

U.S. Citizenship and Immigration Services (USCIS)

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

December 15, 2014

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	December 15, 2014	CSWP, Senior Business Analyst	Baseline Draft

Table of Contents

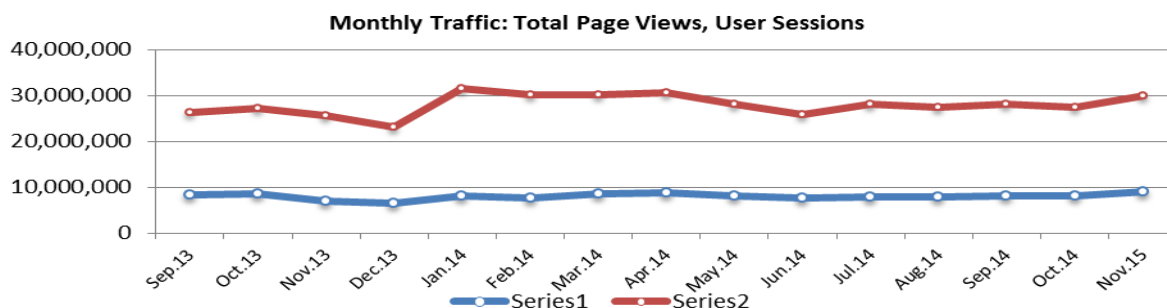
Executive Summary	1
CSWP Visitor Traffic	2
Top 25 Viewed Pages.....	3
Top 25 Referral Traffic by Landing Page.....	4
Top 25 PDF Page Views.....	5
Top 25 Browser Versions Used by Visitors to USCIS.gov.....	6
Top 25 Search Terms from Referring External Search Engines	7
Top 50 Search Terms Entered into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

Executive Summary

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

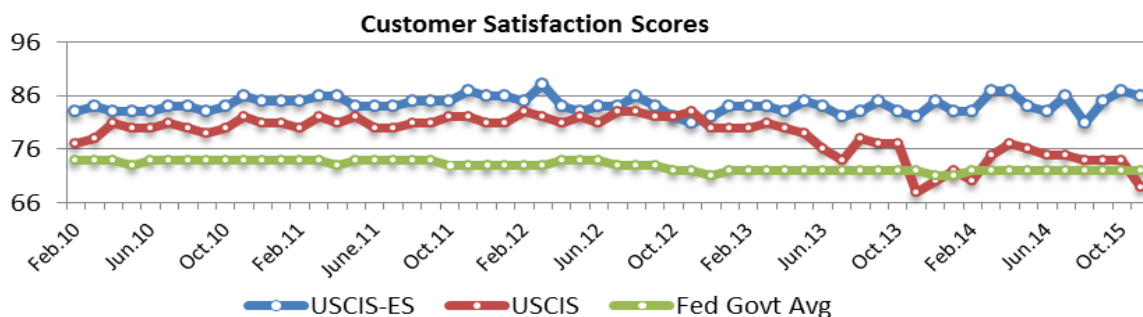
► Overall Traffic Volume

November Page views increased only 3.29% over October, despite a near-record peak of 1,910,079 Page views on November 20 triggered by the Executive Actions on Immigration. User Sessions increased 10.04%. Page views of PDFs decreased 7.20%. (See page 2-3.)



► Customer Satisfaction Scores This Month

The score for USCIS.gov decreased from 74 to 69 with 1,216 respondents this month. The score for USCIS-ES.gov decreased from 87 to 86 this month with 118 respondents this month. (See page 9.)



USCIS	USCIS-ES	Federal Govt.
69	86	72

► USCIS-ES Visitor Traffic

User Sessions and Page Views increased 69.43% and 40.79% respectively. Mobile traffic accounted for 59.6% of traffic to the Spanish Site, compared to last month when it accounted for roughly a third. User Sessions by Android Mobile browsers were up 128.90% over last month and topped Windows Desktop browsers for the first time. iOS mobile browsers came in third with an increase of 164.28% over last month. The USCIS-ES homepage was viewed 406,967 in November compared to 307,264 times in, an increase of 32.45%. Page Views of the “Acción Ejecutiva sobre Inmigración” page first published on November 20 rose to 292,608. Page Views of the “Formularios” page were down 19.68% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page were up 71.87% over last month. (See page 14-15.)

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 3.29% over last month. User Sessions increased 10.04%. Page views of PDFs decreased 7.20%.

Google Analytics Metrics	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Change
Pageviews	28,195,095	25,903,311	28,090,994	27,360,516	28,216,393	28,992,485	29,946,853	3.29%
Users	4,250,226	3,963,054	4,123,915	4,127,430	4,481,630	4,259,234	4,841,148	13.66%
Sessions	8,154,773	7,689,791	7,977,963	7,919,509	8,164,890	8,203,939	9,027,223	10.04%
Avg Session Duration	00:04:04	00:04:08	00:04:11	00:04:11	00:04:02	00:04:11	00:04:12	0.40%
% New Sessions	40.38%	39.70%	40.22%	40.56%	49.98%	42.23%	43.80%	3.72%
Pageviews/Session	3.46	3.37	3.52	3.45	3.46	3.33	3.32	-0.30%
Bounce Rate	51.96%	51.64%	51.67%	51.85%	48.25%	29.72%	33.22%	11.78%
PDF Pageviews*	23,725,023	19,984,303	19,722,465	21,345,144	20,135,116	17,595,777	16,329,168	-7.20%

* PDF pageviews represent the number of views of files with the .PDF extension, as tracked via Akamai 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 below includes traffic to 12 landing pages.

► **Notable changes this month:** Page views of the Forms page decreased 11.67%. The “Executive Actions on Immigration” page first published on November 20 jumped to the second place with 781,280 Page views. Page views of the News page increased 59.41%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	Change from last month
1	/forms	1,051,497	709,580	57.56	251,916	20.81%	-11.67%
2	/immigrationaction	781,280	626,132	357.65	466,342	71.26%	N/A
3	/greencard	436,101	322,599	52.97	146,153	29.71%	1.98%
4	/e-verify	302,047	242,602	107.82	206,182	35.70%	-5.28%
5	/us-citizenship	211,388	157,098	75.12	69,814	31.54%	-7.75%
6	/news	202,416	157,985	69.85	72,019	41.33%	59.41%
7	/tools	171,966	119,950	149.72	34,811	23.91%	40.35%
8	/laws	52,861	43,480	81.57	18,042	43.66%	-19.67%
9	/aboutus	43,234	34,955	80.02	9,877	36.97%	-28.55%
10	/working-united-states/working-us	38,185	32,002	99.06	15,851	44.84%	2.36%
11	/military	11,549	8,817	92.81	2,045	44.29%	3.69%
12	/humanitarian	10,963	8,503	77.01	1,993	36.39%	7.77%
13	/outreach/upcoming-national-engagements/outreach	10,065	8,719	90.33	3,138	38.21%	19.35%

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 9.47%. Page Views of the USCIS Homepage increased 12.66%. Page Views of the “Forms” page decreased 11.94%. Page Views of the “Naturalization Self-Test 1” decreased 29.99%. The “Executive Actions on Immigration” page, first published in November rose to the 5th highest viewed page, after the Homepage, Forms page and Naturalization Self-Test.

	Page Title	Page Views	Change from last month	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	5,228,328	12.66%	3,680,503	136.66	3,400,435	15.81%
2	Naturalization Self-Test 1	2,697,706	29.99%	169,889	16.98	70,985	19.35%
3	Forms	1,235,602	-11.94%	854,202	56.66	257,252	21.21%
4	Naturalization Self-Test 2	920,988	26.84%	44,964	17.47	5,732	33.12%
5	Executive Actions on Immigration	782,890	N/A	627,475	356.91	467,630	71.28%
6	Petition for Alien Relative	539,275	-6.44%	309,661	191.32	106,220	30.37%
7	Application for Naturalization	534,990	-11.88%	304,473	218.59	109,376	33.51%
8	Naturalization Self-Test 3	523,867	30.03%	23,355	16.36	3,274	31.59%
9	Green Card	436,349	1.97%	322,797	52.99	146,214	29.71%
10	Espanol Homepage	413,106	32.57%	246,309	127.84	102,459	20.35%
11	Application for Employment Authorization	389,672	-9.39%	217,044	178.06	71,952	28.02%
12	Naturalization Self-Test 4	337,819	27.06%	17,167	16.06	2,714	38.25%
13	100 Civics Questions and Answers with MP3 Audio (English version)	332,742	-15.57%	110,873	174.16	86,341	47.26%
14	Application to Register Permanent Residence or Adjust Status	327,997	-12.78%	200,124	166.99	49,091	34.91%
15	E-Verify	306,019	-5.11%	245,675	106.73	206,921	35.71%
16	Acción Ejecutiva sobre Inmigración	295,648	N/A	235,621	480.79	192,868	64.51%
17	Application to Replace Permanent Resident Card	267,506	-10.75%	152,055	198.80	51,535	35.61%
18	Affidavit of Support Under Section 213A of the Act	255,604	-13.45%	158,808	231.24	59,718	20.46%
19	U.S. Citizenship	211,626	-7.75%	157,310	75.23	69,856	31.56%
20	Apply for Citizenship	206,656	5.55%	162,106	142.29	60,021	28.75%
21	News	202,440	59.40%	158,006	69.85	72,039	41.34%
22	Green Card Through Family	195,797	2.03%	150,718	55.79	12,015	40.52%
23	Consideration of Deferred Action for Childhood Arrivals	190,252	-11.48%	90,837	208.70	25,739	26.31%
24	Contact Us	189,924	51.06%	137,768	159.08	52,374	41.95%
25	USCIS ELIS	183,281	-12.05%	118,654	118.32	66,995	13.15%

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

Top 25 Referral Traffic by Landing Page

The following table lists the top 25 referred USCIS.gov pages by referral source.

► **Notable changes this month:** Sessions referred from all sites increased an average of 44.54%, most directed to Executive Actions on Immigration pages. Sessions referred from Facebook increased 1,007.65%. Sessions referred from Univision increased 2,754.76%, primarily to the “Provisional Unlawful Presence Waivers” page.

	Landing Page	Source	Sessions	% New Sessions
1	/immigrationaction	m.facebook.com	143,266	86.40%
2	/es/accionmigratoria	m.facebook.com	81,484	77.82%
3	/family/family-us-citizens/provisional-waiver/provisional-unlawful-presence-waivers	noticias.univision.com	53,286	78.22%
4	/immigrationaction	lm.facebook.com	37,633	65.51%
5	/es/accionmigratoria	lm.facebook.com	29,716	64.48%
6	/	travel.state.gov	27,475	4.74%
7	/immigrationaction	links.govdelivery.com	24,727	39.91%
8	/	links.govdelivery.com	23,606	2.91%
9	/immigrationaction	facebook.com	18,328	67.66%
10	/	search.uscis.gov	18,220	0.59%
11	/i-864	travel.state.gov	12,580	29.02%
12	/	uscis.gov	11,713	0.00%
13	/immigrationaction	l.facebook.com	11,171	68.93%
14	/	visajourney.com	9,797	1.85%
15	/i-130	travel.state.gov	9,472	37.02%
16	/	ustraveldocs.com	8,676	41.25%
17	/green-card/green-card-processes-and-procedures/affidavit-support	travel.state.gov	8,242	32.46%
18	/immigrationaction	immigration-law.com	8,098	52.68%
19	/es/accionmigratoria	noticias.univision.com	7,917	37.91%
20	/forms	travel.state.gov	7,700	35.68%
21	/forms/uscis-immigrant-fee	travel.state.gov	7,519	33.66%
22	/immigrationaction	trackitt.com	7,266	47.76%
23	/news/dhs-announces-temporary-protected-status-designations-liberia-guinea-and-sierra-leone	m.facebook.com	7,122	87.81%
24	/foiawebstatus/	uscis.gov	6,977	1.03%
25	/i-864ez	travel.state.gov	6,688	28.65%

* 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 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views decreased 7.20%, from 17,595,777 in October to 16,329,168 in November. The most downloaded file this month was the “i-9.pdf” with 2.50 million downloads, 21.69% fewer than last month. The “m-274.pdf” was downloaded 684,271 times, down 29.77% from last month. The “g-1055.pdf” was downloaded 561,306 times, up 97.77% from last month.

	Top 25 Downloaded Files	Page Views	% of Total
1	files/form/i-9.pdf	2,499,689	15.31%
2	files/form/m-274.pdf	684,271	4.19%
3	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-623_red_slides.pdf	633,357	3.88%
4	files/form/g-1145.pdf	561,306	3.44%
5	files/form/n-400.pdf	509,578	3.12%
6	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/100q.pdf	382,392	2.34%
7	files/form/n-400instr.pdf	342,307	2.10%
8	files/form/i-864instr.pdf	335,339	2.05%
9	files/form/i-485instr.pdf	310,190	1.90%
10	files/form/i-765instr.pdf	298,097	1.83%
11	files/form/i-864p.pdf	251,767	1.54%
12	USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf	251,124	1.54%
13	files/form/i-130instr.pdf	250,299	1.53%
14	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	220,529	1.35%
15	files/form/i-864.pdf	217,549	1.33%
16	USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	211,294	1.29%
17	files/form/i-130.pdf	207,393	1.27%
18	files/form/i-129.pdf	194,226	1.19%
19	files/form/i-751.pdf	192,803	1.18%
20	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-638_red.pdf	190,712	1.17%
21	files/form/n-600.pdf	188,596	1.15%
22	files/form/n-600instr.pdf	180,230	1.10%
23	files/form/g-1055.pdf	174,332	1.07%
24	files/article/attachments.pdf	162,024	0.99%
25	files/form/i-765.pdf	155,825	0.95%
Total Downloaded Files this Month >		16,329,168	100.00%

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 10.04% over last month. Site traffic by Chrome browsers increased 11.80%. Site traffic by Internet Explorer browsers decreased 7.23%. Site traffic by Safari browsers increased 17.58%. Site traffic by Android browsers increased 30.86%.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	38.0.2125.111	1,505,163	3.62	270.36
Internet Explorer	11.0	997,501	3.87	328.88
Safari	8.0	913,058	2.85	197.91
Firefox	33.0	589,075	3.43	268.91
Safari	7.0	526,789	2.93	206.99
Android Browser	4.0	478,717	2.72	234.45
Chrome	39.0.2171.65	338,705	3.53	266.10
Internet Explorer	9.0	266,820	3.72	273.21
Internet Explorer	8.0	247,724	3.89	318.27
Chrome	39.0.2171.59	236,846	2.62	202.10
Internet Explorer	10.0	230,606	3.65	288.11
Safari (in-app)	(not set)	218,439	1.61	91.97
Chrome	1.5	192,390	2.73	208.09
Chrome	38.0.2125.114	159,693	2.99	209.33
Chrome	39.0.2171.71	146,702	3.76	280.11
Chrome	4.0	142,288	2.35	164.19
Chrome	38.0.2125.122	127,425	3.38	235.93
Safari	9537.53	107,654	3.25	230.21
Safari	7.1	95,283	4.00	284.82
Chrome	1.6	91,430	2.70	212.36
Firefox	32.0	89,833	3.60	279.21
Chrome	38.0.2125.104	70,033	3.46	259.65
Safari	6.0	57,062	2.96	226.57
Internet Explorer	7.0	47,642	3.06	225.66
Safari	7.0.6	43,603	4.00	283.55

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 4.86% over last month. Searches of “uscis” increased 4.93% over last month. Searches of “uscis case status” increased 109.65% over last month. Searches for “immigration” and “immigration news” increased 14.77% and 124.92% respectively.

	Source / Medium	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	4,314,470	38.74%	30.25%	3.60	277.37
2	uscis	92,296	28.85%	19.96%	3.66	295.26
3	uscis.gov	49,134	30.53%	18.20%	4.00	346.83
4	www.uscis.gov	24,329	26.43%	15.62%	3.82	343.86
5	uscis case status	18,365	21.92%	22.64%	2.66	182.79
6	uscis forms	8,793	27.17%	15.86%	3.96	373.26
7	(not set)	6,943	49.24%	30.49%	2.99	159.19
8	immigration	6,264	49.07%	28.90%	4.08	312.41
9	ins	5,309	58.11%	38.93%	3.78	260.29
10	everify	5,132	41.17%	19.58%	2.47	110.56
11	immigration news	3,999	42.79%	47.84%	2.79	182.32
12	e-verify	3,890	44.81%	22.21%	2.87	154.66
13	美国移民局	3,513	36.86%	19.84%	3.36	295.25
14	uscis home page	3,268	24.60%	17.75%	3.71	317.92
15	us immigration	2,967	52.11%	23.83%	4.68	341.67
16	citizenship test	2,828	46.75%	30.27%	18.70	482.76
17	uscis elis	2,504	19.73%	15.38%	3.22	261.91
18	i-9 form	2,439	72.41%	16.03%	1.66	61.28
19	daca	2,409	46.78%	10.46%	3.19	210.19
20	green card	2,381	61.82%	33.94%	3.70	239.65
21	www.uscis.gov/uscis-elis	2,285	27.66%	16.37%	4.25	437.05
22	http://www.uscis.gov/	2,039	22.31%	20.75%	3.42	278.52
23	e verify	2,027	40.45%	20.67%	2.63	123.63
24	i-9	2,027	61.77%	19.93%	1.87	85.53
25	e-verify login	1,885	36.66%	19.26%	2.24	95.70

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 18.07% from 1,200,017 in October to 983,173 in November. Users queried the term “case status” 16,542 times and the term “daca” 10,141 times.

Top Queries	# of Queries	# of Clicks	CTR*
1. case status	16,542	23,858	144.00%
2. daca	10,141	9,501	93.00%
3. what are you searching for?	9,957	1,010	10.00%
4. check status of my case	8,780	11,576	131.00%
5. status of my case	8,026	10,077	125.00%
6. processing times	7,343	8,306	113.00%
7. my case status	7,288	9,479	130.00%
8. i-765	6,967	6,767	97.00%
9. case status by receipt number	6,332	9,682	152.00%
10. i-130	5,941	5,655	95.00%
11. i-864	5,308	5,353	100.00%
12. change of address online	4,809	5,477	113.00%
13. g-325a	4,559	4,471	98.00%
14. i-485	4,505	4,272	94.00%
15. status	4,400	5,049	114.00%
16. daca renewal 2014 application	4,022	3,962	98.00%
17. case status check online	3,131	4,360	139.00%
18. i765	3,063	2,943	96.00%
19. change of address	3,038	3,336	109.00%
20. i-131	2,966	2,831	95.00%
21. i-90	2,961	2,906	98.00%
22. infopass make appointment	2,875	3,155	109.00%
23. i-821d	2,860	2,827	98.00%
24. my case status check online	2,746	3,943	143.00%
25. n400	2,715	2,595	95.00%
26. n-400	2,711	2,627	96.00%
27. infopass	2,710	2,748	101.00%
28. tps	2,641	2,190	82.00%
29. i130	2,639	2,476	93.00%
30. elis	2,584	2,572	99.00%
31. i-751	2,498	2,456	98.00%
32. g325a	2,382	2,380	99.00%
33. what are you looking for?	2,354	0	0.00%

Top Queries	# of Queries	# of Clicks	CTR*
34. i864	2,315	2,395	103.00%
35. visa bulletin	2,247	2,110	93.00%
36. check status	2,227	2,924	131.00%
37. processing time	2,214	2,388	107.00%
38. i-94	2,201	2,044	92.00%
39. visa bulletin for november 2014	2,006	2,042	101.00%
40. daca renewal	1,999	1,940	97.00%
41. i485	1,996	1,859	93.00%
42. tps honduras	1,874	1,853	98.00%
43. executive action on immigration	1,851	1,812	97.00%
44. i-912	1,799	1,774	98.00%
45. check my case status	1,791	2,444	136.00%
46. ar-11	1,728	1,780	103.00%
47. i-765ws	1,706	1,855	108.00%
48. g-325a form	1,697	1,763	103.00%
49. visa	1,684	1,195	70.00%
50. g-28	1,647	1,654	100.00%
51. status of my application	1,638	1,737	106.00%
52. i-539	1,637	1,614	98.00%
53. forms	1,623	1,284	79.00%
54. fee waiver	1,595	1,561	97.00%
55. poverty guidelines 2014	1,581	1,721	108.00%
56. green card status	1,561	1,554	99.00%
57. asylum	1,525	1,427	93.00%
58. g-1145	1,520	1,683	110.00%
59. i-864a	1,491	1,639	109.00%
60. i-821	1,485	1,527	102.00%
61. opt	1,456	1,264	86.00%
62. i90	1,400	1,350	96.00%
63. i131	1,399	1,335	95.00%
64. i-693	1,396	1,337	95.00%

*CTR: Click through Rate

Surveys of User Satisfaction

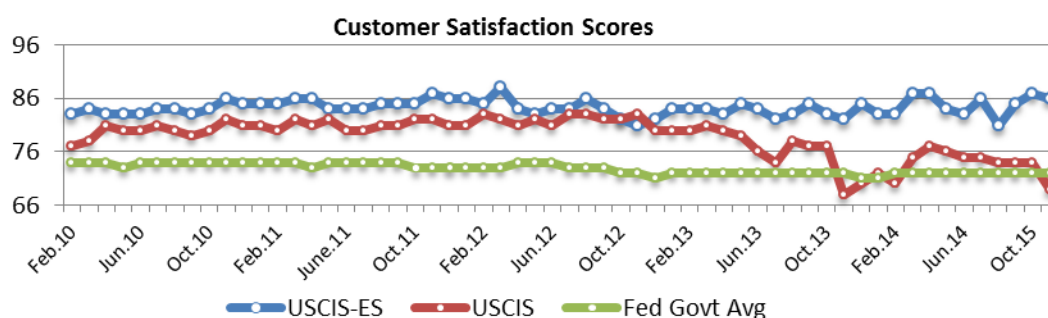
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov decreased from 87 to 86 this month with 118 respondents this month. The score for USCIS.gov decreased from 74 to 69 with 1,216 respondents this month.

This Month's Average Customer Satisfaction Scores

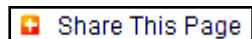
USCIS	USCIS-ES	Federal Govt.
69	86	72



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

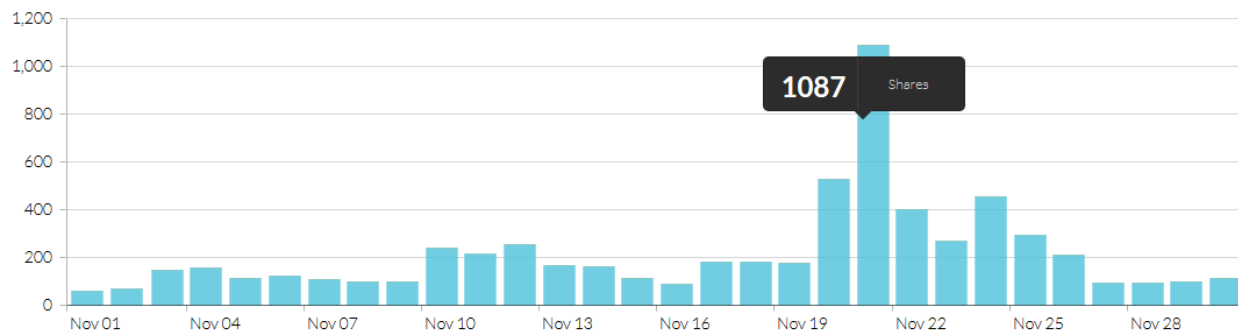
Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	29%	22%
Green Card Information	12%	6%
Download Form(s)	9%	2%
Find Form(s)	10%	8%
Get General Information Before I File My Case	10%	25%
Citizenship Requirements	3%	3%
Primary Method Used to Find Information		
Links on the pages	23%	12%
Site's Search Feature	23%	34%
Top Navigation Bar	19%	22%
Forms search	11%	N/A
Used an External Search Engine (e.g., Google)	8%	11%
Homepage banners, icons, ads	9%	7%
Just Browsing	6%	8%
Site Map	1%	6%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	21%	16%
Naturalized U.S. Citizen	17%	18%
U.S. Born Citizen	17%	3%
Citizen of a Foreign Country	9%	21%
Visitor/Nonimmigrant	4%	16%

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.

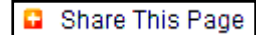
► **Notable changes this month:** USCIS.gov pages were shared 6,381 times in November. The “Executive Actions on Immigration” page was shared 1,221 times and clicked 19,927 times.



Top Shares:

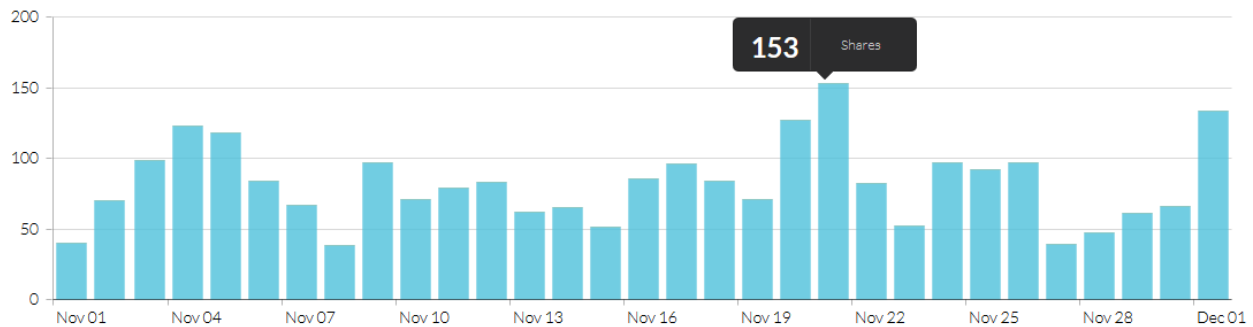
	Title	Shares	Social Clicks
1	Executive Actions on Immigration	1,221	19,927
2	Acción Ejecutiva sobre Inmigración	596	14,299
3	DHS Announces Temporary Protected Status Designations for Liberia, Guinea, and Sierra Leone	246	3,981
4	Homepage	161	0
5	Application to Replace Permanent Resident Card	148	10
6	Petition for Alien Relative	130	104
7	Application To Extend/Change Nonimmigrant Status	111	5
8	USCIS ELIS	108	9
9	Application for Employment Authorization	100	44
10	Application for Naturalization	100	40
11	Forms	70	38
12	Your Guide to InfoPass	65	4
13	Affidavit of Support Under Section 213A of the Act	63	31
14	Application to Register Permanent Residence or Adjust Status	57	24
15	USCIS Immigrant Fee	52	10
16	Get Email Updates	49	24
17	Avoid Scams	44	130
18	Petition to Remove Conditions on Residence	40	11
19	Application for Travel Document	40	4
20	Consideration of Deferred Action for Childhood Arrivals (DACA)	39	41

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:** Citizenship Resource Center pages were shared 2,528 times this month. The “Naturalization Self-Test” was the most shared.



Top Shares:

	Title	Shares	Social Clicks
1	Naturalization Self-Test 1	914	547
2	Naturalization Self-Test 2	295	26
3	100 Civics Questions and Answers with MP3 Audio (English version)	211	666
4	Naturalization Self-Test 1	146	163
5	Naturalization Self-Test 3	143	3
6	Naturalization Self-Test 4	108	14
7	Study for the Test	76	30
8	100 Civics Questions and Answers with MP3 Audio (English version)	75	155
9	Apply for Citizenship	65	18
10	Citizenship Rights and Responsibilities	42	4
11	Naturalization Self-Test 2	29	18
12	Study Materials for the English Test	25	4
13	Study Materials for the Civics Test	22	12
14	The USCIS Naturalization Interview and Test Video	18	2
15	100 Civics Questions and Answers with MP3 Audio (Spanish version)	17	4
16	Naturalization Self-Test 3	16	3
17	Contact Us	15	1
18	Becoming a U.S. Citizen: An Overview of the Naturalization Process	13	3
19	Learners	13	0
20	Understanding H-1B Requirements	12	6

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 75.99% and Transactions increased 41.33%.

	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14
Page Views on Landing Page	19,317	22,744	22,164	20,058	18,453	17,486	17,759	16,438	17,441	30,695
- Transactions	13,623	17,244	14,993	15,220	15,743	18,174	18,799	19,207	15,545	21,969

	Mar.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14
Page Views on Landing Page	23,837	24,159	22,688	24,485	25,326	23,587	22,479	7,303	9,507	13,861
- Transactions	13,751	14,711	13,457	15,341	16,456	14,329	14,302	13,171	14,009	13,927

	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Apr.13
Page Views on Landing Page	30,274	32,278	33,968	26,182	25,379	22,656	18,708	23,753	20,934	23,826
- Transactions	22,939	23,731	26,136	18,187	17,008	14,421	11,448	13,081	10,930	13,627

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

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

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

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

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:** Statistics on GovDelivery emails, subscriptions and subscribers was unavailable for this month. Tweets increased from 57 to 79. Twitter followers increased 5.06% over last month.

	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14
GovDelivery Emails Issued	19	21	23	26	39	31	24
Emails Distributed to Subscribers	1,897,736	1,567,847	2,187,720	2,828,729	4,608,538	3,410,363	2,091,328
Subscribers at End of Month	405,497	407,621	417,934	428,599	435,001	443,218	486,047
Subscriptions	1,262,430	1,267,153	1,282,317	1,299,675	1,310,522	1,317,389	1,422,583
Total Subscribable Topics	58	57	58	57	57	57	58
Tweets Issued	45	43	63	56	108	57	79
Twitter Followers at End of Month	38,484	39,383	40,738	41,795	42,688	43,500	45,700

	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14
GovDelivery Emails Issued	22	22	18	17	16	28	28
Emails Distributed to Subscribers	1,657,058	2,333,107	1,719,876	1,214,810	997,583	1,872,711	2,634,479
Subscribers at End of Month	402,895	401,817	401,575	403,424	405,252	406,632	408,500
Subscriptions	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668
Total Subscribable Topics	54	55	55	56	58	58	58
Tweets Issued	74	38	67	95	96	87	47
Twitter Followers at End of Month	30,747	31,275	32,182	33,400	34,057	35,297	36,925

	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13
GovDelivery Emails Issued	38	31	23	23	27	19	17
Emails Distributed to Subscribers	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262	911,515	1,516,924
Subscribers at End of Month	355,875	388,352	389,453	391,206	399,076	401,420	403,834
Subscriptions	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000
Total Subscribable Topics	48	50	52	52	52	52	54
Tweets Issued	37	84	22	71	55	40	78
Twitter Followers at End of Month	22,606	25,461	26,250	27,022	28,026	28,910	29,890

	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13
GovDelivery Emails Issued	32	17	21	21	20	27	26
Emails Distributed to Subscribers	1,756,493	990,637	1,854,492	1,178,514	1,205,772	976,597	1,958,689
Subscribers at End of Month	340,036	344,324	346,798	351,251	352,647	350,708	351,570
Subscriptions	1,031,839	1,047,022	1,061,009	1,076,205	1,085,296	1,099,382	1,108,975
Total Subscribable Topics	44	44	45	45	45	46	46
Tweets Issued	57	38	127	83	28	48	115
Twitter Followers at End of Month	17,457	18,000	18,688	19,308	20,097	20,932	21,769

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:** User Sessions and Page Views increased 69.43% and 40.79% respectively.

Google Analytics Metrics	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Change
Pageviews	1,130,829	1,050,509	1,086,402	1,101,011	1,163,291	1,214,981	1,710,527	40.79%
Users	210,549	228,648	228,881	232,127	251,829	256,953	473,461	84.26%
Sessions	366,773	347,080	357,563	364,832	395,002	432,220	732,303	69.43%
Avg Session Duration	0:04:34	00:04:13	00:04:18	00:04:15	00:04:08	00:03:48	0:03:23	-10.96%
% New Sessions	45.04%	62.73%	57.31%	54.85%	54.34%	49.72%	57.51%	15.67%
Pageviews/Session	3.08	3.03	3.04	3.02	2.95	2.81	2.34	-16.73%
Bounce Rate	52.03%	52.49%	52.23%	52.39%	53.11%	53.62%	60.16%	12.20%

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 accounted for 59.6% of traffic to the Spanish Site, compared to last month when it accounted for roughly a third. User Sessions by Android Mobile browsers were up 128.90% over last month and topped Windows Desktop browsers for the first time. iOS mobile browsers came in third with an increase of 164.28% over last month.

OS (device category)	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Change
Android (mobile)	91,401	98,870	112,743	124,336	284,599	128.90%
Windows (desktop)	160,640	157,957	165,818	180,758	201,302	11.37%
iOS (mobile)	40,655	42,980	47,133	52,056	137,574	164.28%
iOS (tablet)	27,604	28,260	30,284	31,385	48,438	54.33%
Macintosh (desktop)	15,244	15,130	15,468	17,376	22,006	26.65%
Android (tablet)	11,100	10,766	11,849	13,268	19,783	49.10%
Windows Phone (mobile)	2,117	1,960	2,128	2,657	4,988	87.73%
Windows (mobile)	3,278	3,341	3,571	4,079	4,956	21.50%
Linux (desktop)	1,470	1,404	1,793	1,798	2,431	35.21%
Chrome OS (desktop)	1,293	1,276	1,417	1,553	2,035	31.04%
Total	357,563	364,831	395,004	432,218	732,304	69.43%

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 up an average of 40.79%. The USCIS-ES homepage was viewed 406,967 in November compared to 307,264 times in, an increase of 32.45%. Page Views of the “Acción Ejecutiva sobre Inmigración” page first published on November 20 rose to 292,608. Page Views of the “Formularios” page were down 19.68% from last month. Page Views of the “Consideración de Acción Diferida para los Llegados en la Infancia” page were up 71.87% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Change from Last Month
1	Espanol Homepage	406,967	248,440	136.05	226,680	32.45%
2	Acción Ejecutiva sobre Inmigración	292,608	234,474	362.36	207,226	N/A
3	Formularios	49,307	33,819	81.94	9,471	-19.68%
4	Consideración de Acción Diferida para los Llegados en la Infancia	32,530	25,071	194.37	16,606	71.87%
5	Noticias	31,620	25,344	80.57	4,512	72.42%
6	Mientras mi caso está en trámite con el USCIS	31,192	21,029	186.73	13,667	106.64%
7	Petición de Familiar Extranjero	27,234	17,414	171.98	5,789	-2.88%
8	Trámite y procedimientos para la Tarjeta Verde	26,952	18,901	100.72	7,330	5.90%
9	Tarjeta Verde	24,071	16,957	59.36	5,937	-20.93%
10	Tarjeta Verde a través de la Familia	19,998	14,187	63.64	791	10.80%
11	Evite las estafas de inmigración	18,096	14,810	117.71	11,421	370.51%
12	Familiares de Ciudadanos Estadounidenses	16,655	11,237	137.47	5,057	30.67%
13	Contáctenos	16,475	11,211	148.37	2,357	41.03%
14	Preguntas más frecuentes	16,251	13,861	304.88	11,312	183.96%
15	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	16,171	11,203	155.90	3,629	2.69%
16	El examen de naturalización: Materiales de estudio	15,168	10,007	150.89	5,094	-10.01%
17	Exención Provisional por Presencia Ilegal	15,114	12,245	289.58	3,716	422.61%
18	Preguntas y Respuestas sobre temas relacionados a residencia permanente (green card)	12,964	11,612	314.15	8,577	66.76%
19	Ciudadanía	12,401	8,818	78.36	2,715	-31.72%
20	Salida del Sitio de Redirección	11,422	6,340	110.61	338	47.04%
21	Solicitud de Naturalización	11,017	7,071	201.39	3,548	-19.49%
22	Disponibilidad de Visas y Fechas de Prioridad	10,851	7,522	149.30	3,274	9.58%
23	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	10,188	7,313	125.98	1,578	10.91%
24	Tarjeta Verde para un Familiar de un Residente Permanente	9,456	6,590	160.67	2,957	39.72%
25	Familiares de Residentes Permanentes	9,284	6,806	157.49	2,612	25.16%

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