

---

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

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

**October 20, 2014**

## Revision History

Version	Date	Name of Author	Summary of Changes
1.0	October 20, 2014	CSWP, Senior Business Analyst	Baseline Draft

## Table of Contents

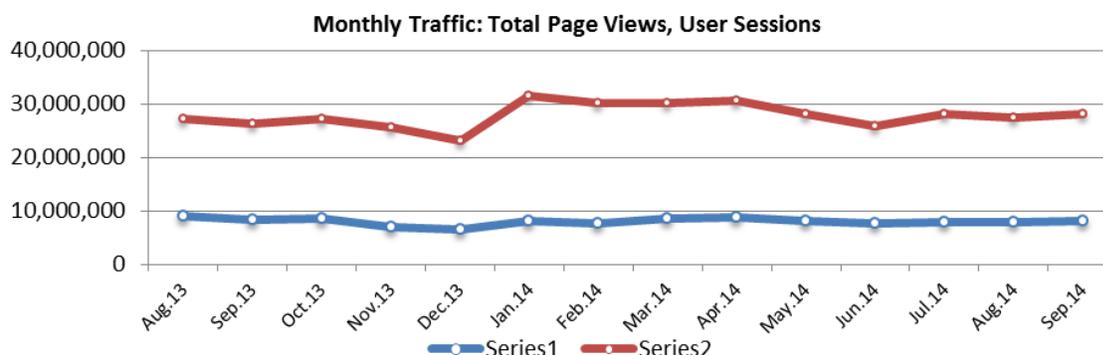
<b>Executive Summary .....</b>	<b>1</b>
<b>CSWP Visitor Traffic .....</b>	<b>2</b>
<b>Top 25 Browser Versions Used by Visitors to USCIS.gov.....</b>	<b>3</b>
<b>FOIA Status Check.....</b>	<b>4</b>
<b>Top 25 Viewed Pages.....</b>	<b>5</b>
<b>Top 25 PDF Page Views.....</b>	<b>6</b>
<b>Top 25 Referring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

## Executive Summary

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

### ► Overall Traffic Volume

Page views increased 3.13% over last month. User Sessions increased 3.10%. Page views of PDFs decreased 5.67%. (See page 2.)

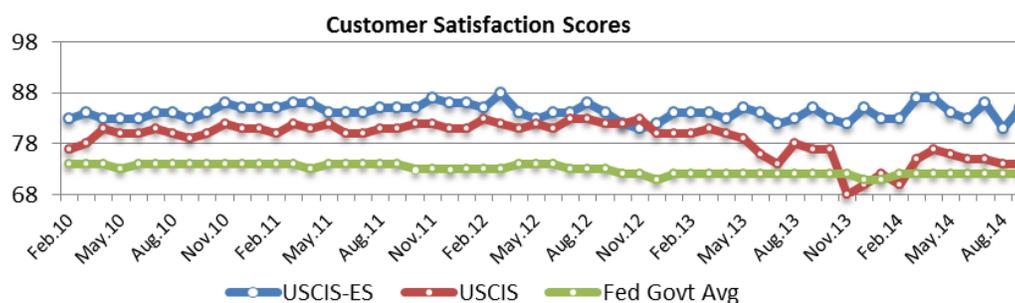


### Forms, E-Verify and Green Card Landing Pages Attract Highest Traffic

The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic increased an average of 3.13% compared to last month. Page views of the Forms landing page increased 3.57%. Traffic to the News page decreased 8.62%. Traffic to the E-Verify landing page increased 14.97%. (See Page 2)

### ► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov increased from 81 to 85 this month with 99 respondents this month. The score for USCIS.gov remained at 74 with 1,001 respondents this month. (See page 10.)



USCIS	USCIS-ES	Federal Govt.
74	85	72

### ► Social Media Activity Using Links on CSWP Pages

USCIS.gov pages were shared 4,064 times in September. The “USCIS ELIS” page was shared 187 times and clicked 86 times. (See page 11.)

## CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 3.13% over last month. User Sessions increased 3.10%. Page views of PDFs decreased 5.67%.

Google Analytics Metrics	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Change
Pageviews	28,195,095	25,903,311	28,090,994	27,360,516	28,216,393	3.13%
Users	4,250,226	3,963,054	4,123,915	4,127,430	4,481,630	8.58%
Sessions	8,154,773	7,689,791	7,977,963	7,919,509	8,164,890	3.10%
Avg Session Duration	00:04:04	00:04:08	00:04:11	00:04:11	00:04:02	-3.59%
% New Sessions	40.38%	39.70%	40.22%	40.56%	49.98%	23.22%
Pageviews/Session	3.46	3.37	3.52	3.45	3.46	0.29%
Bounce Rate	51.96%	51.64%	51.67%	51.85%	48.25%	-6.94%
PDF Pageviews*	23,725,023	19,984,303	19,722,465	21,345,144	20,135,116	-5.67%

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

## Distribution of Traffic by Major Landing Pages

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

► **Notable changes this month:** The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic increased an average of 3.13% compared to last month. Page views of the Forms landing page increased 3.57%. Traffic to the News page decreased 8.62%. Traffic to the E-Verify landing page increased 14.97%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	/forms	1,139,197	761,009	56.58	274,830	20.16%	12.86%
2	/e-verify	388,877	311,850	92.38	275,372	61.30%	58.14%
3	/greencard	354,344	249,364	49.25	102,667	24.95%	15.78%
4	/us-citizenship	198,313	135,045	66.89	56,793	33.11%	19.36%
5	/news	104,223	82,230	65.86	34,470	44.22%	30.31%
6	/tools	87,139	56,372	92.85	10,872	52.50%	34.01%
7	/aboutus	66,943	53,795	73.22	14,925	40.86%	25.02%
8	/laws	52,688	41,711	73.60	17,360	43.90%	28.46%
9	/working-united-states/working-us	38,384	32,105	99.81	15,838	43.24%	31.34%
10	/outreach	14,378	12,441	96.30	5,503	45.71%	35.42%
11	/adoption	12,848	8,963	69.48	2,390	30.98%	16.45%
12	/military	11,364	8,673	95.56	2,023	47.16%	22.94%
13	/humanitarian	9,841	7,595	78.50	1,945	34.72%	17.22%
14	/forms	1,139,197	761,009	56.58	274,830	20.16%	12.86%
15	/e-verify	388,877	311,850	92.38	275,372	61.30%	58.14%

## Top 25 Browser Versions Used by Visitors to USCIS.gov

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

► **Notable changes this month:** Site traffic by all browsers increased 3.10% over last month. Site traffic by Chrome browsers increased 4.81%. Site traffic by Internet Explorer browsers increased 2.75%. Site traffic by Safari browsers increased 1.63%.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Internet Explorer	11.0	939,060	3.82	295.38
Safari	7.0	904,043	2.99	183.97
Chrome	37.0.2062.120	875,872	3.61	250.69
Chrome	37.0.2062.103	485,137	3.63	254.52
Firefox	32.0	403,069	3.38	252.32
Android Browser	4.0	381,981	3.02	211.01
Internet Explorer	8.0	334,566	3.76	312.96
Chrome	37.0.2062.124	319,393	3.10	255.09
Internet Explorer	9.0	317,569	3.78	254.00
Chrome	36.0.1985.143	301,749	3.96	263.58
Internet Explorer	10.0	289,357	3.67	264.31
Firefox	31.0	278,315	3.54	255.77
Chrome	37.0.2062.117	237,274	3.00	186.58
Safari	7.0.6	176,311	3.65	254.84
Safari	8.0	147,662	2.56	161.56
Chrome	1.5	146,842	2.88	185.24
Chrome	37.0.2062.94	97,759	3.41	226.30
Safari	9537.53	77,346	3.80	223.21
Chrome	36.0.1985.135	61,662	3.08	191.92
Safari	6.0	59,738	3.05	203.26
Internet Explorer	7.0	58,127	3.17	211.06
Chrome	1.6	57,281	2.91	188.55
Safari (in-app)	(not set)	49,831	2.59	91.25
Chrome	36.0.1985.125	49,162	3.67	264.39
Safari	5.1.9	47,011	4.06	264.89

## 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 7.44% and Transactions increased 2.17%.

	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14	Sep.14
Page Views on Landing Page	9,507	13,861	19,317	22,744	22,164	20,058	18,453	17,486	17,759	16,438
- Transactions	14,009	13,927	13,623	17,244	14,993	15,220	15,743	18,174	18,799	19,207

	Feb.13	Apr.13	Mar.13	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13
Page Views on Landing Page	20,934	23,826	23,837	24,159	22,688	24,485	25,326	23,587	22,479	7,303
- Transactions	10,930	13,627	13,751	14,711	13,457	15,341	16,456	14,329	14,302	13,171

	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13
Page Views on Landing Page	29,569	29,543	30,274	32,278	33,968	26,182	25,379	22,656	18,708	23,753
- Transactions	22,893	23,525	22,939	23,731	26,136	18,187	17,008	14,421	11,448	13,081

	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12
Page Views on Landing Page	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342	27,787	30,585
- Transactions	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048	20,882	23,919

	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11
Page Views on Landing Page	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183	32,553
- Transactions	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472	22,862

	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10
Page Views on Landing Page	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403
- Transactions	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017

	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
Page Views on Landing Page	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387	18,562	15,861
- Transactions	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442	12,222

## 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 3.13%. Page Views of the USCIS Homepage decreased 1.92%. Page Views of the “Forms” page increased 3.21%. Page Views of the “Naturalization Self-Test” page increased 17.19%. Page Views of the “E-Verify” page increased 14.63%. Page Views of “Green Card” page increased 10.42%

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate
1	Homepage	4,567,363	3,500,496	123.03	3,247,435	47.42%
2	Naturalization Self-Test 1	2,989,945	195,685	17.54	83,880	21.97%
3	Forms	1,360,782	934,767	56.42	281,682	20.67%
4	Naturalization Self-Test 2	879,766	48,080	18.13	5,948	36.48%
5	Application for Naturalization	637,356	351,432	190.50	123,194	51.86%
6	Petition for Alien Relative	597,698	336,433	182.70	113,940	45.33%
7	Naturalization Self-Test 3	447,837	23,651	17.26	3,191	32.38%
8	Application for Employment Authorization	409,782	223,779	168.06	72,612	41.84%
9	100 Civics Questions and Answers with MP3 Audio (English version)	407,564	135,379	114.98	107,628	65.55%
10	E-Verify	393,718	315,619	91.54	276,189	61.23%
11	Application to Register Permanent Residence or Adjust Status	372,673	223,779	157.58	51,671	44.29%
12	Green Card	354,636	249,554	49.25	102,789	24.94%
13	Application to Replace Permanent Resident Card	321,280	180,686	193.30	54,418	46.04%
14	Affidavit of Support Under Section 213A of the Act	320,746	195,997	222.12	71,439	45.68%
15	Espanol Homepage	296,242	194,996	119.92	79,098	46.09%
16	USCIS ELIS	255,688	153,793	195.86	94,339	51.89%
17	Employment Eligibility Verification	229,153	171,377	123.69	113,711	67.24%
18	Apply for Citizenship	218,796	160,679	88.89	53,074	27.78%
19	Consideration of Deferred Action for Childhood Arrivals	218,511	101,951	193.31	26,356	41.03%
20	Green Card Through Family	199,661	151,547	55.29	11,637	33.72%
21	U.S. Citizenship	198,721	135,401	67.11	56,848	33.13%
22	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	183,910	114,395	166.88	13,783	50.45%
23	Renew a Green Card	170,691	118,803	77.94	51,244	23.82%
24	Filing Fees	170,198	104,030	61.40	12,933	31.57%
25	Application for Travel Document	164,384	100,368	192.06	36,803	47.26%

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

## Top 25 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views decreased 5.67%, from 21.35 million in August to 20,345,144 in September. The most downloaded file this month was the “i-9.pdf” with 3.50 million downloads, 2.86% fewer than last month. The “i-765.pdf” was downloaded 1.85 million times, down 41.90% from last month. The “i-864p.pdf” was downloaded 527,226 times, up 37.73% from last month. The Citizenship “100q.pdf” and “M-623\_red\_slides” were up 176.95% and 167.30% respectively from last month. The “g-325a.pdf” was up 154.59%, from 120,884 in August to 307,753 in September.

	Top 25 Downloaded Files	Page Views	% of Total
1	/files/form/i-9.pdf	3,503,802	17.40%
2	/files/form/i-765.pdf	1,848,302	9.18%
3	/files/form/m-274.pdf	1,006,190	5.00%
4	/files/form/n-400.pdf	576,715	2.86%
5	/files/form/i-864p.pdf	527,226	2.62%
6	/files/form/n-400instr.pdf	437,545	2.17%
7	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/100q.pdf	407,855	2.03%
8	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-623_red_slides.pdf	371,712	1.85%
9	/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf	342,646	1.70%
10	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	334,609	1.66%
11	/files/form/i-765instr.pdf	329,532	1.64%
12	/files/form/i-864instr.pdf	328,233	1.63%
13	/files/form/g-325a.pdf	307,753	1.53%
14	/files/form/i-765ws.pdf	298,201	1.48%
15	/files/form/g-1145.pdf	273,566	1.36%
16	/files/form/g-1055.pdf	268,971	1.34%
17	/files/form/i-129.pdf	267,845	1.33%
18	/files/form/i-864.pdf	263,982	1.31%
19	/files/form/i-130.pdf	248,122	1.23%
20	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-638_red.pdf	203,661	1.01%
21	/files/form/i-90instr.pdf	202,992	1.01%
22	/files/article/attachments.pdf	202,695	1.01%
23	/USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	192,643	0.96%
24	/files/form/i-485instr.pdf	191,915	0.95%
25	/files/form/i-130instr.pdf	185,986	0.92%
Total Downloaded Files this Month >		20,135,116	100.00%

## Top 25 Referring Sites Sending Traffic to CSWP

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

► **Notable changes this month:** Sessions referred from all sites increased an average of 2.49%. Sessions referred from travel.state.gov increased 1.26%. Sessions referred from usa.gov increased 5.04%. Sessions referred from ustraveldocs.com increased 4.54%. Sessions from l.facebook.com increased 74.61%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	travel.state.gov	149,108	45.42%	42.79%	3.06	300.21
2	search.uscis.gov	107,230	9.05%	43.45%	3.13	308.81
3	links.govdelivery.com	33,925	42.30%	45.15%	3.05	206.75
4	dhs.gov	27,434	60.51%	43.94%	3.55	248.54
5	uscis.gov	20,394	43.17%	19.61%	3.54	182.97
6	usa.gov	17,885	70.96%	35.85%	4.63	343.95
7	ustraveldocs.com	17,184	60.65%	50.76%	2.90	245.42
8	m.facebook.com	15,256	77.14%	70.65%	2.38	109.05
9	search.dhs.gov	14,052	59.62%	40.04%	3.73	289.63
10	visajourney.com	12,358	28.07%	60.56%	2.30	177.29
11	l.facebook.com	11,109	57.60%	52.25%	3.55	258.00
12	nolo.com	10,564	47.73%	50.85%	2.59	204.63
13	facebook.com	8,376	53.67%	55.05%	3.60	220.05
14	search.tb.ask.com	7,872	45.95%	38.57%	3.91	343.41
15	us.wow.com	6,969	57.34%	47.12%	4.00	253.21
16	trackitt.com	6,693	27.19%	70.52%	1.62	93.90
17	murthy.com	6,076	25.35%	74.11%	1.54	94.36
18	lm.facebook.com	5,866	58.29%	67.00%	2.58	140.07
19	dashboard.uscis.gov	5,704	29.21%	49.49%	2.93	217.83
20	immihelp.com	5,655	39.43%	51.92%	2.54	190.48
21	en.wikipedia.org	4,375	65.19%	54.01%	2.90	175.96
22	search.usa.gov	4,190	63.84%	36.52%	4.45	351.48
23	immigration-law.com	4,065	40.37%	79.51%	1.37	58.98
24	uscitizenpod.com	4,040	34.06%	50.64%	4.17	399.83
25	search.state.gov	3,909	80.07%	24.35%	4.43	235.79

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

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

## Top 25 Search Terms from Referring External Search Engines

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

► **Notable changes this month:** Searches decreased 2.23% over last month. Searches of “uscis” decreased 8.16% over last month. Searches of “uscis case status” decreased 22.92% over last month. Searches for “citizenship test” increased 16.15%.

	Source / Medium	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	3,993,387	47.18%	46.13%	3.57	262.77
2	uscis	94,138	36.74%	38.33%	3.78	275.40
3	uscis.gov	33,993	35.03%	32.92%	4.14	331.12
4	www.uscis.gov	25,353	35.55%	36.46%	3.99	328.39
5	uscis case status	10,936	28.35%	57.45%	2.46	149.46
6	uscis forms	9,768	35.89%	22.34%	3.96	365.14
7	everify	6,572	51.25%	55.77%	2.44	97.06
8	immigration	6,133	54.39%	41.09%	3.88	273.91
9	e-verify	5,238	53.55%	49.54%	2.98	145.11
10	ins	5,040	59.58%	38.37%	4.05	277.80
11	website www uscis gov	5,015	39.22%	49.97%	3.07	207.15
12	http://www.uscis.gov/	4,590	21.66%	48.32%	2.90	219.34
13	citizenship test	3,639	48.56%	37.79%	16.14	402.87
14	uscis elis	3,638	28.12%	48.90%	2.79	236.67
15	us immigration	3,437	58.19%	30.78%	4.73	343.11
16	i-9 form	3,298	72.92%	64.46%	1.59	48.76
17	i9	3,044	73.06%	71.98%	1.47	43.08
18	green card	2,996	70.09%	35.61%	3.95	243.98
19	www.uscis.gov/uscis-elis	2,964	31.88%	36.00%	3.86	381.46
20	e verify	2,884	51.56%	55.48%	2.65	121.86
21	美国移民局	2,839	49.10%	47.52%	3.21	266.78
22	daca	2,272	51.41%	54.89%	2.58	225.03
23	us citizenship test	2,223	48.09%	40.44%	15.93	389.54
24	سكس اجنبي	2,036	89.83%	83.45%	1.40	24.16
25	green card renewal	1,978	51.97%	23.51%	4.29	332.08

## 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 1.55% from 1,164,429 in August to 1,164,429 in September. Searches for “case status” decreased 8.10%. Searches for “i-765” increased 2.27%. Searches for “daca” increased 11.57%. Searches for “g325a” increased 16.33%.

Search Term	Count
case status	15,044
check status of my case	9,541
what are you looking for?	9,456
status of my case	8,678
i-765	8,103
daca	8,032
i-864	7,505
i-130	7,460
case status check online	7,218
my case status	7,134
processing times	5,946
change of address online	5,900
g-325a	5,893
i-485	5,635
status	4,982
i-90	4,245
elis	4,020
n-400	4,006
i-131	3,895
infopass make appointment	3,866
n400	3,809
infopass	3,620
i130	3,604
i864	3,594
change of address	3,544
i765	3,505
daca renewal 2014 application	3,461
g325a	3,369
i-821d	3,341
i-751	3,070
i-94	2,984
visa bulletin	2,618

Search Term	Count
my case status check online	2,603
i485	2,461
i-539	2,456
i-912	2,428
check status	2,311
civil surgeon locator	2,262
deferred action renewal 2014	2,244
fee waiver	2,238
g-28	2,230
case status by receipt number	2,224
i-864a	2,214
i90	2,202
ar-11	2,192
i-765ws	2,185
visa bulletin october 2014	2,144
poverty guidelines 2014	2,143
visa	2,071
i-9	2,052

## Surveys of User Satisfaction

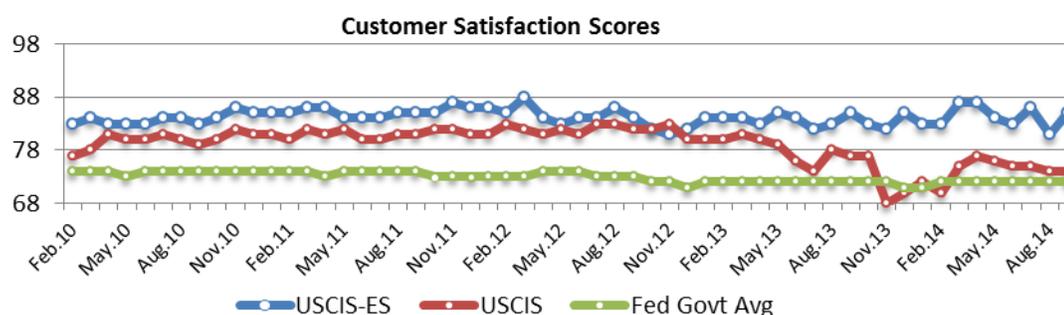
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov increased from 81 to 85 this month with 99 respondents this month. The score for USCIS.gov remained at 74 with 1,001 respondents this month.

### This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
74	85	72



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

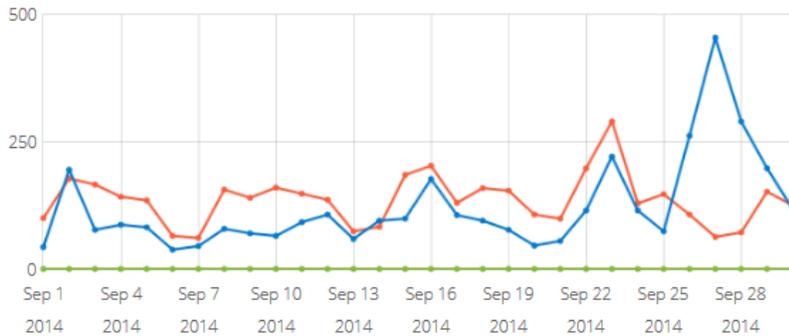
Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	14%	10%
Green Card Information	15%	23%
Download Form(s)	12%	3%
Find Form(s)	12%	9%
Get General Information Before I File My Case	12%	27%
Citizenship Requirements	3%	4%
Primary Method Used to Find Information		
Links on the pages	23%	16%
Site's Search Feature	21%	31%
Top Navigation Bar	17%	21%
Forms search	16%	N/A
Used an External Search Engine (e.g., Google)	10%	11%
Homepage banners, icons, ads	6%	7%
Just Browsing	5%	14%
Site Map	2%	0%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	24%	28%
Naturalized U.S. Citizen	19%	13%
U.S. Born Citizen	15%	2%
Citizen of a Foreign Country	11%	22%
Visitor/Nonimmigrant	6%	18%

## Social Media Activity Using Links on CSWP Pages

[Share This Page](#)

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

► **Notable changes this month:** USCIS.gov pages were shared 4,064 times in September. The “USCIS ELIS” page was shared 187 times and clicked 86 times.



Shares @	4,064
Clicks @	3,636
Follows @	0

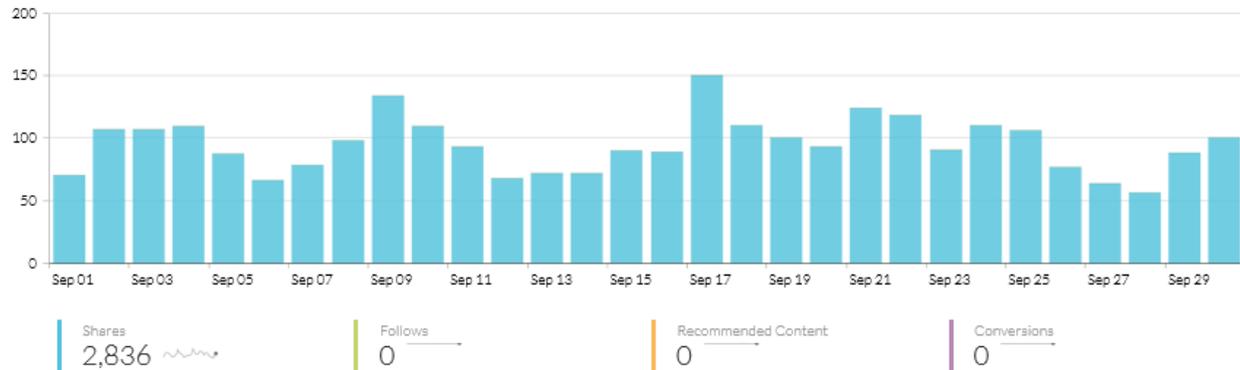
1	<b>USCIS ELIS   USCIS</b> <a href="http://www.uscis.gov/uscis-elis">http://www.uscis.gov/uscis-elis</a>	187 Shares	86 Clicks 46% Viral Lift
2	<b>Homepage   USCIS</b> <a href="http://www.uscis.gov/">http://www.uscis.gov/</a>	165 Shares	0 Clicks 0% Viral Lift
3	<b>Application to Replace Permanent Resi...</b> <a href="http://www.uscis.gov/i-90">http://www.uscis.gov/i-90</a>	116 Shares	29 Clicks 25% Viral Lift
4	<b>Petition for Alien Relative   USCIS</b> <a href="http://www.uscis.gov/i-130">http://www.uscis.gov/i-130</a>	106 Shares	73 Clicks 69% Viral Lift
5	<b>Application for Naturalization   USCIS</b> <a href="http://www.uscis.gov/n-400">http://www.uscis.gov/n-400</a>	103 Shares	31 Clicks 30% Viral Lift
6	<b>Application To Extend/Change Nonimm...</b> <a href="http://www.uscis.gov/i-539">http://www.uscis.gov/i-539</a>	89 Shares	18 Clicks 20% Viral Lift
7	<b>Affidavit of Support Under Section 213...</b> <a href="http://www.uscis.gov/i-864">http://www.uscis.gov/i-864</a>	64 Shares	43 Clicks 67% Viral Lift
8	<b>Application for Employment Authorizat...</b> <a href="http://www.uscis.gov/i-765">http://www.uscis.gov/i-765</a>	61 Shares	6 Clicks 10% Viral Lift
9	<b>VIRAL Ebola Outbreak-related Immigration Re...</b> <a href="http://www.uscis.gov/news/alerts/ebola-outbreak-related-immigration-re">http://www.uscis.gov/news/alerts/ebola-outbreak-related-immigration-re</a>	58 Shares	385 Clicks 664% Viral Lift

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

[Share This Page](#)

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

► **Notable changes this month:** Citizenship Resource Center pages were shared 2,836 times this month with 1,600 shares. The “Naturalization Self-Test” was the most shared.



### Top Shares:

Naturalization Self-Test 1   USCIS <a href="http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...">http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...</a>	1K Shares	704 Social Clicks
Naturalization Self-Test 2   USCIS <a href="http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...">http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...</a>	326 Shares	43 Social Clicks
100 Civics Questions and Answers with MP3 Audio (Engl... <a href="http://www.uscis.gov/citizenship/teachers/educational-products/100-civics-questions-and-a...">http://www.uscis.gov/citizenship/teachers/educational-products/100-civics-questions-and-a...</a>	259 Shares	846 Social Clicks
Naturalization Self-Test 3   USCIS <a href="http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...">http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...</a>	197 Shares	33 Social Clicks
Naturalization Self-Test 1   USCIS <a href="http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...">http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...</a>	158 Shares	160 Social Clicks
Naturalization Self-Test 4   USCIS <a href="http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...">http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civics-test/nature...</a>	119 Shares	20 Social Clicks
100 Civics Questions and Answers with MP3 Audio (Engl... <a href="http://www.uscis.gov/citizenship/learners/study-test/study-materials-civics-test/100-civics-...">http://www.uscis.gov/citizenship/learners/study-test/study-materials-civics-test/100-civics-...</a>	97 Shares	195 Social Clicks
Apply for Citizenship   USCIS <a href="http://www.uscis.gov/citizenship/learners/apply-citizenship">http://www.uscis.gov/citizenship/learners/apply-citizenship</a>	73 Shares	40 Social 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 4,608,538 email bulletins to subscribers, 62.92% more than the previous month. Tweets increased from 57 to 108. Twitter followers increased 2.14% over last month.

	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14	Sep.14
GovDelivery Emails Issued	28	28	19	21	23	26	39
Emails Distributed to Subscribers	1,872,711	2,634,479	1,897,736	1,567,847	2,187,720	2,828,729	4,608,538
Subscribers at End of Month	406,632	408,500	405,497	407,621	417,934	428,599	435,001
Subscriptions	1,258,551	1,268,668	1,262,430	1,267,153	1,282,317	1,299,675	1,310,522
Total Subscribable Topics	58	58	58	57	58	57	57
Tweets Issued	87	47	45	43	63	56	108
Twitter Followers at End of Month	35,297	36,925	38,484	39,383	40,738	41,795	42,688

	Aug.13	Sep.13	Oct.13	Nov.13	Dec.13	Jan.14	Feb.14
GovDelivery Emails Issued	19	17	22	22	18	17	16
Emails Distributed to Subscribers	911,515	1,516,924	1,657,058	2,333,107	1,719,876	1,214,810	997,583
Subscribers at End of Month	401,420	403,834	402,895	401,817	401,575	403,424	405,252
Subscriptions	1,221,140	1,234,000	1,238,863	1,237,090	1,238,296	1,243,034	1,250,826
Total Subscribable Topics	52	54	54	55	55	56	58
Tweets Issued	40	78	74	38	67	95	96
Twitter Followers at End of Month	28,910	29,890	30,747	31,275	32,182	33,400	34,057

	Jan.13	Feb.13	Mar.13	Apr.13	May.13	Jun.13	Jul.13
GovDelivery Emails Issued	27	26	38	31	23	23	27
Emails Distributed to Subscribers	976,597	1,958,689	2,457,203	2,976,849	2,079,216	1,663,637	2,031,262
Subscribers at End of Month	350,708	351,570	355,875	388,352	389,453	391,206	399,076
Subscriptions	1,099,382	1,108,975	1,127,188	1,175,533	1,175,771	1,188,393	1,207,556
Total Subscribable Topics	46	46	48	50	52	52	52
Tweets Issued	48	115	37	84	22	71	55
Twitter Followers at End of Month	20,932	21,769	22,606	25,461	26,250	27,022	28,026

	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12
GovDelivery Emails Issued	21	21	32	17	21	21	20
Emails Distributed to Subscribers	1,884,932	1,544,738	1,756,493	990,637	1,854,492	1,178,514	1,205,772
Subscribers at End of Month	331,965	334,609	340,036	344,324	346,798	351,251	352,647
Subscriptions	1,003,501	1,007,796	1,031,839	1,047,022	1,061,009	1,076,205	1,085,296
Total Subscribable Topics	23	28	44	44	45	45	45
Tweets Issued	185	90	57	38	127	83	28
Twitter Followers at End of Month	15,209	15,765	17,457	18,000	18,688	19,308	20,097

## 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 8.27% and 5.66% respectively.

Google Analytics Metrics	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Change
Pageviews	1,130,829	1,050,509	1,086,402	1,101,011	1,163,291	5.66%
Users	210,549	228,648	228,881	232,127	251,829	8.49%
Sessions	366,773	347,080	357,563	364,832	395,002	8.27%
Avg Session Duration	0:04:34	00:04:13	00:04:18	00:04:15	00:04:08	-2.75%
% New Sessions	45.04%	62.73%	57.31%	54.85%	54.34%	-0.93%
Pageviews/Session	3.08	3.03	3.04	3.02	2.95	-2.32%
Bounce Rate	52.03%	52.49%	52.23%	52.39%	53.11%	1.37%

## 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 increased 4.98% while Android Mobile User Sessions increased 14.03%.

OS (device category)	Jul.14	Aug.14	Sep.14	Change
Windows (desktop)	160,640	157,957	165,818	4.98%
Android (mobile)	91,401	98,870	112,743	14.03%
iOS (mobile)	40,655	42,980	47,133	9.66%
iOS (tablet)	27,604	28,260	30,284	7.16%
Macintosh (desktop)	15,244	15,130	15,468	2.23%
Android (tablet)	11,100	10,766	11,849	10.06%
Windows (mobile)	3,278	3,341	3,571	6.88%
Windows Phone (mobile)	2,117	1,960	2,128	8.57%
Linux (desktop)	1,470	1,404	1,793	27.71%
Chrome OS (desktop)	1,293	1,276	1,417	11.05%
<b>Total</b>	<b>357,563</b>	<b>364,831</b>	<b>395,004</b>	<b>8.27%</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:** Page Views were up an average of 5.66%. The USCIS-ES homepage was viewed 294,921 times in September compared to 293,358 times in August, an increase of 0.53%. Page Views of the “Formularios” page were up 7.60% from last month. Page Views of the “Petición de Familiar Extranjero” page were up 0.71% from last month. Page Views of the “El examen de naturalización: Materiales de estudio” page were up 11.78% over last month. Page Views of the “Ciudadanía” page were up 28.92% over last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	% Exit**
1	Espanol Homepage	294,921	195,621	135.76	186,043	46.38%
2	Formularios	54,481	35,147	77.68	7,801	16.02%
3	Petición de Familiar Extranjero	28,803	17,095	175.05	5,228	31.60%
4	Trámite y procedimientos para la Tarjeta Verde	25,264	17,203	98.08	6,237	22.77%
5	Tarjeta Verde	24,472	15,725	48.83	3,411	13.45%
6	El examen de naturalización: Materiales de estudio	18,414	11,512	150.83	5,834	39.56%
7	Consideración de Acción Diferida para los Llegados en la Infancia	18,381	12,167	172.79	7,702	42.32%
8	Tarjeta Verde a través de la Familia	17,820	12,476	58.87	647	10.90%
9	Ciudadanía	17,437	11,309	75.14	3,557	20.26%
10	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	15,616	10,672	176.68	3,362	32.66%
11	Noticias	15,504	11,897	70.83	865	15.68%
12	Solicitud de Naturalización	14,353	8,607	192.40	3,862	39.75%
13	Familiares de Ciudadanos Estadounidenses	12,273	8,023	136.85	3,281	23.89%
14	Mientras mi caso está en trámite con el USCIS	12,253	8,971	193.79	4,286	39.39%
15	Contáctenos	11,344	7,754	150.44	1,725	33.89%
16	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	11,141	6,580	192.25	2,777	38.06%
17	Disponibilidad de Visas y Fechas de Prioridad	10,239	6,961	145.73	3,405	36.57%
18	Ciudadanía por Naturalización	9,697	7,125	97.93	4,079	28.04%
19	Preguntas de la parte de educación cívica del Examen de Naturalización	9,564	5,240	148.08	2,492	37.63%
20	Ajuste de estatus	9,266	6,864	186.89	3,406	35.88%
21	Tarifa de Inmigrante de USCIS	9,187	4,922	76.37	1,155	15.24%
22	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	9,128	6,308	126.20	881	18.63%
23	Otras maneras para obtener la Tarjeta Verde	8,760	5,682	61.17	299	9.70%
24	Salida del Sitio de Redirección	8,573	4,737	120.41	257	29.43%
25	El Examen de Naturalización	8,533	5,378	78.96	748	17.52%

\* “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