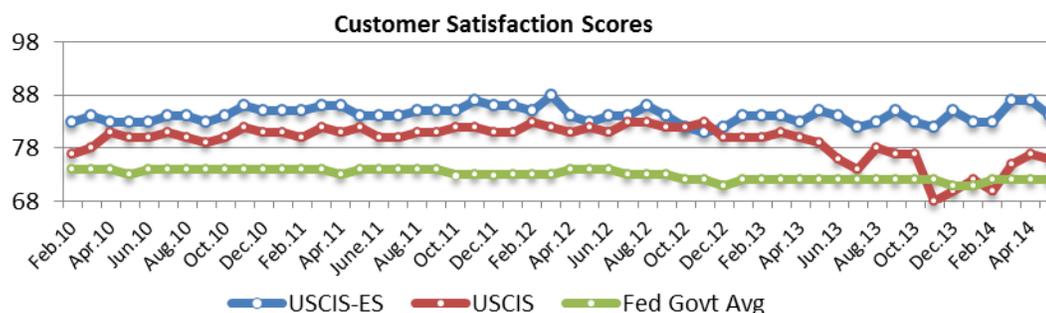
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov dropped from 87 to 84 this month with 138 respondents this month. The score for USCIS.gov decreased from 77 to 76 with 1,177 respondents this month.

### This Month's Average Customer Satisfaction Scores

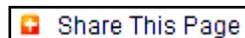
USCIS	USCIS-ES	Federal Govt.
76	84	72



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	3%	10%
Check My Case Status	14%	16%
Green Card Information	15%	14%
Get General Information Before I File My Case	13%	20%
Download Form(s)	10%	7%
Find Form(s)	15%	7%
Primary Method Used to Find Information		
Site's Search Feature	23%	28%
Links on the pages	21%	11%
Forms search	15%	N/A
Top Navigation Bar	18%	28%
Homepage banners, icons, ads	6%	5%
Used an External Search Engine (e.g., Google)	9%	14%
Just Browsing	5%	13%
Site Map	2%	1%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	23%	26%
Naturalized U.S. Citizen	20%	17%
U.S. Born Citizen	16%	3%
Citizen of a Foreign Country	9%	18%
Visitor/Nonimmigrant	5%	17%

## 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 1,117 shares, followed by Email with 770 shares. The USCIS-ELIS page resulted in 143 shares and 0 clicks.

### Daily Shares and Clicks



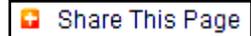
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	752	1,117	149%
2	Email	770	726	94%
3	Gmail	466	346	74%
4	Favorites	56	25	45%
5	Twitter	738	20	3%
6	Hotmail	25	19	76%
7	Y! Mail	63	14	22%
8	AOL Mail	9	10	111%
9	Google Translate	7	8	114%
10	Email App	4	4	100%
-	All Others	839	11	6%
	Total	3,729	2,300	21%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	/	235	0	0%
2	/uscis-ellis	143	0	0%
3	/i-90	123	26	21%
4	/i-130	114	62	54%
5	/n-400	99	43	43%
6	/i-765	68	6	9%
7	/i-539	67	12	18%
8	/i-864	49	41	84%
9	/forms/uscis-immigrant-fee	48	68	142%
10	/news/fact-sheets/your-guide-infopass	45	1	2%
-	All Others	2,738	2,041	64%
	Total	3,729	2,300	64%

\* 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.

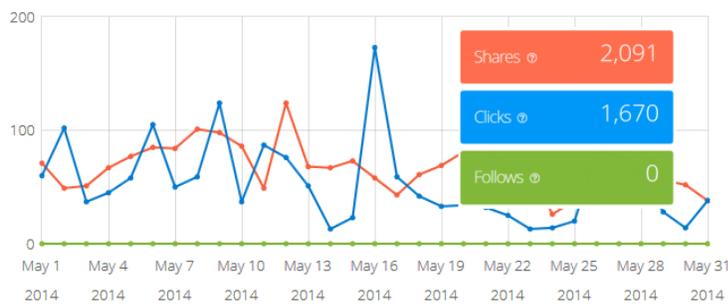
## Social Media Activity Using Links on Citizenship Resource Center Pages



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 1,516 shares, resulting in 978 clicks. The “Naturalization Self-Test” was shared a total of 1,085 times and resulted a total of in 478 clicks.

### Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	1,516	978	65%
2	Email	231	363	157%
3	Gmail	34	164	482%
4	Hotmail	8	110	1,375%
5	Twitter	275	54	20%
6	ema	0	1	0%
7	AOL Mail	3	0	0%
8	Y! Mail	26	0	0%
	Total	2,093	1,670	262%

	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	623	425	68%
2	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-2/take	245	28	11%
3	/citizenship/learners/study-test/study-materials-civics-test/100-civics-questions-and-	191	332	174%
4	/citizenship/teachers/educational-products/100-civics-questions-and-answers-mp3-audio-	177	413	233%
5	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-3/take	130	6	5%
6	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-1	114	44	39%
7	/citizenship/quiz/learners/study-test/study-materials-civics-test/naturalization-self-test-4/take	87	19	22%
8	/citizenship/learners/study-test	70	26	37%
9	/citizenship/learners/apply-citizenship	49	20	41%
10	/citizenship/learners/citizenship-rights-and-responsibilities	42	5	12%
-	Other	365	352	41%
	Total	2,093	1,670	43%

\* 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 1,897,736 email bulletins to subscribers, 28% fewer than the previous month. Tweets decreased from 47 to 45. Twitter followers increased 4.22% over last month.

	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14
GovDelivery Emails Issued	22	18	17	16	28	28	19
Emails Distributed to Subscribers	2,333,107	1,719,876	1,214,810	997,583	1,872,711	2,634,479	1,897,736
Subscribers at End of Month	401,817	401,575	403,424	405,252	406,632	408,500	405,497
Subscriptions	1,237,090	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668	1,262,430
Total Subscribable Topics	55	55	56	58	58	58	58
Tweets Issued	38	67	95	96	87	47	45
Twitter Followers at End of Month	31,275	32,182	33,400	34,057	35,297	36,925	38,484

	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13
GovDelivery Emails Issued	31	23	23	27	19	17	22
Emails Distributed to Subscribers	2,976,849	2,079,216	1,663,637	2,031,262	911,515	1,516,924	1,657,058
Subscribers at End of Month	388,352	389,453	391,206	399,076	401,420	403,834	402,895
Subscriptions	1,175,533	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000	1,238,863
Total Subscribable Topics	50	52	52	52	52	54	54
Tweets Issued	84	22	71	55	40	78	74
Twitter Followers at End of Month	25,461	26,250	27,022	28,026	28,910	29,890	30,747

	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13
GovDelivery Emails Issued	17	21	21	20	27	26	38
Emails Distributed to Subscribers	990,637	1,854,492	1,178,514	1,205,772	976,597	1,958,689	2,457,203
Subscribers at End of Month	344,324	346,798	351,251	352,647	350,708	351,570	355,875
Subscriptions	1,047,022	1,061,009	1,076,205	1,085,296	1,099,382	1,108,975	1,127,188
Total Subscribable Topics	44	45	45	45	46	46	48
Tweets Issued	38	127	83	28	48	115	37
Twitter Followers at End of Month	18,000	18,688	19,308	20,097	20,932	21,769	22,606

	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12
GovDelivery Emails Issued	22	27	25	23	21	21	32
Emails Distributed to Subscribers	1,221,048	2,963,679	1,611,791	1,964,307	1,884,932	1,544,738	1,756,493
Subscribers at End of Month	332,119	332,995	334,004	336,238	331,965	334,609	340,036
Subscriptions	983,532	991,403	999,404	1,008,018	1,003,501	1,007,796	1,031,839
Total Subscribable Topics	23	23	23	23	23	28	44
Tweets Issued	184	90	118	143	185	90	57
Twitter Followers at End of Month	12,287	12,767	13,591	14,320	15,209	15,765	17,457

## USCIS-ES Visitor Traffic

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

► **Notable changes this month:** Compared to last month, User Sessions and Page Views decreased 2.08% and 5.03% respectively.

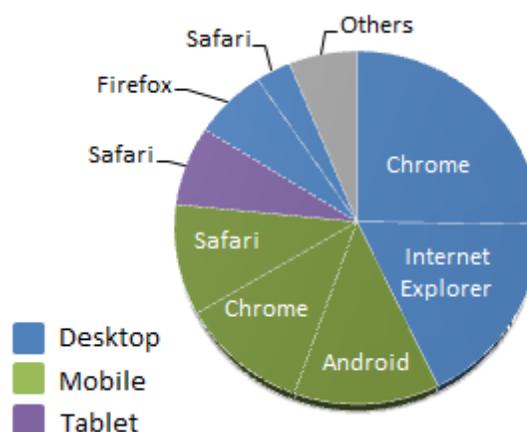
Metric	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Change
Sessions	273,120	375,089	358,923	394,249	374,563	366,773	-2.08%
Users	152,911	214,019	201,472	223,210	213,414	210,549	-1.34%
Pageviews	875,815	1,273,038	1,191,218	1,259,921	1,190,772	1,130,829	-5.03%
Pageviews/Session	3.21	3.39	3.32	3.2	3.18	3.08	-3.14%
Avg Session Duration	0:04:46	0:05:07	0:04:55	0:04:46	0:04:41	0:04:34	-2.49%
Bounce Rate	49.88%	47.92%	48.18%	50.11%	50.71%	52.03%	2.60%
% New Sessions	42.45%	45.87%	44.05%	44.73%	44.51%	45.04%	1.19%

## 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 3.69% while Android Mobile User Sessions increased 1.03%.

OS (device category)	Apr.14	May.14	Change
Windows (desktop)	183,379	176,609	-3.69%
Android (mobile)	85,737	86,619	1.03%
iOS (mobile)	40,640	40,214	-1.05%
iOS (tablet)	30,775	29,487	-4.19%
Macintosh (desktop)	15,959	15,353	-3.80%
Android (tablet)	11,131	11,096	-0.31%
Windows Phone (mobile)	1,939	1,886	-2.73%
Linux (desktop)	1,575	1,670	6.03%
BlackBerry (mobile)	1,557	1,381	-11.30%
Chrome OS (desktop)	923	1,125	21.89%
<b>Total</b>	<b>374,559</b>	<b>366,769</b>	<b>-2.08%</b>



## 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 315,610 in May compared to 326,912 times in April, a decrease of 3.46%. Page Views were down an average of 5.03%. Page Views of the “Solicitud de Naturalización” page were down 24.58% from last month. Page Views of the “Formularios” page were down 7.75% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page were up 14.01% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	315,610	205,367	2:23	195374	45.01%
2	Formularios	53,483	34,817	1:20	6774	14.06%
3	Petición de Familiar Extranjero	27,771	16,440	3:01	4553	30.73%
4	Trámite y procedimientos para la Tarjeta Verde	24,526	16,882	1:40	5834	22.36%
5	Tarjeta Verde	21,642	14,466	0:53	2890	12.69%
6	Solicitud de Naturalización	18,518	10,782	3:30	4783	38.29%
7	Noticias	18,501	14,320	1:07	805	14.44%
8	Tarjeta Verde a través de la Familia	17,510	12,314	1:04	595	10.74%
9	El examen de naturalización: Materiales de estudio	16,463	10,083	2:53	4328	36.31%
10	Mientras mi caso está en trámite con el USCIS	14,918	10,968	3:28	6059	42.19%
11	Solicitud de Registro de Residencia Permanente	14,689	9,865	3:01	2673	29.66%
12	Ciudadanía	14,083	9,503	1:17	2158	17.96%
13	Consideración de Acción Diferida para los Llegados en la Infancia	13,974	10,201	3:18	6529	50.31%
14	Preguntas de la parte de educación cívica del Examen	13,823	4,773	1:38	1952	22.40%
15	Contáctenos	12,473	8,394	2:42	1802	32.12%
16	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	12,145	6,600	3:38	2167	35.68%
17	Familiares de Ciudadanos Estadounidenses	11,628	7,607	2:16	3011	22.88%
18	Tarjeta Verde para un Familiar de un Residente Permanente	9,417	6,444	2:37	3190	32.43%
19	Tarifa de Inmigrante de USCIS	8,755	4,507	1:14	826	12.94%
20	El Examen de Naturalización	8,608	5,463	1:22	670	16.81%
21	Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS	8,598	5,839	1:35	345	18.89%
22	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	8,559	5,953	2:13	658	16.47%
23	Viajes internacionales como Residente Permanente	8,427	6,378	3:20	3640	46.49%
24	Formularios - Información general	7,685	5,913	1:30	468	17.05%
25	Otras maneras para obtener la Tarjeta Verde	7,678	4,985	1:08	297	10.51%

\* “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