U.S. Citizenship and Immigration Services (USCIS)

January 2015 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

February 17, 2015

Revision History

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

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Executive Summary

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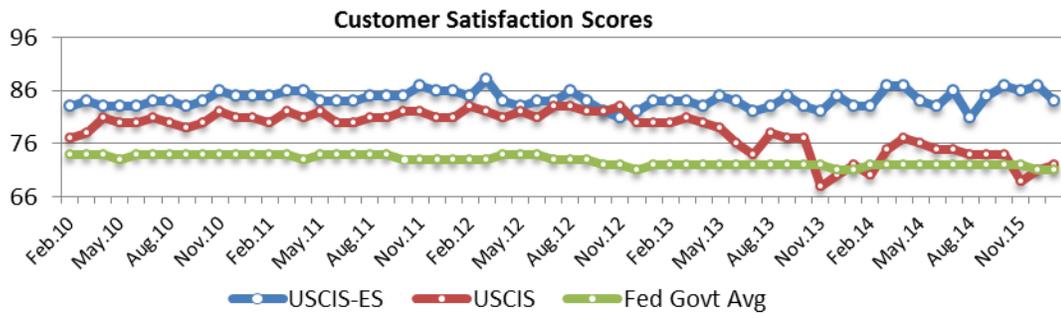
► Overall Traffic Volume

Page views increased 38.08% over last month. User Sessions increased 23.47%. Page views of PDFs increased 25.33%. (See page 2-3.)

Monthly Traffic: Total Page Views, User Sessions
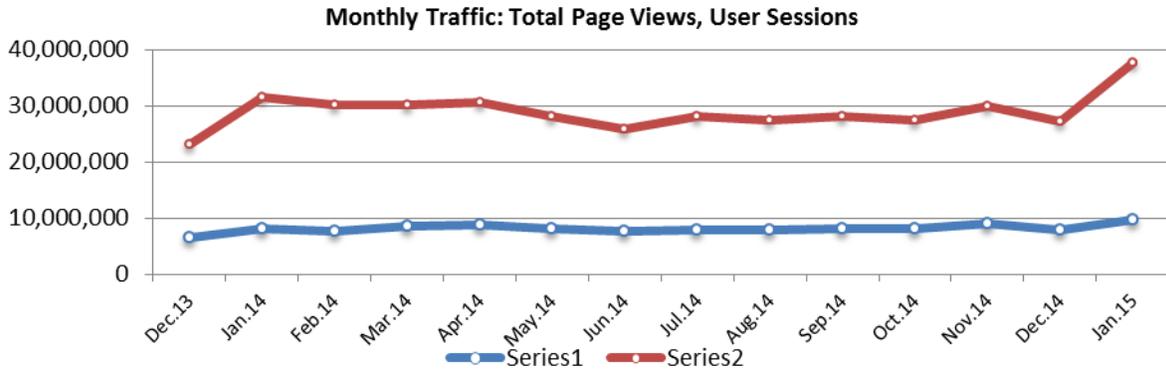
► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov decreased from 87 to 84 this month with 144 respondents this month. The score for USCIS.gov increased from 71 to 72 with 1,159 respondents this month. (See page 9.)

Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
72	84	71

► USCIS-ES Visitor Traffic

User Sessions and Page Views increased 45.85% and 46.94% respectively. The USCIS-ES homepage was viewed 351,163 times in January compared to 279,012 times in December, an increase of 25.86%. Page Views of the "Acción Ejecutiva sobre Inmigración" page were 139,206, up 58.94% from last month. Page Views of the "Formularios" page was up 46.76% from last month. (See page 14-15.)

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 38.08% over last month. User Sessions increased 23.47%. Page views of PDFs increased 25.33%.

Google Analytics Metrics	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15	Change
Pageviews	28,090,994	27,360,516	28,216,393	28,992,485	29,946,853	27,214,760	37,577,960	38.08%
Users	4,123,915	4,127,430	4,481,630	4,259,234	4,841,148	4,118,578	5,127,416	24.49%
Sessions	7,977,963	7,919,509	8,164,890	8,203,939	9,027,223	7,916,612	9,774,916	23.47%
Avg Session Duration	00:04:11	00:04:11	00:04:02	00:04:11	00:04:12	00:04:13	00:04:26	5.14%
% New Sessions	40.22%	40.56%	49.98%	42.23%	43.80%	40.45%	42.22%	4.38%
Pageviews/Session	3.52	3.45	3.46	3.33	3.32	3.44	3.84	11.63%
Bounce Rate	51.67%	51.85%	48.25%	29.72%	33.22%	30.88%	31.20%	1.04%
PDF Pageviews*	19,722,465	21,345,144	20,135,116	17,595,777	16,329,168	14,468,677	18,133,762	25.33%

* 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 increased 23.29%. Page views of the Green Card landing page increased 19.53%. The "Executive Actions on Immigration" page increased 18.45%.

	Page	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	Change from last month
1	/forms	1,181,059	801,296	55.98	282,552	19.84%	22.28%
2	/greencard	416,695	312,973	51.32	136,102	25.73%	19.57%
3	/immigrationaction	408,572	328,347	243.65	204,992	66.67%	18.42%
4	/e-verify	283,471	223,179	110.45	183,764	27.87%	3.36%
5	/us-citizenship	217,459	166,319	78.40	76,468	27.49%	33.01%
6	/news	144,312	112,661	72.02	48,349	37.99%	3.21%
7	/tools	125,470	92,794	165.47	31,284	22.21%	1.25%
8	/working-united-states/working-us	42,376	35,573	96.71	17,996	43.70%	29.90%
9	/laws	41,463	34,604	83.38	15,239	44.08%	8.32%
10	/aboutus	40,478	33,096	84.19	10,070	36.03%	12.48%
11	/military	13,823	10,534	94.31	2,326	40.26%	26.49%
12	/humanitarian	11,986	9,329	75.16	2,140	36.15%	18.79%
13	/outreach	9,803	8,486	89.29	3,169	36.13%	18.74%

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 38.08%. Page Views of the "Naturalization Self-Test 1" increased 85.30% times and for the first time outpaced Page Views to the Homepage. Page Views of the USCIS Homepage increased 14.22%. Page Views of the "Forms" page increased 23.29%. The "Executive Actions on Immigration" page increased 18.45% compared to last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Bounce Rate	% Exit
1	Naturalization Self-Test 1	5,850,113	359,725	14.94	169,339	16.95%	2.36%
2	Homepage	5,274,191	3,871,407	133.12	3,578,659	15.47%	45.08%
3	Naturalization Self-Test 2	1,739,218	84,367	15.35	11,341	30.32%	1.34%
4	Forms	1,406,749	978,127	55.07	288,796	20.28%	12.71%
5	Naturalization Self-Test 3	922,704	39,551	14.41	4,434	29.89%	0.90%
6	Application for Naturalization	742,784	413,105	221.77	142,527	33.93%	40.16%
7	Petition for Alien Relative	644,120	364,165	192.91	126,446	30.40%	32.12%
8	Naturalization Self-Test 4	594,769	28,990	13.97	3,916	37.49%	1.67%
9	Application for Employment Authorization	485,042	270,399	179.70	87,664	28.88%	27.68%
10	100 Civics Questions and Answers with MP3 Audio (English version)	452,382	158,392	181.28	118,196	47.55%	29.33%
11	Green Card	416,946	313,129	51.35	136,183	25.74%	18.15%
12	Executive Actions on Immigration	409,041	328,712	243.53	205,074	66.67%	59.60%
13	Application to Replace Permanent Resident Card	390,467	216,723	204.52	70,892	34.77%	32.10%
14	Application to Register Permanent Residence or Adjust Status	385,526	234,820	168.02	59,286	34.72%	26.69%
15	Espanol Homepage	357,014	215,984	128.47	95,137	19.51%	30.15%
16	Apply for Citizenship	321,213	251,075	146.81	106,960	29.02%	26.04%
17	Affidavit of Support Under Section 213A of the Act	293,891	182,499	227.24	69,414	20.58%	40.54%
18	E-Verify	288,939	227,289	108.68	184,494	27.81%	53.93%
19	Contact Us	262,425	189,357	164.52	69,202	43.86%	37.80%
20	Renew a Green Card	238,595	163,691	84.82	76,587	20.66%	17.34%
21	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online)	238,312	139,111	164.31	17,683	43.27%	31.93%
22	Consideration of Deferred Action for Childhood Arrivals	223,603	105,442	207.66	28,461	27.43%	25.60%
23	Employment Eligibility Verification	219,520	161,031	133.47	110,435	28.89%	60.41%
24	U.S. Citizenship	217,676	166,501	78.48	76,496	27.50%	23.08%
25	Green Card Through Family	214,333	164,184	54.96	12,572	36.36%	11.11%

* "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 all sites increased an average of 42.51%. Sessions referred from travel.state.gov increased 14.94%. Sessions referred from m.facebook.com increased 143.46%.

	Search Term	Sessions	% New Sessions*	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1	travel.state.gov	153,383	28.26%	43,352	30.03%	2.90	289.97
2	m.facebook.com	143,567	77.26%	110,913	65.04%	2.47	95.78
3	links.govdelivery.com	126,324	24.63%	31,116	41.91%	2.50	214.05
4	dhs.gov	36,766	44.05%	16,195	30.39%	3.92	281.85
5	lm.facebook.com	31,376	46.94%	14,728	60.50%	2.34	131.01
6	uscis.gov	27,653	0.31%	85	17.48%	4.44	381.53
7	facebook.com	27,224	39.85%	10,850	41.96%	4.69	191.47
8	l.facebook.com	25,745	42.26%	10,881	41.97%	5.35	251.99
9	ustraveldocs.com	24,548	44.36%	10,890	40.80%	2.82	247.51
10	usa.gov	23,055	55.02%	12,684	32.01%	4.57	359.58
11	visajourney.com	18,534	13.31%	2,467	37.29%	2.13	166.58
12	search.dhs.gov	17,895	40.20%	7,194	25.04%	4.01	330.45
13	nolo.com	16,276	28.75%	4,679	33.15%	2.80	231.38
14	trackitt.com	16,234	19.01%	3,086	49.77%	1.60	94.79
15	ds.serving-sys.com	13,663	98.55%	13,465	82.65%	1.43	31.84
16	search.tb.ask.com	13,075	29.93%	3,914	18.29%	4.90	419.14
17	bs.serving-sys.com	11,734	91.78%	10,769	89.31%	1.20	20.24
18	us.wow.com	11,412	35.23%	4,021	29.71%	5.69	305.88
19	t.co	10,472	39.56%	4,143	51.55%	4.61	151.82
20	bing.com	9,321	34.01%	3,170	24.78%	3.89	293.09
21	noticias.univision.com	9,110	37.95%	3,457	45.54%	2.64	245.82
22	search.uscis.gov	8,541	0.75%	64	20.21%	3.17	303.11
23	immihelp.com	8,415	21.13%	1,778	38.88%	2.56	199.45
24	fox59.com	8,306	90.34%	7,504	10.90%	31.68	430.41
25	apps.irs.gov	5,909	77.85%	4,600	8.26%	1.77	85.01

* 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 increased 25.33%, from 14,468,677 in December to 18,133,762 in January. The most downloaded file this month was the "i-9.pdf" with 3.43 million downloads, 42.58% more than last month. The "m-274.pdf" was downloaded 897,287 times, up 30.37% from last month. The "n-400.pdf" was downloaded 629,284 times, upo 35.54% from last month.

	Top 25 Downloaded Files	Page	% of
1	/files/form/i-9.pdf	3,428,770	18.91%
2	/files/form/m-274.pdf	897,287	4.95%
3	/files/form/n-400.pdf	629,284	3.47%
4	/files/form/n-400instr.pdf	489,345	2.70%
5	/files/form/i-765instr.pdf	396,689	2.19%
6	/files/form/i-129.pdf	338,849	1.87%
7	/USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-	327,154	1.80%
8	/files/form/g-1145.pdf	314,794	1.74%
9	/files/form/i-864instr.pdf	286,699	1.58%
10	/USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E-VerifyFedContrListandQueryVol.pdf	279,232	1.54%
11	/files/form/i-130.pdf	272,115	1.50%
12	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-715-reading.pdf	257,019	1.42%
13	/USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/100q.pdf	254,768	1.40%
14	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	253,190	1.40%
15	/files/form/i-864.pdf	248,234	1.37%
16	/files/form/i-90instr.pdf	235,613	1.30%
17	/files/form/i-864p.pdf	223,406	1.23%
18	/files/article/attachments.pdf	213,339	1.18%
19	/files/form/i-485instr.pdf	211,541	1.17%
20	/files/form/i-130instr.pdf	208,377	1.15%
21	/files/form/i-765.pdf	196,252	1.08%
22	/USCIS/files/M-1051.pdf	181,977	1.00%
23	/USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	180,074	0.99%
24	/files/form/g-1055.pdf	165,028	0.91%
25	/files/form/i-90.pdf	157,258	0.87%

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 23.47% over last month. Site traffic by Chrome browsers increased 26.06%. Site traffic by Safari browsers increased 25.48%. Site traffic by Internet Explorer browsers increased 18.45%. Site traffic by Firefox browsers increased 18.38%.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Chrome	39.0.2171.95	1,359,651	4.03	286.18
Internet Explorer	11.0	1,184,768	4.22	335.33
Safari	8.0	1,090,884	3.09	199.51
Chrome	39.0.2171.99	570,515	4.15	279.88
Safari	7.0	420,412	3.39	219.30
Firefox	34.0	404,896	3.94	285.75
Chrome	39.0.2171.93	393,974	3.35	221.82
Android Browser	4.0	380,941	3.25	247.56
Firefox	35.0	318,696	3.83	276.16
Chrome	40.0.2214.93	296,737	3.97	275.64
Internet Explorer	9.0	279,400	4.25	285.75
Internet Explorer	10.0	239,021	4.03	294.68
Chrome	40.0.2214.91	231,273	3.88	277.39
Internet Explorer	8.0	227,356	4.17	318.05
Chrome	1.5	198,040	3.19	223.04
Safari	8.0.2	168,595	4.40	294.29
Chrome	4.0	139,936	4.66	208.62
Chrome	40.0.2214.89	118,067	3.09	211.38
Safari (in-app)	(not set)	117,816	3.87	111.75
Chrome	1.6	110,519	3.03	218.45
Safari	600.1.4	83,377	3.53	247.45
Safari	7.1.2	78,829	4.80	309.98
Chrome	39.0.2171.50	56,309	3.32	211.96
Internet Explorer	7.0	47,794	3.47	234.13
Safari	6.0	45,400	3.44	235.92

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 23.43% over last month. Searches of "uscis" increased 7.57% over last month. Searches of "uscis case status" decreased 11.10% over last month. Searches for "citizenship test" increased 38.90%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Avg. Visit Duration
1	(not provided)	5,011,095	38.30%	30.10%	3.93	288.63
2	uscis	83,479	28.05%	19.82%	3.78	304.26
3	uscis.gov	46,830	25.58%	12.41%	4.36	378.53
4	www.uscis.gov	21,820	24.98%	14.31%	4.38	359.68
5	uscis case status	15,564	20.54%	21.70%	2.51	177.90
6	uscis forms	9,095	25.74%	15.03%	4.18	393.24
7	immigration	6,740	48.32%	33.20%	3.75	284.85
8	ins	5,693	59.70%	41.07%	3.91	281.82
9	everify	5,565	41.89%	17.81%	2.57	128.03
10	uscis home page	5,249	26.27%	18.33%	4.14	346.34
11	citizenship test	3,724	49.44%	28.20%	25.32	518.08
12	e-verify	3,213	45.07%	21.01%	2.87	145.14
13	us immigration	3,068	50.07%	20.89%	4.76	382.87
14	immigration news	2,973	33.10%	44.16%	3.15	189.67
15	immigration and naturalization service	2,912	55.91%	35.13%	4.40	381.78
16	green card	2,787	66.09%	39.50%	3.71	240.41
17	i-9	2,632	68.88%	21.05%	2.08	76.50
18	i9	2,610	74.79%	22.53%	1.69	50.58
19	美国移民局	2,582	38.81%	22.46%	3.20	286.43
20	uscis elis	2,534	16.81%	14.68%	3.20	279.93
21	i-9 form	2,528	72.35%	21.12%	2.05	66.56
22	us citizenship test	2,475	58.99%	22.75%	25.84	487.80
23	e verify	2,271	42.14%	19.15%	2.75	135.52
24	www.uscis.gov/uscis-elis	1,973	26.10%	13.84%	4.42	478.20
25	green card renewal	1,927	48.57%	17.07%	4.43	390.91

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 21.78% from 903,668 in December to 1,100,527 in January. Users queried the term "daca" 11,311 times, up 29.18% over last month.

| Top Queries	# of Queries	# of Clicks	CTR*		Top Queries	# of Queries	# of Clicks	CTR*
1. what are you searching for?	13,326	1,400	10.00%		34. processing time	2,716	2,873	105.00%
2. daca	11,311	10,339	91.00%		35. poverty guidelines 2015	2,649	2,900	109.00%
3. processing times	9,651	10,370	107.00%		36. visa bulletin	2,585	2,652	102.00%
4. case status	9,449	13,234	140.00%		37. i-821	2,555	2,485	97.00%
5. i-765	8,657	8,300	95.00%		38. civil surgeon locator	2,536	3,107	122.00%
6. i-130	6,980	6,672	95.00%		39. elis	2,441	2,428	99.00%
7. i-864	6,013	5,910	98.00%		40. i485	2,427	2,299	94.00%
8. i-485	5,521	5,270	95.00%		41. i-912	2,233	2,219	99.00%
9. status of my case	5,486	6,352	115.00%		42. g-325a form	2,161	2,248	104.00%
10. check status of my case	5,483	6,703	122.00%		43. g-28	2,124	2,108	99.00%
11. g-325a	5,337	5,386	100.00%		44. visa bulletin january 2015	2,079	2,118	101.00%
12. change of address online	5,107	5,381	105.00%		45. fee waiver	2,073	2,009	96.00%
13. daca renewal	5,095	5,068	99.00%		46. i-765ws	2,068	2,210	106.00%
14. dapa	5,089	4,930	96.00%		47. i90	2,014	2,033	100.00%
15. tps	4,863	4,197	86.00%		48. tps el salvador	1,994	2,102	105.00%
16. i-90	4,214	4,236	100.00%		49. i-129	1,961	1,805	92.00%
17. case status by receipt number	4,067	5,952	146.00%		50. i-693	1,944	1,908	98.00%
18. i765	4,008	3,876	96.00%		51. forms	1,915	1,466	76.00%
19. n-400	3,949	3,886	98.00%		52. ar-11	1,911	1,973	103.00%
20. my case status	3,774	4,698	124.00%		53. asylum	1,836	1,639	89.00%
21. i-131	3,669	3,559	97.00%		54. g325a form	1,833	2,016	109.00%
22. tps el salvador 2015	3,607	3,446	95.00%		55. n-600	1,767	1,776	100.00%
23. n400	3,498	3,445	98.00%		56. deferred action renewal	1,758	1,754	99.00%
24. i-751	3,369	3,373	100.00%		57. i-539	1,742	1,695	97.00%
25. i-821d	3,259	3,198	98.00%		58. h1b	1,736	1,677	96.00%
26. i130	3,248	3,069	94.00%		59. check status	1,724	2,243	130.00%
27. change of address	3,213	3,412	106.00%		60. processing times for i-130	1,723	2,281	132.00%
28. status	3,193	3,492	109.00%		61. i131	1,674	1,635	97.00%
29. g325a	3,005	3,040	101.00%		62. daca renewal forms	1,672	1,693	101.00%
30. infopass make appointment	2,976	3,148	105.00%		63. n600	1,640	1,951	118.00%
31. i864	2,966	3,080	103.00%		64. my case status check online	1,633	2,000	122.00%
32. i-94	2,960	3,485	117.00%		*CTR: Click through Rate			
33. infopass	2,846	3,012	105.00%					

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.

FORESEE

►**Notable changes this month:** The score for USCIS-ES.gov decreased from 87 to 84 this month with 144 respondents this month. The score for USCIS.gov increased from 71 to 72 with 1,159 respondents this month.

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
72	84	71

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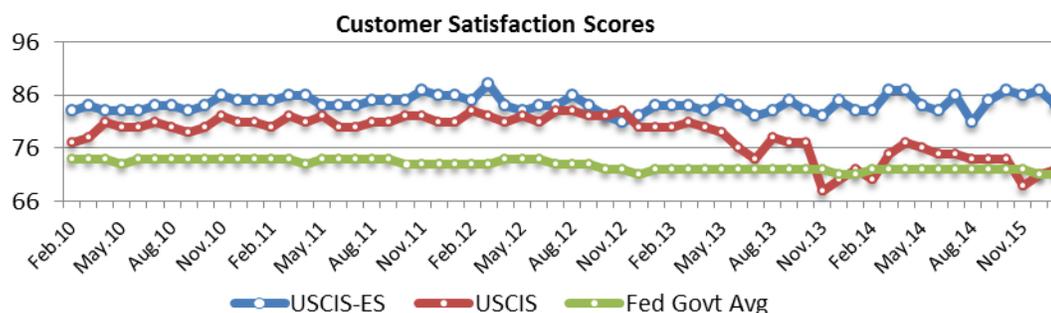
Top Visitor Responses to Selected Survey Questions (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	17%	22%
Green Card Information	13%	10%
Download Form(s)	10%	3%
Find Form(s)	13%	9%
Get General Information Before I File My Case	12%	24%
Citizenship Requirements	3%	9%
Primary Method Used to Find Information		
Links on the pages	22%	13%
Site's Search Feature	20%	33%
Top Navigation Bar	18%	28%
Forms search	14%	N/A
Used an External Search Engine (e.g., Google)	10%	8%
Homepage banners, icons, ads	7%	3%
Just Browsing	7%	11%
Site Map	2%	4%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	21%	20%
Naturalized U.S. Citizen	19%	14%
U.S. Born Citizen	19%	4%
Citizen of a Foreign Country	9%	16%
Visitor/Nonimmigrant	4%	20%

Social Media Activity Using Links on CSWP Pages
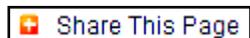
Share This Page

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.
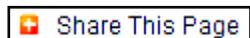
►**Notable changes this month:** USCIS.gov pages were shared 6,009 times in January. The "Acciones Ejecutivas sobre Inmigracion" page was shared 288 times and clicked 1,245 times.


Shares	Follows	Recommended Content	Conversions
6,009	0	0	0
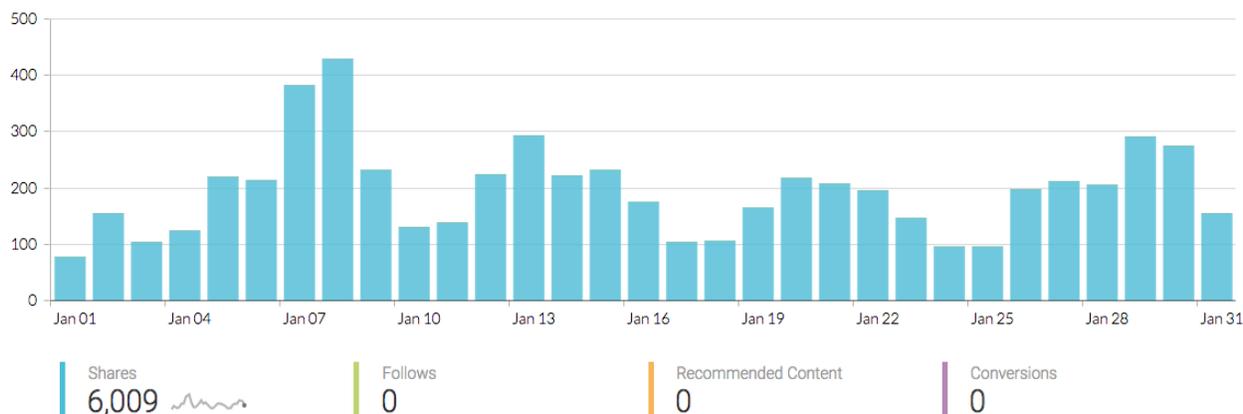
Top Shares:

	Title	Shares	Social Clicks
1	Acciones Ejecutivas sobre InmigraciÃ³n	288	1245
2	Temporary Protected Status Extended for El Salvador | USCIS	255	432
3	Petition for Alien Relative | USCIS	157	142
4	Application to Replace Permanent Resident Card | USCIS	120	78
5	Application for Naturalization | USCIS	118	67
6	Application To Extend/Change Nonimmigrant Status | USCIS	79	18
7	Se extiende el Estatus de ProtecciÃ³n Temporal para El Salvador | USCIS	73	168
8	Petition to Remove Conditions on Residence | USCIS	71	55
9	Application for Employment Authorization | USCIS	66	41
10	Forms | USCIS	65	43
11	Affidavit of Support Under Section 213A of the Act | USCIS	58	51
12	Executive Actions on Immigration Resources | USCIS	56	140
13	Homepage | USCIS	52	71
14	Application for Temporary Protected Status | USCIS	48	32
15	Consideration of Deferred Action for Childhood Arrivals (DACA) | USCIS	47	64
16	Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online) | USCIS	47	31
17	Petition for Alien FiancÃ©(e) | USCIS	43	26
18	FiancÃ©(e) Visas | USCIS	42	47
19	Temporary Protected Status Designated Country: El Salvador | USCIS	41	63
20		38	155

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 5,826 times in January, more than double than the 2,321 times in December. The "Naturalization Self-Test" was the most shared.
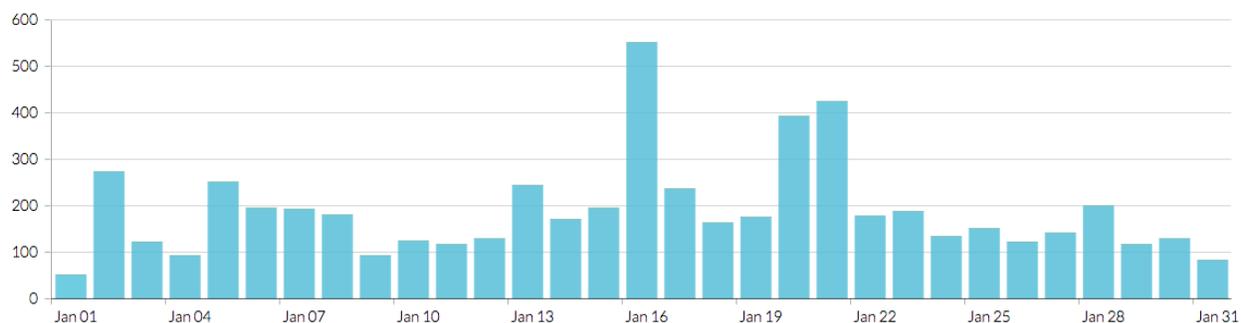
Top Shares:

	Title	Shares	Social Clicks
1	Naturalization Self-Test 1	3,025	2,241
2	Naturalization Self-Test 2	599	122
3	Naturalization Self-Test 1	407	1,217
4	Naturalization Self-Test 3	252	18
5	Naturalization Self-Test 4	204	85
6	Study for the Test	130	176
7	Apply for Citizenship	81	26
8	Naturalization Self-Test 2	69	7
9	Citizenship Rights and Responsibilities	46	19
10	Study Materials for the Civics Test	32	30
11	Naturalization Self-Test 3	30	1
12	The USCIS Naturalization Interview and Test Video	28	15
13	Naturalization Self-Test 4	26	2
14	Becoming a U.S. Citizen: An Overview of the Naturalization Process	24	16
15	Study Materials for the English Test	23	21
16	Contact Us	22	2
17	Understanding H-1B Requirements	14	153
18	Forms and Fees	12	4
19	The USCIS Naturalization Interview and Test Video	11	-
20	Study%20Booklets	9	5

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 12.01% and Transactions increased 5.04%.

	Apr.14	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15
Page Views on Landing Page	22,164	20,058	18,453	17,486	17,759	16,438	17,441	30,695	29,262	32,777
– Transactions	14,993	15,220	15,743	18,174	18,799	19,207	15,545	21,969	36,900	38,761

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

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

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

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

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

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

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 2,353,908 email bulletins to subscribers, 11.67% more than the previous month. Tweets increased from 45 to 122. Twitter followers increased 4.13% over last month.

	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15
GovDelivery Bulletins	23	26	39	31	24	22	35
Emails Distributed to Subscribers	2,187,720	2,828,729	4,608,538	3,410,363	2,091,328	2,107,867	2,353,908
Subscribers at End of Month	417,934	428,599	435,001	443,218	486,047	510,159	531,824
Subscriptions	1,282,317	1,299,675	1,310,522	1,317,389	1,422,583	1,478,787	1,533,777
Total Subscribable Topics	58	57	57	57	58	58	59
Tweets Issued	63	56	108	57	79	45	122
Twitter Followers at End of Month	40,738	41,795	42,688	43,500	45,700	46,000	47,900

	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14
GovDelivery Emails Issued	18	17	16	28	28	19	21
Emails Distributed to Subscribers	1,719,876	1,214,810	997,583	1,872,711	2,634,479	1,897,736	1,567,847
Subscribers at End of Month	401,575	403,424	405,252	406,632	408,500	405,497	407,621
Subscriptions	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668	1,262,430	1,267,153
Total Subscribable Topics	55	56	58	58	58	58	57
Tweets Issued	67	95	96	87	47	45	43
Twitter Followers at End of Month	32,182	33,400	34,057	35,297	36,925	38,484	39,383

	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13
GovDelivery Emails Issued	23	23	27	19	17	22	22
Emails Distributed to Subscribers	2,079,216	1,663,637	2,031,262	911,515	1,516,924	1,657,058	2,333,107
Subscribers at End of Month	389,453	391,206	399,076	401,420	403,834	402,895	401,817
Subscriptions	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000	1,238,863	1,237,090
Total Subscribable Topics	52	52	52	52	54	54	55
Tweets Issued	22	71	55	40	78	74	38
Twitter Followers at End of Month	26,250	27,022	28,026	28,910	29,890	30,747	31,275

	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13	Mar.13	Apr.13
GovDelivery Emails Issued	21	21	20	27	26	38	31
Emails Distributed to Subscribers	1,854,492	1,178,514	1,205,772	976,597	1,958,689	2,457,203	2,976,849
Subscribers at End of Month	346,798	351,251	352,647	350,708	351,570	355,875	388,352
Subscriptions	1,061,009	1,076,205	1,085,296	1,099,382	1,108,975	1,127,188	1,175,533
Total Subscribable Topics	45	45	45	46	46	48	50
Tweets Issued	127	83	28	48	115	37	84
Twitter Followers at End of Month	18,688	19,308	20,097	20,932	21,769	22,606	25,461

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 45.85% and 46.94% respectively.

Google Analytics Metrics	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15	Change
Pageviews	1,086,402	1,101,011	1,163,291	1,214,981	1,710,527	1,142,571	1,678,901	46.94%
Users	228,881	232,127	251,829	256,953	473,461	277,111	422,347	52.41%
Sessions	357,563	364,832	395,002	432,220	732,303	451,845	659,000	45.85%
Avg Session Duration	00:04:18	00:04:15	00:04:08	00:03:48	0:03:23	00:03:39	0:03:36	-1.37%
% New Sessions	57.31%	54.85%	54.34%	49.72%	57.51%	49.06%	54.53%	11.15%
Pageviews/Session	3.04	3.02	2.95	2.81	2.34	2.53	2.55	0.79%
Bounce Rate	52.23%	52.39%	53.11%	53.62%	60.16%	56.42%	57.44%	1.81%

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 browsers accounted for 55.99% of traffic to the Spanish site, up 3.95% from last month. User Sessions by Android Mobile browsers were up 54.98% compared to last month. iOS mobile browsers came in third with an decrease of 68.19% compared to last month.

OS (device category)	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15	Change
Android (mobile)	98,870	112,743	124,336	284,599	156,275	242,439	54.98%
Windows (desktop)	157,957	165,818	180,758	201,302	151,422	199,377	30.83%
iOS (mobile)	42,980	47,133	52,056	137,574	69,270	115,169	68.19%
iOS (tablet)	28,260	30,284	31,385	48,438	30,854	42,142	37.00%
Macintosh (desktop)	15,130	15,468	17,376	22,006	16,296	20,482	28.92%
Android (tablet)	10,766	11,849	13,268	19,783	14,373	19,669	34.89%
Windows Phone (mobile)	1,960	2,128	2,657	4,988	3,150	4,204	35.13%
Windows (mobile)	3,341	3,571	4,079	4,956	3,854	5,097	31.84%
Linux (desktop)	1,404	1,793	1,798	2,431	2,004	4,422	133.60%
Chrome OS (desktop)	1,276	1,417	1,553	2,035	1,657	2,466	55.88%
Total	364,831	395,004	432,218	732,304	451,847	659,013	45.85%

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 46.94%. The USCIS-ES homepage was viewed 351,163 times in January compared to 279,012 times in December, an increase of 25.86%. Page Views of the "Acción Ejecutiva sobre Inmigración" page were 139,206, up 58.94% from last month. Page Views of the "Formularios" page was up 46.76% from last month.

	Page Title	Page Views	Unique Pageviews	Avg. Time on Page	Entrances*	Change from Last Month
1	Espanol Homepage	351,163	219,036	136.64	196,169	25.86%
2	Acción Ejecutiva sobre Inmigración	139,206	116,708	276.86	103,690	58.94%
3	Formularios	55,485	38,049	80.51	10,385	46.76%
4	Acciones Ejecutivas sobre Inmigración	36,410	29,553	287.68	24,993	∞
5	Petición de Familiar Extranjero	36,211	22,366	172.68	7,808	58.79%
6	Consideración de Acción Diferida para los Llegados en la Infancia	35,475	26,572	201.98	19,151	94.99%
7	Mientras mi caso está en trámite con el USCIS	32,589	22,078	185.68	14,267	27.14%
8	Trámite y procedimientos para la Tarjeta Verde	31,289	21,714	96.23	8,599	44.67%
9	Noticias	25,734	20,340	75.25	3,673	22.37%
10	El examen de naturalización: Materiales de estudio	22,400	14,549	151.37	7,952	89.51%
11	Tarjeta Verde a través de la Familia	21,860	15,328	61.06	786	47.91%
12	Tarjeta Verde	21,684	15,748	57.62	5,547	38.60%
13	Contáctenos	20,712	13,981	150.60	2,765	36.76%
14	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	20,469	13,927	163.55	4,781	47.55%
15	Familiares de Ciudadanos Estadounidenses	20,419	13,632	139.09	6,899	58.31%
16	Solicitud de Naturalización	16,724	10,443	209.30	5,411	85.00%
17	Disponibilidad de Visas y Fechas de Prioridad	15,131	10,471	153.98	5,619	65.91%
18	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	12,579	7,952	210.19	4,449	66.94%
19	Ciudadanía	11,754	8,833	76.37	2,888	57.35%
20	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	11,666	8,145	121.03	1,413	56.95%
21	Familiares de Residentes Permanentes	11,552	8,432	155.54	3,742	52.72%
22	Solicitud de Autorización de Empleo	11,508	6,570	149.16	2,580	49.84%
23	Cómo renovar una Tarjeta Verde	10,614	6,987	166.65	4,653	89.37%
24	Visas de Prometido(a)	10,537	7,247	197.68	6,083	60.43%
25	Preguntas más frecuentes	10,181	8,686	280.17	6,313	-10.47%

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