

U.S. Citizenship and Immigration Services (USCIS)

**July 2015 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

August 17, 2015

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	August 17, 2015	CSWP, Senior Business Analyst	Baseline Draft

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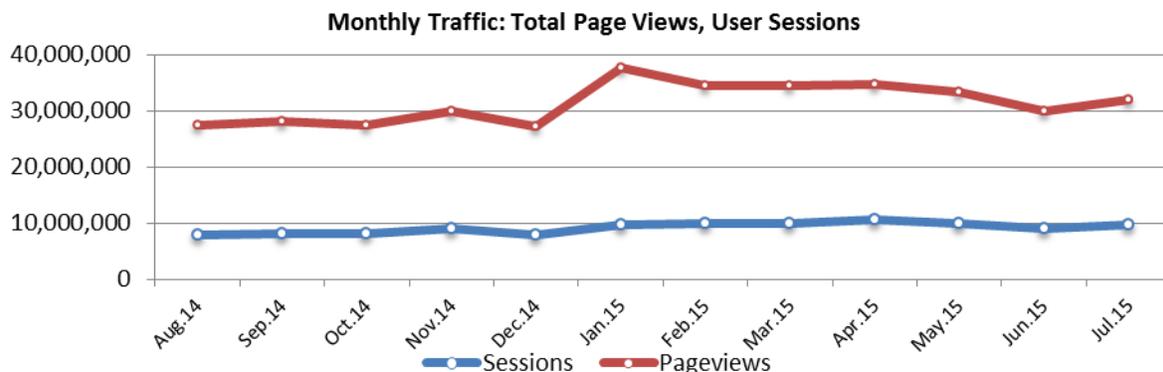
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for July 2015. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

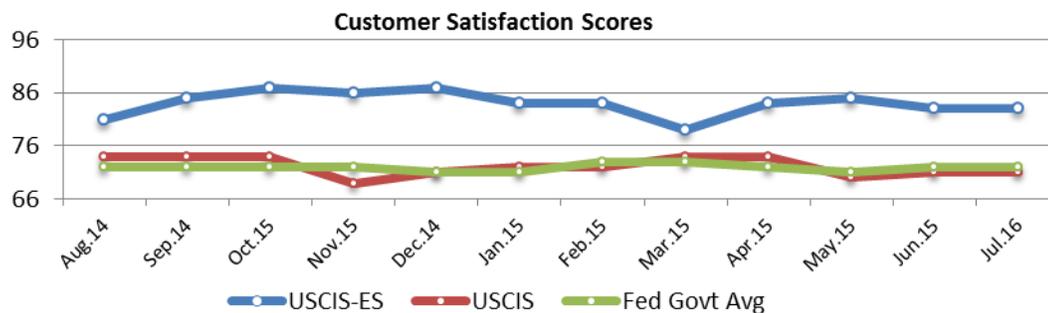
► Overall Traffic Volume

Page views increased 6.32% over last month. User Sessions increased 6.27%. Page views of PDFs decreased 7.29%. (See page 2-3.)



► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov remained at 83 this month with 111 respondents this month. The score for USCIS.gov remained at 71 with 915 respondents this month. (See page 9.)



USCIS	USCIS-ES	Federal Govt.
71	83	72

► USCIS-ES Visitor Traffic

User Sessions and Page Views increased 17.68% and 15.55% respectively. Page Views were up an average of 15.55%. The USCIS-ES homepage was viewed 281,787 times in July compared to 247,238 times in June, an increase of 13.97%. Page Views of the "Noticias" page increased 40.38% from last month. Page Views of the "Exención Provisional por Presencia Ilegal" page was up 202.56% from last month. (See page 14-15.)

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 6.32% over last month. User Sessions increased 6.27%. Page views of PDFs decreased 7.29%.

Metric	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Change
Pageviews	37,577,960	34,548,035	34,505,791	34,747,104	33,328,516	30,010,346	31,908,179	6.32%
Users	5,127,416	5,369,771	5,069,704	5,399,170	5,139,681	4,590,711	4,943,998	7.70%
Sessions	9,774,916	9,996,313	9,964,767	10,542,795	9,864,435	9,029,393	9,595,298	6.27%
Avg Session Duration	00:04:26	00:04:07	0:04:14	00:03:54	00:03:58	00:04:02	00:04:00	-0.83%
% New Sessions	42.22%	42.66%	39%	40.09%	40.19%	38.83%	40.26%	3.68%
Pageviews/Session	3.84	3.46	3.46	3.30	3.38	3.32	3.33	0.30%
Bounce Rate	31.20%	34.74%	31.42%	34.41%	34.04%	30.94%	32.53%	5.14%
PDF Pageviews*	18,133,762	16,308,215	19,498,803	19,039,279	15,822,483	16,497,086	15,295,155	-7.29%

* 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 main landing pages.

► **Notable changes this month:** Page views of the “Green Card” page increased 5.43%. Page views of the “U.S. Citizenship” page increased 6.03%. Page views of the “About Us” increased 12.73%.

	Page	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Forms	1,258,420	53.98	266,004	20.29%	0.24%
2	Green Card	397,000	51.80	126,607	25.01%	5.43%
3	U.S. Citizenship	171,045	77.62	60,358	27.77%	6.03%
4	News	142,432	73.22	62,876	50.63%	7.16%
5	Tools	127,034	156.99	35,096	26.85%	9.35%
6	Executive Actions on Immigration	46,452	203.29	26,079	68.21%	-0.09%
7	About Us	41,503	81.26	9,612	36.86%	12.73%
8	Working in the US	38,107	98.49	15,006	42.85%	-1.32%
9	Laws	36,280	83.59	13,459	40.87%	5.99%
10	Military	13,821	89.90	3,020	42.05%	16.06%
11	Humanitarian	13,408	82.25	2,519	39.17%	16.77%
12	Outreach	8,158	95.09	2,536	36.88%	7.06%

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 6.32% overall. Page Views of the USCIS Homepage increased 4.92%. Page Views of the “Naturalization Self-Test 1” increased 17.82%. Page Views of the “Citizenship Resource Center Homepage” increased 160.82%. Page Views of the “Application for Employment Authorization” page decreased 10.24%.

	Page Title	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Homepage	5,022,555	137.95	3,518,602	16.51%	4.92%
2	Naturalization Self-Test 1	2,914,294	14.33	79,262	6.58%	17.82%
3	Naturalization Self-Test 2	1,365,136	14.50	7,212	28.33%	17.36%
4	Forms	1,258,420	53.98	266,004	20.29%	0.24%
5	Naturalization Self-Test 3	609,425	13.04	2,862	22.72%	-15.62%
6	Application for Naturalization	609,156	221.55	124,497	36.20%	5.04%
7	Petition for Alien Relative	606,622	193.52	126,182	30.82%	3.15%
8	Naturalization Self-Test 4	583,275	12.87	2,980	30.66%	21.27%
9	Green Card	397,000	51.80	126,607	25.01%	5.43%
10	Application for Employment Authorization	391,044	174.61	79,594	27.73%	-10.24%
11	Application to Register Permanent Residence or Adjust Status	386,686	168.76	62,648	33.44%	5.66%
12	100 Civics Questions and Answers with MP3 Audio (English version)	342,489	177.15	90,942	45.84%	6.48%
13	Affidavit of Support Under Section 213A of the Act	320,511	230.56	79,302	20.25%	1.98%
14	E-Verify	305,134	121.26	216,272	34.02%	1.72%
15	Application to Replace Permanent Resident Card	298,944	220.96	64,372	35.61%	-0.64%
16	Espanol Homepage	289,561	125.13	77,229	21.68%	15.37%
17	Contact Us	273,223	164.97	65,133	44.19%	10.08%
18	Apply for Citizenship	255,430	146.74	91,688	29.12%	3.41%
19	E-Filing Form I-90 Using USCIS ELIS	222,198	186.06	18,878	24.08%	-1.44%
20	USCIS ELIS	220,181	69.74	77,009	12.15%	12.37%
21	Citizenship Resource Center Homepage	207,005	57.62	122,389	79.24%	160.82%
22	Renew a Green Card	196,865	72.56	60,669	21.42%	0.53%
23	Green Card Through Family	195,991	55.52	12,014	36.66%	6.59%
24	Log in to USCIS ELIS	192,216	250.06	28,102	13.51%	9.95%
25	Employment Eligibility Verification	190,449	147.02	102,436	34.05%	-9.80%

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

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 m.facebook.com increased 114.10%. Sessions referred from bing.com increased 3,462.22%.

	Search Term	Sessions	% New Sessions*	New Users	Bounce Rate	Pages / Session	Change
1	travel.state.gov	153,478	27.22%	41,771	30.87%	2.76	6.98%
2	m.facebook.com	133,904	77.60%	103,907	67.63%	3.75	114.10%
3	bing.com	81,931	40.32%	33,033	20.58%	4.02	3462.22%
4	links.govdelivery.com	71,002	18.55%	13,172	32.46%	2.78	-1.01%
5	bs.serving-sys.com	58,960	96.69%	57,007	96.53%	1.06	31.96%
6	dhs.gov	39,466	46.29%	18,269	32.16%	3.78	23.05%
7	facebook.com	38,520	40.98%	15,786	46.59%	4.27	34.61%
8	ustraveldocs.com	26,344	41.61%	10,962	41.06%	2.81	5.85%
9	trackitt.com	21,203	12.45%	2,639	37.44%	1.52	-7.29%
10	nolo.com	19,463	28.59%	5,564	35.63%	2.55	5.68%
11	visajourney.com	18,247	13.36%	2,438	39.63%	2.21	-4.71%
12	search.dhs.gov	15,807	37.67%	5,954	26.34%	3.58	-1.13%
13	l.facebook.com	15,075	36.25%	5,465	44.62%	3.86	-8.55%
14	t.co	10,306	27.98%	2,884	51.29%	2.19	-13.19%
15	search.tb.ask.com	9,468	24.82%	2,350	16.49%	4.36	-2.90%
16	us.wow.com	9,218	30.11%	2,776	25.93%	5.26	-7.64%
17	lm.facebook.com	8,977	39.72%	3,566	57.10%	2.04	-5.07%
18	immigration-law.com	8,078	8.21%	663	28.89%	1.55	-32.98%
19	alllaw.com	7,835	33.07%	2,591	32.78%	2.95	8.38%
20	welcometousa.gov	6,885	18.63%	1,283	23.92%	4.63	18.97%
21	murthy.com	6,430	7.51%	483	25.16%	1.64	-39.79%
22	redbus2us.com	6,214	24.94%	1,550	41.70%	1.97	-10.72%
23	duckduckgo.com	5,495	47.46%	2,608	32.94%	3.44	64.47%
24	uscitizenpod.com	5,212	17.13%	893	49.39%	4.23	-0.15%
25	connect.uscis.dhs.gov	5,013	12.21%	612	35.09%	3.34	11293.18%

* 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 7.29%, from 16,497,086 in June to 15,295,155 in July. The most downloaded file this month was the “i-9.pdf” with 2.34 million downloads. The “USCIS_ELIS_Customer_User_Manual.pdf” was downloaded 1 million times. The “m-274.pdf” was downloaded 955,799 times.

	Top 25 Downloaded Files	Page Views	Percentage of Total
1	files/form/i-9.pdf	2,346,202	15.34%
2	USCIS/USCIS%20ELIS/USCIS_ELIS_Customer_User_Manual.pdf	1,049,296	6.86%
3	files/form/m-274.pdf	955,799	6.25%
4	files/form/n-400.pdf	446,801	2.92%
5	USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-	363,182	2.37%
6	files/form/i-130.pdf	281,316	1.84%
7	files/form/n-400instr.pdf	268,997	1.76%
8	files/form/i-864.pdf	253,415	1.66%
9	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	247,358	1.62%
10	files/form/i-130instr.pdf	240,908	1.58%
11	files/form/i-765instr.pdf	221,782	1.45%
12	files/form/g-1145.pdf	217,872	1.42%
13	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/	216,169	1.41%
14	USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	207,878	1.36%
15	files/form/i-765.pdf	206,045	1.35%
16	USCIS/Resources/B2en.pdf	204,198	1.34%
17	files/form/i-864instr.pdf	201,003	1.31%
18	files/article/attachments.pdf	140,817	0.92%
19	files/form/i-90instr.pdf	132,247	0.86%
20	files/form/i-485instr.pdf	131,073	0.86%
21	files/form/i-485.pdf	130,267	0.85%
22	USCIS/files/M-1051.pdf	129,786	0.85%
23	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/	129,104	0.84%
24	files/form/i-90.pdf	128,250	0.84%
25	files/form/g-325a.pdf	126,028	0.82%

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 6.27% over last month. Chrome browsers represented 45.87% of traffic, an increase of 4.83% over last month. Safari browsers represented 21.88% of traffic, an increase of 7.51% from last month. Internet Explorer browsers represented 18.76% of traffic, an increase of 2.56% from last month. Firefox browsers represented 8.13% of traffic, an increase of 0.71% from last month.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Safari	8.0	1,288,736	2.71	178.60
Internet Explorer	11.0	1,158,010	3.86	312.94
Chrome	43.0.2357.134	868,976	3.46	257.53
Chrome	43.0.2357.130	650,637	3.69	262.16
Chrome	43.0.2357.132	585,222	3.51	259.04
Chrome	43.0.2357.93	545,990	2.97	204.35
Firefox	39.0	488,447	3.52	259.34
Chrome	44.0.2403.107	302,872	3.41	259.39
Internet Explorer	9.0	263,736	3.65	274.16
Safari (in-app)	(not set)	204,785	2.39	56.53
Android Browser	4.0	204,403	2.90	232.19
Internet Explorer	10.0	198,667	3.45	263.69
Safari	7.0	183,124	2.97	201.76
Chrome	28.0.1500.94	181,675	2.76	215.12
Firefox	38.0	172,602	3.68	264.69
Chrome	44.0.2403.125	152,094	3.37	246.77
Chrome	34.0.1847.76	146,403	2.80	193.12
Internet Explorer	8.0	134,445	3.77	268.74
Chrome	44.0.2403.89	130,701	3.32	240.53
Safari	8.0.7	123,373	3.87	262.97
Safari	600.1.4	106,026	3.39	218.73
Safari	8.0.6	77,156	4.07	282.29
Chrome	43.0.2357.61	62,815	2.88	178.55
Chrome	43.0.2357.124	56,058	3.46	251.75
Chrome	38.0.2125.102	49,774	3.00	227.68

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 1.85% over last month. Searches of “uscis” decreased 11.42% from last month. Searches of “e-verify” decreased 30.98% from last month. Searches for “immigration news” increased 6.12%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Change
1	(not provided)	5,106,122	34.57%	30.29%	3.56	3.83%
2	uscis	48,688	24.57%	20.19%	3.44	-11.42%
3	uscis.gov	28,410	22.61%	13.97%	3.89	-30.00%
4	www.uscis.gov	13,476	22.61%	14.55%	3.79	-13.69%
5	(not set)	8,092	40.15%	30.30%	3.14	73.20%
6	uscis forms	6,745	23.44%	14.60%	3.97	-23.28%
7	uscis case status	5,787	22.59%	19.51%	2.39	-11.96%
8	everify	4,573	37.50%	13.93%	2.16	-25.53%
9	uscis home page	3,063	15.77%	12.01%	4.05	0.76%
10	immigration	3,045	36.42%	24.70%	3.76	-18.89%
11	uscis elis	2,724	19.71%	14.94%	3.27	-13.03%
12	e-verify	2,355	38.09%	15.37%	2.36	-30.98%
13	www.uscis.gov/uscis-elis	2,196	26.50%	11.29%	4.64	-7.73%
14	ins	2,102	50.81%	23.17%	4.31	-15.75%
15	e-verify for employers	1,992	44.23%	17.67%	2.86	-29.31%
16	us immigration	1,901	48.50%	22.62%	4.38	-14.83%
17	i-9 form	1,876	66.63%	22.71%	2.16	-36.23%
18	i-9	1,860	63.01%	25.65%	2.40	-30.18%
19	green card	1,837	62.60%	30.59%	3.93	-3.37%
20	immigration and naturalization service	1,739	41.52%	16.50%	5.27	-9.05%
21	e verify	1,482	36.98%	19.70%	2.30	-26.92%
22	i9	1,329	68.70%	28.14%	2.07	-29.68%
23	immigration news	1,318	30.96%	43.32%	2.89	6.12%
24	http://www.uscis.gov/	1,285	14.71%	15.80%	3.15	-11.44%
25	green card renewal	1,194	44.05%	19.60%	4.11	-6.65%

Top 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 20.40% from 1,056,504 in June to 1,272,013 in July. Users queried the term “i-765” 9,506 times.

Top Queries	# of Queries	# of Clicks	CTR*
processing times	13,592	13,700	100.00%
daca	13,509	10,587	78.00%
i-765	9,506	9,245	97.00%
i-130	9,285	8,801	94.00%
i-864	8,683	9,253	106.00%
case status	7,806	9,370	120.00%
i-485	7,385	6,934	93.00%
change of address online	7,114	7,455	104.00%
g-325a	6,891	7,307	106.00%
status of my case	6,061	7,067	116.00%
i-90	6,037	6,096	100.00%
check status of my case	5,900	6,956	117.00%
i-131	5,238	5,053	96.00%
n-400	5,112	5,362	104.00%
elis	5,075	4,867	95.00%
n400	4,463	4,816	107.00%
i130	4,334	4,195	96.00%
i864	4,155	4,326	104.00%
processing time	4,047	4,032	99.00%
i765	3,985	3,819	95.00%
g325a	3,963	4,242	107.00%
change of address	3,944	3,868	98.00%
infopass make appointment	3,910	4,139	105.00%
my case status	3,802	4,137	108.00%
tps	3,793	3,336	87.00%
case status by receipt number	3,663	4,704	128.00%
civil surgeon locator	3,625	4,263	117.00%
case status check online	3,614	4,314	119.00%
i-751	3,438	3,379	98.00%
i-912	3,407	3,454	101.00%
g-28	3,307	3,274	99.00%
infopass	3,104	3,309	106.00%
i485	3,090	2,967	96.00%

Top Queries	# of Queries	# of Clicks	CTR*
daca renewal	3,076	2,946	95.00%
status	3,067	3,375	110.00%
poverty guidelines 2015	3,048	3,397	111.00%
i-539	3,034	3,000	98.00%
i90	2,975	3,051	102.00%
g-325a form	2,964	3,357	113.00%
i-94	2,957	2,842	96.00%
daca 3 year	2,880	2,715	94.00%
g325a form	2,753	3,181	115.00%
visa bulletin	2,743	2,826	103.00%
daca 3 year recall	2,626	1,781	67.00%
forms	2,612	2,089	79.00%
i-821d	2,575	2,653	103.00%
ar-11	2,494	2,432	97.00%
i-693	2,453	2,350	95.00%
i-129	2,387	2,227	93.00%
n-600	2,298	2,361	102.00%
fee waiver	2,292	2,264	98.00%
i131	2,237	2,165	96.00%
address change online	2,170	2,341	107.00%
i-864a	2,107	2,185	103.00%
opt	2,026	1,824	90.00%
asylum	2,025	1,887	93.00%
tps for nepal	2,004	1,955	97.00%
i-134	1,994	2,160	108.00%
foia	1,975	1,966	99.00%
visa	1,957	1,530	78.00%
765	1,953	1,899	97.00%
g-325	1,952	2,139	109.00%
i-140	1,915	1,671	87.00%
n600	1,913	2,070	108.00%

*CTR: Click through Rate

Surveys of User Satisfaction

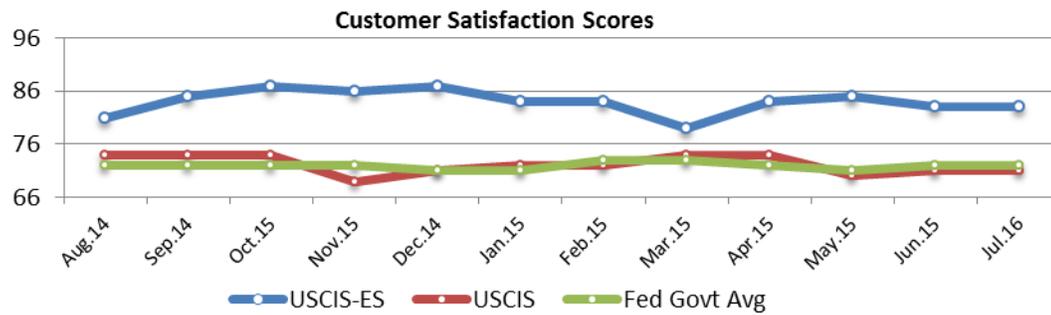
USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The score for USCIS-ES.gov remained at 83 this month with 111 respondents this month. The score for USCIS.gov remained at 71 with 915 respondents this month.

This Month's Average Customer Satisfaction Scores

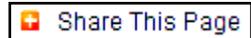
USCIS	USCIS-ES	Federal Govt.
71	83	72



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

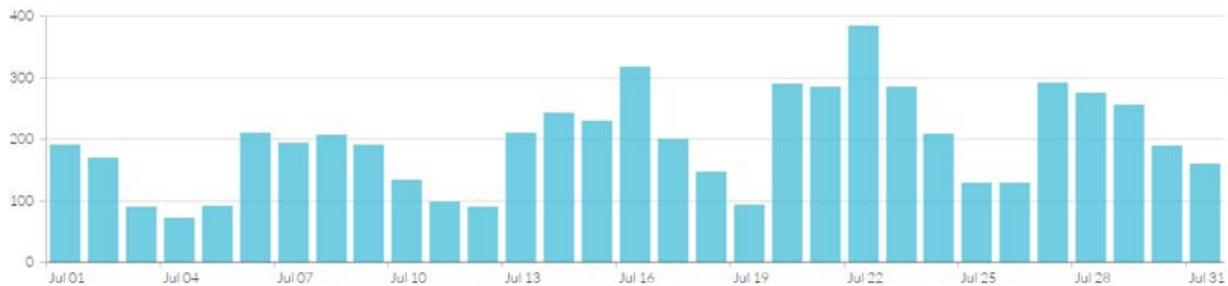
Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	19%	20%
Green Card Information	14%	18%
Download Form(s)	10%	3%
Find Form(s)	12%	7%
Get General Information Before I File My Case	12%	15%
Citizenship Requirements	2%	8%
Primary Method Used to Find Information		
Links on the pages	24%	16%
Site's Search Feature	23%	26%
Top Navigation Bar	16%	25%
Forms search	11%	N/A
Used an External Search Engine (e.g., Google)	13%	7%
Homepage banners, icons, ads	7%	7%
Just Browsing	6%	15%
Site Map	1%	4%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	24%	27%
Naturalized U.S. Citizen	18%	14%
U.S. Born Citizen	18%	3%
Citizen of a Foreign Country	10%	17%
Visitor/Nonimmigrant	5%	16%

Social Media Activity Using Links on USCIS.gov 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:** USCIS.gov pages were shared 6,046 times in July. The “Important Information for Some DACA Recipients Who Received Three-Year* Work Authorization: Fact Sheet” page was shared 246 times and clicked 1730 times. The “USCIS Clarifies Eligibility Requirements for Modifications to the Oath of Allegiance” page was shared 211 times and clicked 619 times.



Top Shares:

	Title	Shares	Social Clicks
1	USCIS ELIS	248	10
2	Important Information for Some DACA Recipients Who Received Three-Year* Work Authorization: Fact Sheet	246	1730
3	Application to Replace Permanent Resident Card	230	74
4	USCIS Clarifies Eligibility Requirements for Modifications to the Oath of Allegiance	211	619
5	Petition for Alien Relative	139	95
6	E-Filing Form I-90 Using USCIS ELIS	122	15
7	Homepage	105	0
8	Application for Naturalization	103	41
9	FiancÃ©(e) Visas	88	28
10	Application for Employment Authorization	73	20
11	URGENT: Some DACA Recipients Who Received Three-Year Work Permits Must Return Them Immediately	71	481
12	USCIS Immigrant Fee	70	64
13	USCIS Seeks Comments on Proposed Expansion of Eligibility for Provisional Unlawful Presence Waivers	63	99
14	Affidavit of Support Under Section 213A of the Act	57	37
15	USCIS Resumes Premium Processing for Extension of Stay H-1B Petitions	55	284
16	Forms	53	143
17	Did You Know? A Green Card Does Not Always Have a Signature	50	91
18	E-Verify	49	33
19		47	224
20	Remove Conditions on Permanent Residence Based on Marriage	47	17

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 9,627 times in July, with a spike of 1,371 shares of the Naturalization Self-Test, 1,100 of them via Facebook.



Top Shares:

	Title	Shares	Social Clicks
1	Naturalization Self-Test 3	4,656	765
2	Naturalization Self-Test 3	1,703	77
3	Naturalization Self-Test 4	673	64
4	Naturalization Self-Test 3	635	14
5	Naturalization Self-Test 1	313	249
6	Recursos para la naturalización	291	3
7	100 Civics Questions and Answers with MP3 Audio (English version)	195	338
8	Apply for Citizenship	162	47
9	100 Civics Questions and Answers with MP3 Audio (English version)	94	241
10	Study for the Test	91	37
11	Citizenship Rights and Responsibilities	64	19
12	Understanding H-1B Requirements	48	5
13	F-1 Optional Practical Training (OPT)	41	2
14	Study Materials for the Civics Test	40	22
15	Naturalization Self-Test 2	35	4
16	Study Materials for the English Test	33	21
17	Understanding E-2 Requirements	23	3
18	The USCIS Naturalization Interview and Test Video	22	3
19	Understanding L-1 Requirements	21	4
20	Naturalization Self-Test 3	19	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 6.16% and Transactions increased 5.68%.

	Oct.14	Nov.14	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15
Page Views on Landing Page	17,441	30,695	29,262	32,777	43,063	40,392	43,588	49,325	46,222	49,068
- Transactions	15,545	21,969	36,900	38,761	33,458	35,390	36,347	39,297	35,976	38,019

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

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 3,458,434 email bulletins to subscribers, 48.58% less than last month. Tweets increased from 139 to 163. Twitter followers increased 1.66% over last month.

	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15
GovDelivery Bulletins	35	18	55	66	61	73	73
Emails Distributed to Subscribers	2,353,908	1,719,876	3,056,968	4,726,760	4,244,437	6,725,991	3,458,434
Subscribers at End of Month	531,824	554,119	567,922	591,744	603,520	604,296	617,850
Subscriptions	1,533,777	1,594,163	1,628,014	1,677,423	1,704,224	1,705,919	1,732,702
Total Subscribable Topics	59	61	61	60	60	62	76
Tweets Issued	122	74	75	133	156	139	163
Twitter Followers at End of Month	47,900	50,000	51,300	54,800	56,700	57,670	58,625

	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14
GovDelivery Emails Issued	21	23	26	39	31	24	22
Emails Distributed to Subscribers	1,567,847	2,187,720	2,828,729	4,608,538	3,410,363	2,091,328	2,107,867
Subscribers at End of Month	407,621	417,934	428,599	435,001	443,218	486,047	510,159
Subscriptions	1,267,153	1,282,317	1,299,675	1,310,522	1,317,389	1,422,583	1,478,787
Total Subscribable Topics	57	58	57	57	57	58	58
Tweets Issued	43	63	56	108	57	79	45
Twitter Followers at End of Month	39,383	40,738	41,795	42,688	43,500	45,700	46,000

	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

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 17.68% and 15.55% respectively.

Google Analytics Metrics	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Change
Pageviews	1,142,571	1,678,901	1,643,532	1,396,239	1,292,955	1,169,519	1,141,316	1,318,763	15.55%
Users	277,111	422,347	418,778	312,832	284,404	263,818	256,126	307,279	19.97%
Sessions	451,845	659,000	661,719	515,858	468,562	429,517	416,290	489,872	17.68%
Avg Session Duration	00:03:39	0:03:36	0:03:27	0:03:51	00:03:53	00:03:49	0:03:51	00:03:46	-2.16%
% New Sessions	49.06%	54.53%	52.24%	48.92%	48.99%	49.72%	50.29%	52.53%	4.45%
Pageviews/Session	2.53	2.55	2.48	2.71	2.76	2.72	2.74	2.69	-1.82%
Bounce Rate	56.42%	57.44%	58.85%	54.48%	53.82%	54.44%	53.91%	54.53%	1.15%

USCIS-ES Sessions 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 browsers accounted for 53.96% of traffic to the Spanish site, up 27.26% from last month. User Sessions by Android Mobile browsers were up 26.94% compared to last month. iOS mobile browsers came in third with an increase of 30.80% compared to last month.

OS (device category)	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Change
Android (mobile)	242,439	243,560	172,870	157,605	140,545	136,477	173,248	26.94%
Windows (desktop)	199,377	195,115	180,184	165,249	155,167	150,449	161,156	7.12%
iOS (mobile)	115,169	120,712	80,555	71,197	64,451	62,584	81,863	30.80%
iOS (tablet)	42,142	41,949	32,729	28,608	26,632	25,061	27,671	10.41%
Macintosh (desktop)	20,482	21,266	18,717	16,986	16,450	16,369	18,009	10.02%
Android (tablet)	19,669	18,680	16,217	15,144	13,238	12,855	13,951	8.53%
Windows Phone (mobile)	4,204	4,373	3,341	3,019	3,066	2,952	4,006	35.70%
Windows (mobile)	5,097	5,434	4,847	4,371	4,250	4,193	4,275	1.96%
Linux (desktop)	4,422	5,357	1,761	1,779	1,673	1,651	1,659	0.48%
Chrome OS (desktop)	2,466	2,030	1,841	2,051	1,711	1,558	1,759	12.90%
Total	659,013	661,717	515,855	468,564	429,518	416,290	489,874	17.68%

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 15.55%. The USCIS-ES homepage was viewed 281,787 times in July compared to 247,238 times in June, an increase of 13.97%. Page Views of the “Noticias” page increased 40.38% from last month. Page Views of the “Exención Provisional por Presencia Ilegal” page was up 202.56% from last month.

	Page Title	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Change
1	Homepage	281,787	135.47	161,891	46.65%	13.97%
2	Formularios	42,377	76.33	7,110	35.69%	3.97%
3	Petición de Familiar Extranjero	30,229	171.89	6,957	57.08%	4.13%
4	Trámite y procedimientos para la Tarjeta Verde	30,066	100.11	9,040	39.51%	11.77%
5	Mientras mi caso está en trámite con el USCIS	24,109	187.89	10,247	52.16%	3.90%
6	Noticias	21,887	78.12	4,903	54.33%	40.38%
7	Contáctenos	21,707	156.77	2,970	60.81%	15.15%
8	Tarjeta Verde a través de la Familia	19,797	64.46	1,364	45.63%	13.44%
9	Tarjeta Verde	18,263	60.44	4,927	31.68%	2.73%
10	Familiares de Ciudadanos Estadounidenses	17,191	136.92	6,037	46.46%	18.93%
11	El examen de naturalización: Materiales de estudio	16,518	146.95	5,234	54.91%	12.61%
12	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	16,336	160.11	3,564	52.23%	6.28%
13	Solicitud de Naturalización	14,518	202.06	5,006	58.53%	12.73%
14	Disponibilidad de Visas y Fechas de Prioridad	13,249	158.49	4,939	54.93%	13.15%
15	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	12,646	182.75	4,398	55.22%	-0.94%
16	Consideración de Acción Diferida para los Llegados en la Infancia	12,142	164.49	5,735	59.29%	6.88%
17	USCIS Solicita Comentarios sobre Propuesta de Ampliación de Elegibilidad a Exenciones Provisionales por Presencia Ilegal	11,096	180.95	3,928	77.11%	∞
18	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	10,917	130.61	1,709	48.74%	7.57%
19	Ciudadanía	10,045	80.87	2,889	46.04%	13.62%
20	Exención Provisional por Presencia Ilegal	10,039	274.88	5,425	76.72%	202.56%
21	Cónyuge	9,588	203.34	5,295	54.64%	20.08%
22	Tarjeta Verde para un Familiar de un Ciudadano Estadounidense	9,456	125.60	1,301	48.35%	16.17%
23	Solicitud de Autorización de Empleo	9,421	152.26	2,371	50.74%	3.45%
24	Tarjeta Verde para un Familiar de un Residente Permanente	9,300	161.87	2,761	51.36%	26.26%
25	Acciones Ejecutivas sobre Inmigración	9,074	194.06	5,978	73.52%	21.86%

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