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

# October 2014 Monthly Web Metrics Report
# Customer Service Web Portal (CSWP)

**November 17, 2014**

# Revision History

| Version | Date | Name of Author | Summary of Changes |
|---------|------|----------------|--------------------|
| 1.0 | November 17, 2014 | CSWP, Senior Business Analyst | Baseline Draft |

# Table of Contents

# Executive Summary

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

**► Overall Traffic Volume**
Page views increased 2.75% over last month. User Sessions increased 0.48%. Page views of PDFs decreased 12.61%. (See page 2.)

**Monthly Traffic: Total Page Views, User Sessions**
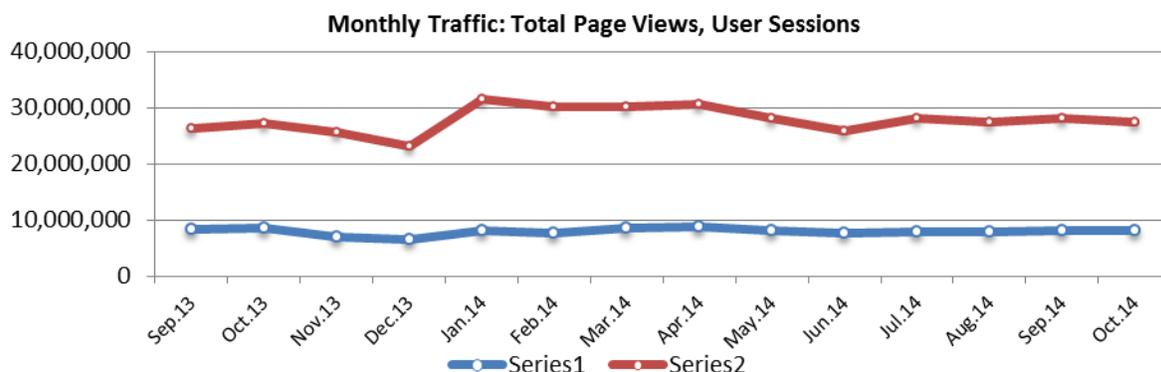


**► Forms, E-Verify and Green Card Landing Pages Attract Highest Traffic**
The Forms, E-Verify and Green Card landing pages drew the most traffic. Traffic decreased an average of 3.05% compared to last month. Page views of the Forms landing page increased 4.50%. Traffic to the News page increased 21.84%. Traffic to the E-Verify landing page decreased 18.00%. (See Page 2)

**► Customer Satisfaction Scores This Month**
The score for USCIS-ES.gov increased from 85 to 87 this month with 121 respondents this month. The score for USCIS.gov remained at 74 with 1,092 respondents this month. (See page 10.)

**Customer Satisfaction Scores**
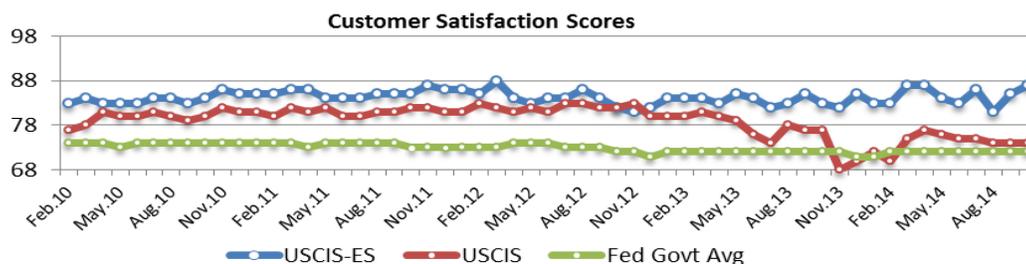


| USCIS | USCIS-ES | Federal Govt. |
|-------|----------|---------------|
| 74 | 85 | 72 |

**► Social Media Activity Using Links on CSWP Pages**
USCIS.gov pages were shared 3,687 times in October. The "DHS To Implement Haitian Family Reunification Parole Program" page was shared 182 times and clicked 2,000 times. (See page 11.)

# CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 2.75% over last month. User Sessions increased 0.48%. Page views of PDFs decreased 12.61%.

| Google Analytics Metrics | May.14 | Jun.14 | Jul.14 | Aug.14 | Sep.14 | Oct.14 | Change |
|---|---|---|---|---|---|---|---|
| Pageviews | 28,195,095 | 25,903,311 | 28,090,994 | 27,360,516 | 28,216,393 | 28,992,485 | 2.75% |
| Users | 4,250,226 | 3,963,054 | 4,123,915 | 4,127,430 | 4,481,630 | 4,259,234 | -4.96% |
| Sessions | 8,154,773 | 7,689,791 | 7,977,963 | 7,919,509 | 8,164,890 | 8,203,939 | 0.48% |
| Avg Session Duration | 00:04:04 | 00:04:08 | 00:04:11 | 00:04:11 | 00:04:02 | 00:04:11 | 3.72% |
| % New Sessions | 40.38% | 39.70% | 40.22% | 40.56% | 49.98% | 42.23% | -15.51% |
| Pageviews/Session | 3.46 | 3.37 | 3.52 | 3.45 | 3.46 | 3.33 | -3.76% |
| Bounce Rate | 51.96% | 51.64% | 51.67% | 51.85% | 48.25% | 29.72% | -38.40% |
| PDF Pageviews* | 23,725,023 | 19,984,303 | 19,722,465 | 21,345,144 | 20,135,116 | 17,595,777 | -12.61% |

\* 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 decreased an average of 3.05% compared to last month. Page views of the Forms landing page increased 4.50%. Traffic to the News page increased 21.84%. Traffic to the E-Verify landing page decreased 18.00%.

| | Page | Page Views | Unique Pageviews | Avg. Time on Page | Entrances* | Bounce Rate | % Exit |
|---|---|---|---|---|---|---|---|
| 1 | /forms | 1,190,463 | 788,698 | 55.53 | 278,016 | 19.61% | 13.05% |
| 2 | /greencard | 427,648 | 295,855 | 47.42 | 123,502 | 28.54% | 17.17% |
| 3 | /e-verify | 318,893 | 246,290 | 111.03 | 208,396 | 22.26% | 53.86% |
| 4 | /us-citizenship | 229,148 | 150,120 | 62.76 | 54,432 | 30.55% | 18.18% |
| 5 | /news | 126,981 | 95,745 | 61.58 | 37,677 | 40.24% | 27.21% |
| 6 | /tools | 122,524 | 75,463 | 86.65 | 11,820 | 29.44% | 33.68% |
| 7 | /aboutus | 65,805 | 52,563 | 69.18 | 14,910 | 36.46% | 24.35% |
| 8 | /laws | 60,509 | 47,463 | 71.01 | 18,926 | 44.80% | 28.46% |
| 9 | /working-united-states/working-us | 37,305 | 31,238 | 98.24 | 15,573 | 43.74% | 32.17% |
| 10 | /military | 11,138 | 8,549 | 98.15 | 1,994 | 40.91% | 23.34% |
| 11 | /humanitarian | 10,173 | 7,825 | 77.33 | 2,151 | 35.65% | 18.72% |
| 12 | /outreach | 8,433 | 7,171 | 92.37 | 3,168 | 38.18% | 33.08% |

# 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 0.48% over last month. Site traffic by Chrome browsers increased 2.29%. Site traffic by Internet Explorer browsers decreased 0.49%. Site traffic by Safari browsers decreased 0.59%.

| Browser | Browser Version | Sessions | Pages / Session | Avg. Visit Duration |
|---|---|---|---|---|
| Chrome | 37.0.2062.124 | 1,103,855 | 3.26 | 258.58 |
| Internet Explorer | 11.0 | 986,916 | 3.66 | 313.28 |
| Chrome | 38.0.2125.104 | 636,087 | 3.55 | 252.08 |
| Firefox | 32.0 | 563,731 | 3.30 | 258.30 |
| Safari | 8.0 | 560,753 | 2.90 | 182.52 |
| Safari | 7.0 | 537,058 | 3.04 | 201.07 |
| Android Browser | 4.0 | 365,688 | 2.99 | 235.17 |
| Internet Explorer | 9.0 | 306,411 | 3.57 | 260.45 |
| Internet Explorer | 8.0 | 304,764 | 3.71 | 323.95 |
| Internet Explorer | 10.0 | 273,707 | 3.56 | 277.73 |
| Chrome | 38.0.2125.111 | 198,630 | 3.58 | 249.35 |
| Chrome | 38.0.2125.102 | 169,900 | 3.08 | 201.50 |
| Chrome | 38.0.2125.101 | 167,756 | 3.34 | 245.20 |
| Chrome | 1.5 | 152,149 | 2.81 | 198.50 |
| Chrome | 37.0.2062.117 | 123,168 | 2.75 | 205.35 |
| Safari | 7.1 | 116,771 | 3.65 | 260.29 |
| Firefox | 33.0 | 114,109 | 3.41 | 247.49 |
| Safari | 7.0.6 | 81,786 | 3.50 | 260.35 |
| Safari | 9537.53 | 79,243 | 3.92 | 231.68 |
| Chrome | 37.0.2062.120 | 78,795 | 3.65 | 262.21 |
| Chrome | 1.6 | 66,469 | 2.82 | 201.82 |
| Internet Explorer | 7.0 | 57,536 | 2.99 | 223.62 |
| Safari | 6.0 | 53,325 | 3.04 | 226.17 |
| Safari | 5.1.9 | 41,474 | 3.89 | 276.31 |
| Chrome | 4.0 | 40,279 | 2.94 | 232.06 |

# 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 6.10% and Transactions decreased 19.07%.

|  | Jan.14 | Feb.14 | Mar.14 | Apr.14 | May.14 | Jun.14 | Jul.14 | Aug.14 | Sep.14 | Oct.14 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 13,861 | 19,317 | 22,744 | 22,164 | 20,058 | 18,453 | 17,486 | 17,759 | 16,438 | 17,441 |
| – Transactions | 13,927 | 13,623 | 17,244 | 14,993 | 15,220 | 15,743 | 18,174 | 18,799 | 19,207 | 15,545 |

|  | Apr.13 | Mar.13 | May.13 | Jun.13 | Jul.13 | Aug.13 | Sep.13 | Oct.13 | Nov.13 | Dec.13 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 23,826 | 23,837 | 24,159 | 22,688 | 24,485 | 25,326 | 23,587 | 22,479 | 7,303 | 9,507 |
| – Transactions | 13,627 | 13,751 | 14,711 | 13,457 | 15,341 | 16,456 | 14,329 | 14,302 | 13,171 | 14,009 |

|  | May12 | Jun.12 | Jul.12 | Aug.12 | Sep.12 | Oct.12 | Nov.12 | Dec.12 | Jan.13 | Feb.13 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 29,543 | 30,274 | 32,278 | 33,968 | 26,182 | 25,379 | 22,656 | 18,708 | 23,753 | 20,934 |
| – Transactions | 23,525 | 22,939 | 23,731 | 26,136 | 18,187 | 17,008 | 14,421 | 11,448 | 13,081 | 10,930 |

|  | July11 | Aug.11 | Sep.11 | Oct.11 | Nov.11 | Dec.11 | Jan.12 | Feb.12 | Mar.12 | Apr.12 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 29,879 | 29,076 | 26,112 | 25,260 | 29,930 | 28,005 | 32,342 | 27,787 | 30,585 | 29,569 |
| – Transactions | 21,749 | 21,772 | 20,002 | 19,672 | 19,777 | 21,375 | 25,048 | 20,882 | 23,919 | 22,893 |

|  | Sep.10 | Oct.10 | Nov.10 | Dec.10 | Jan.11 | Feb.11 | Mar.11 | Apr.11 | May11 | June11 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 35,005 | 24,986 | 19,561 | 18,296 | 22,190 | 22,562 | 27,118 | 24,183 | 32,553 | 36,238 |
| – Transactions | 21,597 | 16,757 | 13,696 | 13,401 | 15,828 | 17,096 | 21,085 | 19,472 | 22,862 | 25,464 |

|  | Nov.09 | Dec.09 | Jan.10 | Feb.10 | Mar.10 | Apr.10 | May10 | June10 | July10 | Aug.10 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 17,725 | 28,414 | 30,624 | 27,712 | 29,196 | 26,796 | 27,990 | 26,338 | 33,403 | 37,913 |
| – Transactions | 14,984 | 16,994 | 19,228 | 14,888 | 16,721 | 17,887 | 18,565 | 16,521 | 19,017 | 22,584 |

|  | Jan.09 | Feb.09 | Mar.09 | Apr.09 | May09 | June09 | July09 | Aug.09 | Sep.09 | Oct.09 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 11,946 | 11,804 | 13,543 | 14,598 | 15,717 | 17,664 | 27,387 | 18,562 | 15,861 | 14,056 |
| – Transactions | 12,398 | 11,808 | 13,543 | 14,787 | 13,991 | 16,170 | 12,214 | 16,442 | 12,222 | 12,397 |

# Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views decreased an average of 3.05%. Page Views of the USCIS Homepage increased 1.60%. Page Views of the "Forms" page increased 3.12%. Page Views of the "E-Verify" page decreased 18.09%. Page Views of "Green Card" page increased 20.67%.

| | Page Title | Page Views | Unique Pageviews | Avg. Time on Page | Entrances* | Bounce Rate |
|---|---|---|---|---|---|---|
| 1 | Homepage | 4,625,709 | 3,552,250 | 124.23 | 3,314,020 | 53.41% |
| 2 | Naturalization Self-Test 1 | 2,941,038 | 128,941 | 17.78 | 48,557 | 19.42% |
| 3 | Forms | 1,324,639 | 914,864 | 55.87 | 271,956 | 20.06% |
| 4 | Naturalization Self-Test 2 | 1,253,491 | 41,660 | 17.52 | 5,098 | 32.88% |
| 5 | Application for Naturalization | 613,308 | 336,689 | 199.00 | 116,798 | 55.08% |
| 6 | Petition for Alien Relative | 562,546 | 316,808 | 187.80 | 103,899 | 48.33% |
| 7 | Naturalization Self-Test 3 | 672,283 | 22,056 | 16.18 | 3,074 | 29.54% |
| 8 | Application for Employment Authorization | 381,711 | 211,444 | 169.26 | 65,860 | 45.28% |
| 9 | Application to Register Permanent Residence or Adjust Status | 346,983 | 206,740 | 164.70 | 48,687 | 45.68% |
| 10 | E-Verify | 334,631 | 257,857 | 97.30 | 219,481 | 62.31% |
| 11 | Affidavit of Support Under Section 213A of the Act | 327,921 | 197,631 | 232.76 | 72,728 | 50.96% |
| 12 | Application to Replace Permanent Resident Card | 321,357 | 178,451 | 198.44 | 54,048 | 46.98% |
| 13 | Green Card | 299,239 | 214,803 | 49.52 | 84,854 | 24.17% |
| 14 | 100 Civics Questions and Answers with MP3 Audio (English version) | 297,832 | 97,913 | 129.23 | 75,509 | 67.67% |
| 15 | Espanol Homepage | 291,962 | 190,586 | 117.20 | 77,536 | 51.36% |
| 16 | Consideration of Deferred Action for Childhood Arrivals | 279,179 | 127,865 | 183.16 | 33,883 | 47.82% |
| 17 | Employment Eligibility Verification | 224,187 | 168,186 | 123.38 | 118,676 | 74.79% |
| 18 | USCIS ELIS | 197,884 | 129,066 | 222.39 | 80,961 | 60.72% |
| 19 | Apply for Citizenship | 195,814 | 144,475 | 88.68 | 43,040 | 28.99% |
| 20 | Green Card Through Family | 177,777 | 134,462 | 52.35 | 9,139 | 33.25% |
| 21 | Instructions for Electronic Filing of Form I-90 (Renew or Replace a Green Card Online) | 177,722 | 109,046 | 166.12 | 13,609 | 50.91% |
| 22 | Application for Travel Document | 175,416 | 105,693 | 199.83 | 38,898 | 49.45% |
| 23 | U.S. Citizenship | 165,517 | 117,080 | 68.40 | 50,880 | 29.32% |
| 24 | Renew a Green Card | 165,002 | 114,638 | 81.56 | 48,385 | 23.97% |
| 25 | Contact Us | 158,479 | 119,482 | 155.86 | 54,959 | 52.29% |

* "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 8.90%, from 20,345,144 in September to 17,595,777 in October. The most downloaded file this month was the "i-9.pdf" with 3.19 million downloads, 55.92% fewer than last month. The "n-400.pdf" was downloaded 535,473 times, down 7.15% from last month. The "g-1055.pdf" was downloaded 244,349 times, down 9.15% from last month.

| | Top 25 Downloaded Files | Page Views | % of Total |
|---|---|---|---|
| 1 | files/form/i-9.pdf | 3,191,848 | 18.14% |
| 2 | files/form/m-274.pdf | 974,300 | 5.54% |
| 3 | files/form/i-765.pdf | 814,796 | 4.63% |
| 4 | files/form/n-400.pdf | 535,473 | 3.04% |
| 5 | files/form/n-400instr.pdf | 413,160 | 2.35% |
| 6 | files/form/i-765instr.pdf | 362,229 | 2.06% |
| 7 | USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manuals%20and%20Guides/EVerify_User_Manual_Employer.pdf | 341,605 | 1.94% |
| 8 | files/form/i-864instr.pdf | 307,473 | 1.75% |
| 9 | USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf | 300,503 | 1.71% |
| 10 | uscis.cgi.dhs.akadns.net/files/form/i-9.pdf | 294,958 | 1.68% |
| 11 | files/form/g-1145.pdf | 283,813 | 1.61% |
| 12 | files/form/i-129.pdf | 267,421 | 1.52% |
| 13 | files/form/i-864.pdf | 254,291 | 1.45% |
| 14 | files/form/g-1055.pdf | 244,349 | 1.39% |
| 15 | files/form/i-130.pdf | 230,568 | 1.31% |
| 16 | files/form/i-131instr.pdf | 212,620 | 1.21% |
| 17 | USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publicat | 201,487 | 1.15% |
| 18 | files/form/i-485instr.pdf | 195,362 | 1.11% |
| 19 | USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publicat | 191,547 | 1.09% |
| 20 | files/article/attachments.pdf | 191,470 | 1.09% |
| 21 | files/form/i-90instr.pdf | 189,105 | 1.07% |
| 22 | files/form/i-130instr.pdf | 188,026 | 1.07% |
| 23 | files/form/i-765ws.pdf | 172,627 | 0.98% |
| 24 | USCIS/Verification/E-Verify/E-Verify%20from%20Controlled%20Vocabulary/E- | 162,761 | 0.93% |
| 25 | files/form/i-134.pdf | 162,480 | 0.92% |
| Total Downloaded Files this Month > | | 17,595,777 | 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 5.29%. Sessions referred from travel.state.gov increased 18.17%. Sessions referred from usa.gov increased 12.43%. Sessions referred from ustraveldocs.com increased 12.58%. Sessions from m.facebook.com increased 59.36%.

| | Search Term | Sessions | % New Sessions* | Bounce Rate** | Pages / Visit | Avg. Visit Duration |
|---|---|---|---|---|---|---|
| 1 | travel.state.gov | 176,198 | 32.24% | 29.21% | 2.92 | 279.18 |
| 2 | search.uscis.gov | 43,956 | 1.49% | 23.47% | 2.94 | 305.85 |
| 3 | links.govdelivery.com | 38,007 | 23.59% | 36.85% | 3.03 | 238.12 |
| 4 | dhs.gov | 31,729 | 47.70% | 30.05% | 3.81 | 252.78 |
| 5 | uscis.gov | 29,081 | 0.51% | 14.59% | 4.95 | 429.53 |
| 6 | m.facebook.com | 24,312 | 73.61% | 64.15% | 2.05 | 107.41 |
| 7 | usa.gov | 20,108 | 60.85% | 30.78% | 4.47 | 336.69 |
| 8 | ustraveldocs.com | 19,346 | 49.35% | 41.64% | 2.82 | 237.62 |
| 9 | search.dhs.gov | 14,430 | 45.61% | 26.54% | 3.56 | 288.33 |
| 10 | nolo.com | 14,147 | 31.87% | 33.92% | 2.66 | 214.37 |
| 11 | visajourney.com | 14,048 | 15.57% | 40.48% | 2.25 | 174.88 |
| 12 | lm.facebook.com | 12,534 | 52.54% | 60.93% | 2.13 | 127.51 |
| 13 | l.facebook.com | 11,287 | 44.87% | 44.39% | 3.19 | 229.38 |
| 14 | trackitt.com | 10,363 | 14.51% | 36.91% | 1.63 | 114.89 |
| 15 | facebook.com | 10,100 | 43.16% | 41.61% | 2.97 | 203.07 |
| 16 | search.tb.ask.com | 9,535 | 37.20% | 22.84% | 3.85 | 367.52 |
| 17 | us.wow.com | 8,077 | 39.02% | 30.64% | 4.74 | 291.96 |
| 18 | immihelp.com | 7,278 | 24.75% | 38.25% | 2.55 | 185.89 |
| 19 | search.state.gov | 6,215 | 70.86% | 29.83% | 4.12 | 217.46 |
| 20 | en.wikipedia.org | 5,614 | 48.45% | 48.11% | 2.64 | 156.21 |
| 21 | murthy.com | 5,434 | 25.14% | 28.08% | 2.07 | 113.81 |
| 22 | search.usa.gov | 5,418 | 55.19% | 29.48% | 4.54 | 337.16 |
| 23 | welcometousa.gov | 4,831 | 23.58% | 24.59% | 4.55 | 361.05 |
| 24 | uscitizenpod.com | 4,615 | 30.53% | 48.41% | 3.55 | 430.44 |
| 25 | shusterman.com | 3,675 | 26.72% | 25.77% | 3.42 | 305.62 |

 * 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 increased 1.53% over last month. Searches of "uscis" decreased 6.57% over last month. Searches of "uscis case status" decreased 19.90% over last month. Searches for "I-9" increased 77.55%.

| | Source / Medium | Sessions | % New Sessions* | Bounce Rate** | Pages / Visit | Avg. Visit Duration |
|---|---|---|---|---|---|---|
| 1 | (not provided) | 4,099,552 | 39.30% | 29.56% | 3.50 | 269.52 |
| 2 | uscis | 87,956 | 29.03% | 19.67% | 3.59 | 281.44 |
| 3 | uscis.gov | 37,991 | 28.40% | 16.93% | 3.89 | 334.68 |
| 4 | www.uscis.gov | 23,858 | 26.42% | 15.59% | 3.61 | 313.15 |
| 5 | uscis forms | 9,626 | 27.83% | 16.74% | 3.91 | 382.60 |
| 6 | uscis case status | 8,760 | 17.89% | 20.61% | 2.44 | 160.33 |
| 7 | everify | 6,816 | 41.64% | 15.89% | 2.49 | 118.16 |
| 8 | ins | 5,763 | 59.03% | 38.76% | 3.68 | 236.96 |
| 9 | immigration | 5,458 | 47.25% | 28.34% | 3.92 | 298.39 |
| 10 | e-verify | 5,299 | 45.95% | 20.34% | 2.90 | 151.20 |
| 11 | green card | 3,694 | 71.44% | 36.30% | 3.71 | 222.16 |
| 12 | i-9 form | 3,578 | 72.83% | 15.29% | 1.59 | 67.26 |
| 13 | 美国移民局 | 3,353 | 38.92% | 21.15% | 2.99 | 249.76 |
| 14 | http://www.uscis.gov/ | 3,284 | 14.19% | 16.96% | 2.75 | 242.94 |
| 15 | i9 | 3,233 | 70.46% | 19.42% | 1.44 | 53.41 |
| 16 | i-9 | 3,219 | 69.37% | 16.50% | 1.68 | 74.37 |
| 17 | citizenship test | 3,044 | 45.86% | 33.05% | 12.87 | 474.03 |
| 18 | us immigration | 3,006 | 55.12% | 23.09% | 4.75 | 373.67 |
| 19 | uscis elis | 2,888 | 21.30% | 15.79% | 2.62 | 247.69 |
| 20 | سكس اجنبي | 2,754 | 90.38% | 83.04% | 1.35 | 29.67 |
| 21 | e verify | 2,644 | 42.97% | 17.85% | 2.47 | 110.40 |
| 22 | www.uscis.gov/uscis-elis | 2,611 | 26.77% | 15.89% | 3.59 | 373.93 |
| 23 | uscis home page | 2,443 | 21.16% | 13.55% | 4.08 | 339.77 |
| 24 | daca | 2,077 | 44.10% | 23.83% | 3.02 | 216.04 |
| 25 | us citizenship test | 2,036 | 51.87% | 31.83% | 15.48 | 435.53 |

# 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 1.48% from 1,182,496 in September to 1,200,017. Searches for "case status" increased 5.93%. Searches for "i-765" increased 11.16%. Searches for "daca" increased 12.97%.

| Search Term | Count |
|---|---|
| case status | 15,936 |
| check status of my case | 10,079 |
| what are you looking for? | 9,659 |
| status of my case | 9,348 |
| daca | 9,074 |
| i-765 | 9,007 |
| my case status | 7,530 |
| i-130 | 7,500 |
| i-864 | 7,370 |
| case status check online | 7,284 |
| processing times | 6,280 |
| g-325a | 5,731 |
| change of address online | 5,712 |
| i-485 | 5,519 |
| status | 5,306 |
| i-90 | 4,024 |
| infopass make appointment | 3,938 |
| i765 | 3,918 |
| n-400 | 3,901 |
| i-131 | 3,773 |
| n400 | 3,771 |
| green card lottery 2015 application | 3,721 |
| daca renewal 2014 application | 3,705 |
| change of address | 3,687 |
| i-821d | 3,565 |
| infopass | 3,558 |
| i130 | 3,556 |
| lottery application 2015 | 3,479 |
| elis | 3,434 |
| i864 | 3,209 |
| g325a | 3,149 |
| i-751 | 3,060 |
| i-94 | 2,990 |

| Search Term | Count |
|---|---|
| my case status check online | 2,959 |
| i485 | 2,666 |
| deferred action renewal 2014 | 2,468 |
| visa bulletin | 2,442 |
| daca renewal | 2,397 |
| tps | 2,386 |
| check status | 2,354 |
| i-912 | 2,325 |
| i-765ws | 2,302 |
| i-539 | 2,269 |
| g-28 | 2,221 |
| visa | 2,206 |
| g-325a form | 2,202 |
| g-1145 | 2,179 |
| green card lottery | 2,172 |
| fee waiver | 2,088 |
| ar-11 | 2,086 |

# 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 increased from 85 to 87 this month with 121 respondents this month. The score for USCIS.gov remained at 74 with 1,092 respondents this month.

### This Month's Average Customer Satisfaction Scores

| USCIS | USCIS-ES | Federal Govt. |
|-------|----------|---------------|
| 74 | 87 | 72 |



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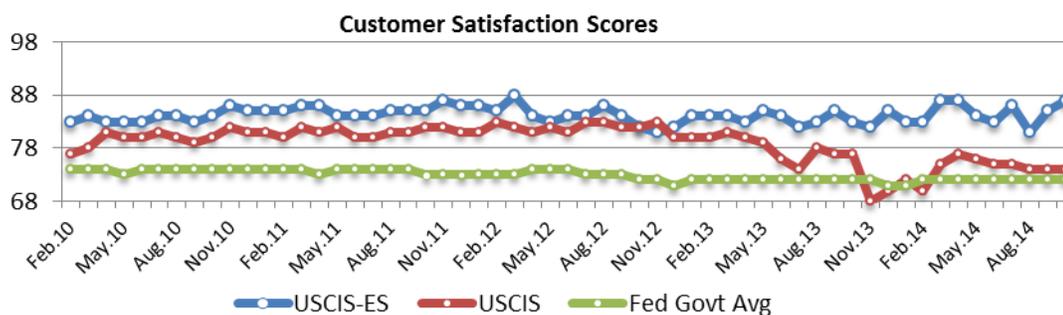
**Top Visitor Responses to Selected Survey Questions** (% of respondents per site)

| Primary Reason for Visiting the Site | USCIS | USCIS-ES |
|---|---|---|
| Check My Case Status | 17% | 17%] |
| Green Card Information | 13% | 17% |
| Download Form(s) | 11% | 5% |
| Find Form(s) | 13% | 7% |
| Get General Information Before I File My Case | 13% | 26% |
| Citizenship Requirements | 3% | 6% |
| **Primary Method Used to Find Information** | | |
| Links on the pages | 23% | 9% |
| Site's Search Feature | 24% | 36% |
| Top Navigation Bar | 15% | 24% |
| Forms search | 14% | N/A |
| Used an External Search Engine (e.g., Google) | 12% | 10% |
| Homepage banners, icons, ads | 7% | 5% |
| Just Browsing | 5% | 11% |
| Site Map | 2% | 5% |
| **Self-Identified Role of Visitor** | | |
| Permanent Resident (green card holder) | 24% | 23% |
| Naturalized U.S. Citizen | 17% | 17% |
| U.S. Born Citizen | 17% | 2% |
| Citizen of a Foreign Country | 13% | 28% |
| Visitor/Nonimmigrant | 6% | 14% |

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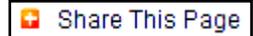
Many CSWP pages offer social media options.  By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools. In previous months, Social Media Activity from the Citizenship Resource Center (CRC) was combined with all other Activity. This month it is being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

►**Notable changes this month:**  USCIS.gov pages were shared 3,687 times in October. The "DHS To Implement Haitian Family Reunification Parole Program" page was shared 182 times and clicked 2,000 times.

## All Activity



Top Shares:
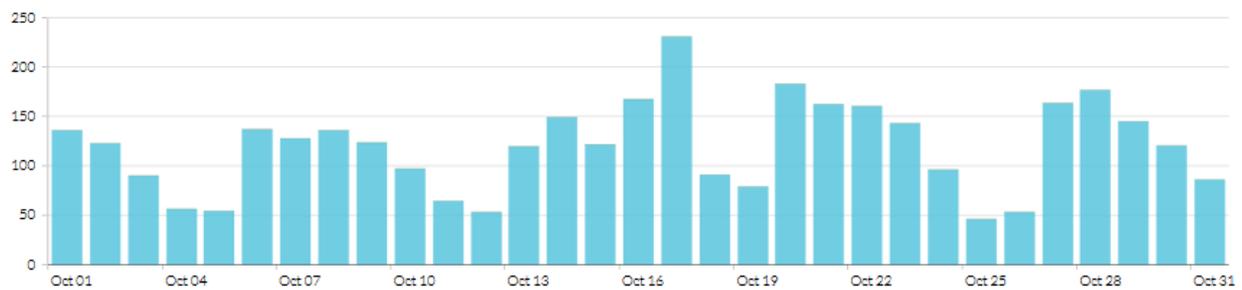
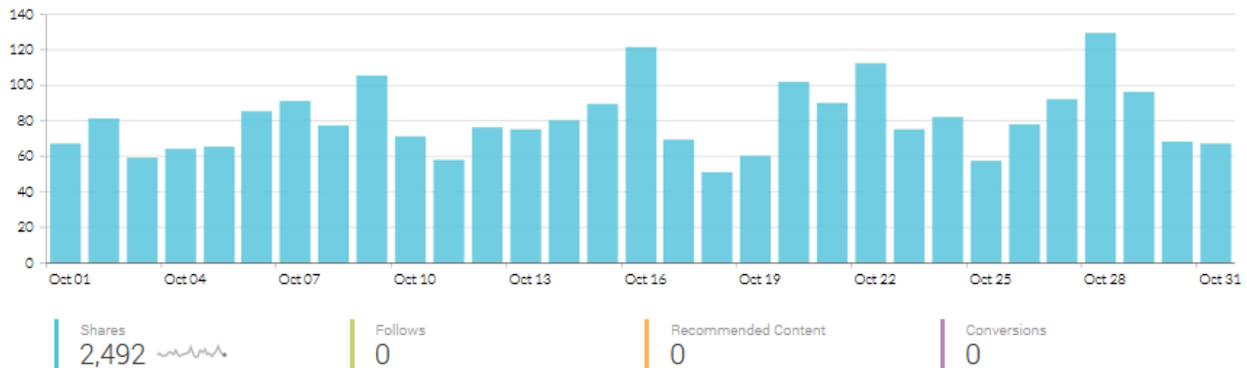| Page | Shares | Social Clicks |
|---|---|---|
| DHS To Implement Haitian Family Reunification ...<br>http://www.uscis.gov/news/dhs-implement-haitian-family-reunification-parole-... | 182 | 2K |
| Homepage \| USCIS<br>http://www.uscis.gov/ | 150 | 0 |
| USCIS ELIS \| USCIS<br>http://www.uscis.gov/uscis-elis | 144 | 15 |
| Temporary Protected Status Extended for Hondu...<br>http://www.uscis.gov/news/temporary-protected-status-extended-honduras | 112 | 227 |
| Petition for Alien Relative \| USCIS<br>http://www.uscis.gov/i-130 | 105 | 88 |
| Application to Replace Permanent Resident Card ...<br>http://www.uscis.gov/i-90 | 87 | 3 |
| Application for Naturalization \| USCIS<br>http://www.uscis.gov/n-400 | 79 | 31 |
| Application for Employment Authorization \| USCIS<br>http://www.uscis.gov/i-765 | 72 | 19 |
| Application To Extend/Change Nonimmigrant Sta...<br>http://www.uscis.gov/i-539 | 70 | 9 |
| EB-5 Immigrant Investor \| USCIS<br>http://www.uscis.gov/working-united-states/permanent-workers/employment-... | 48 | 40 |

# 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 2,492 times this month with 1,565 shares. The "Naturalization Self-Test" was the most shared.

## All Activity



| | | | |
|---|---|---|---|
| Shares | Follows | Recommended Content | Conversions |
| 2,492 | 0 | 0 | 0 |

Top Shares:

| | Shares | Social Clicks |
|---|---|---|
| Naturalization Self-Test 1 \| USCIS<br>http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civi... | 895 | 430 |
| Naturalization Self-Test 2 \| USCIS<br>http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civi... | 257 | 44 |
| 100 Civics Questions and Answers with MP3 Aud...<br>http://www.uscis.gov/citizenship/teachers/educational-products/100-civics-qu... | 243 | 531 |
| Naturalization Self-Test 1 \| USCIS<br>http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civi... | 144 | 95 |
| Naturalization Self-Test 3 \| USCIS<br>http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civi... | 140 | 4 |
| Naturalization Self-Test 4 \| USCIS<br>http://www.uscis.gov/citizenship/quiz/learners/study-test/study-materials-civi... | 86 | 10 |
| 100 Civics Questions and Answers with MP3 Aud...<br>http://www.uscis.gov/citizenship/learners/study-test/study-materials-civics-tes... | 73 | 197 |
| http://www.uscis.gov/citizenship/learners/apply-...<br>http://www.uscis.gov/citizenship/learners/apply-citizenship | 70 | 37 |
| Study for the Test \| USCIS<br>http://www.uscis.gov/citizenship/learners/study-test | 68 | 20 |
| Citizenship Rights and Responsibilities \| USCIS<br>http://www.uscis.gov/citizenship/learners/citizenship-rights-and-responsibilities | 47 | 20 |

# 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 3,410,363 email bulletins to subscribers, 26.00% fewer than the previous month. Tweets decreased from 108 to 57. Twitter followers increased 1.90% over last month.

|  | Apr.14 | May.14 | Jun.14 | Jul.14 | Aug.14 | Sep.14 | Oct.14 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 28 | 19 | 21 | 23 | 26 | 39 | 31 |
| Emails Distributed to Subscribers | 2,634,479 | 1,897,736 | 1,567,847 | 2,187,720 | 2,828,729 | 4,608,538 | 3,410,363 |
| Subscribers at End of Month | 408,500 | 405,497 | 407,621 | 417,934 | 428,599 | 435,001 | 443,218 |
| Subscriptions | 1,268,668 | 1,262,430 | 1,267,153 | 1,282,317 | 1,299,675 | 1,310,522 | 1,317,389 |
| Total Subscribable Topics | 58 | 58 | 57 | 58 | 57 | 57 | 57 |
| Tweets Issued | 47 | 45 | 43 | 63 | 56 | 108 | 57 |
| Twitter Followers at End of Month | 36,925 | 38,484 | 39,383 | 40,738 | 41,795 | 42,688 | 43,500 |

|  | Sep.13 | Oct.13 | Nov.13 | Dec.13 | Jan.14 | Feb.14 | Mar.14 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 17 | 22 | 22 | 18 | 17 | 16 | 28 |
| Emails Distributed to Subscribers | 1,516,924 | 1,657,058 | 2,333,107 | 1,719,876 | 1,214,810 | 997,583 | 1,872,711 |
| Subscribers at End of Month | 403,834 | 402,895 | 401,817 | 401,575 | 403,424 | 405,252 | 406,632 |
| Subscriptions | 1,234,000 | 1,238,863 | 1,237,090 | 1,238,296 | 1,243,034 | 1,250,826 | 1,258,551 |
| Total Subscribable Topics | 54 | 54 | 55 | 55 | 56 | 58 | 58 |
| Tweets Issued | 78 | 74 | 38 | 67 | 95 | 96 | 87 |
| Twitter Followers at End of Month | 29,890 | 30,747 | 31,275 | 32,182 | 33,400 | 34,057 | 35,297 |

|  | Feb.13 | Mar.13 | Apr.13 | May.13 | Jun.13 | Jul.13 | Aug.13 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 26 | 38 | 31 | 23 | 23 | 27 | 19 |
| Emails Distributed to Subscribers | 1,958,689 | 2,457,203 | 2,976,849 | 2,079,216 | 1,663,637 | 2,031,262 | 911,515 |
| Subscribers at End of Month | 351,570 | 355,875 | 388,352 | 389,453 | 391,206 | 399,076 | 401,420 |
| Subscriptions | 1,108,975 | 1,127,188 | 1,175,533 | 1,175,771 | 1,188,393 | 1,207,556 | 1,221,140 |
| Total Subscribable Topics | 46 | 48 | 50 | 52 | 52 | 52 | 52 |
| Tweets Issued | 115 | 37 | 84 | 22 | 71 | 55 | 40 |
| Twitter Followers at End of Month | 21,769 | 22,606 | 25,461 | 26,250 | 27,022 | 28,026 | 28,910 |

|  | Jul.12 | Aug.12 | Sep.12 | Oct.12 | Nov.12 | Dec.12 | Jan.13 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 21 | 32 | 17 | 21 | 21 | 20 | 27 |
| Emails Distributed to Subscribers | 1,544,738 | 1,756,493 | 990,637 | 1,854,492 | 1,178,514 | 1,205,772 | 976,597 |
| Subscribers at End of Month | 334,609 | 340,036 | 344,324 | 346,798 | 351,251 | 352,647 | 350,708 |
| Subscriptions | 1,007,796 | 1,031,839 | 1,047,022 | 1,061,009 | 1,076,205 | 1,085,296 | 1,099,382 |
| Total Subscribable Topics | 28 | 44 | 44 | 45 | 45 | 45 | 46 |
| Tweets Issued | 90 | 57 | 38 | 127 | 83 | 28 | 48 |
| Twitter Followers at End of Month | 15,765 | 17,457 | 18,000 | 18,688 | 19,308 | 20,097 | 20,932 |

# 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 9.42% and 4.44% respectively.

| Google Analytics Metrics | May.14 | Jun.14 | Jul.14 | Aug.14 | Sep.14 | Oct.14 | Change |
|---|---|---|---|---|---|---|---|
| Pageviews | 1,130,829 | 1,050,509 | 1,086,402 | 1,101,011 | 1,163,291 | 1,214,981 | 4.44% |
| Users | 210,549 | 228,648 | 228,881 | 232,127 | 251,829 | 256,953 | 2.03% |
| Sessions | 366,773 | 347,080 | 357,563 | 364,832 | 395,002 | 432,220 | 9.42% |
| Avg Session Duration | 0:04:34 | 00:04:13 | 00:04:18 | 00:04:15 | 00:04:08 | 00:03:48 | -8.06% |
| % New Sessions | 45.04% | 62.73% | 57.31% | 54.85% | 54.34% | 49.72% | -8.50% |
| Pageviews/Session | 3.08 | 3.03 | 3.04 | 3.02 | 2.95 | 2.81 | -4.75% |
| Bounce Rate | 52.03% | 52.49% | 52.23% | 52.39% | 53.11% | 53.62% | 0.96% |

# 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 8.77% while Android Mobile User Sessions increased 10.58%.

| OS (device category) | Jul.14 | Aug.14 | Sep.14 | Oct.14 | Change |
|---|---|---|---|---|---|
| Windows (desktop) | 160,640 | 157,957 | 165,818 | 180,758 | 9.01% |
| Android (mobile) | 91,401 | 98,870 | 112,743 | 124,336 | 10.28% |
| iOS (mobile) | 40,655 | 42,980 | 47,133 | 52,056 | 10.44% |
| iOS (tablet) | 27,604 | 28,260 | 30,284 | 31,385 | 3.64% |
| Macintosh (desktop) | 15,244 | 15,130 | 15,468 | 17,376 | 12.34% |
| Android (tablet) | 11,100 | 10,766 | 11,849 | 13,268 | 11.98% |
| Windows (mobile) | 3,278 | 3,341 | 3,571 | 4,079 | 14.23% |
| Windows Phone (mobile) | 2,117 | 1,960 | 2,128 | 2,657 | 24.86% |
| Linux (desktop) | 1,470 | 1,404 | 1,793 | 1,798 | 0.28% |
| Chrome OS (desktop) | 1,293 | 1,276 | 1,417 | 1,553 | 9.60% |
| Total | 357,563 | 364,831 | 395,004 | 432,218 | 9.42% |

# 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 4.44%. The USCIS-ES homepage was viewed 307,264 times in October compared to 294,921 times in September, an increase of 4.19%. Page Views of the "Formularios" page were up 12.67% from last month. Page Views of the "Petición de Familiar Extranjero" page were down 2.64% from last month. Page Views of the "Tarjeta Verde" page were up 24.40% over last month. Page Views of the "Noticias" page were up 18.29% over last month.

| | Page Title | Page Views | Unique Pageviews | Avg. Time on Page | Entrances* | % Exit** |
|---|---|---|---|---|---|---|
| 1 | Espanol Homepage | 307,264 | 205,742 | 133.89 | 192,640 | 48.94% |
| 2 | Formularios | 61,385 | 39,969 | 76.17 | 9,413 | 18.62% |
| 3 | Tarjeta Verde | 30,444 | 19,654 | 47.58 | 4,643 | 15.69% |
| 4 | Petición de Familiar Extranjero | 28,042 | 17,136 | 169.08 | 6,151 | 34.59% |
| 5 | Trámite y procedimientos para la Tarjeta Verde | 25,451 | 17,569 | 96.09 | 7,023 | 24.80% |
| 6 | Consideración de Acción Diferida para los Llegados en la Infancia | 18,927 | 12,925 | 180.59 | 9,158 | 46.37% |
| 7 | Noticias | 18,339 | 14,069 | 63.35 | 1,155 | 18.77% |
| 8 | Ciudadanía | 18,163 | 11,877 | 67.50 | 2,933 | 20.44% |
| 9 | Tarjeta Verde a través de la Familia | 18,049 | 12,777 | 59.55 | 739 | 11.96% |
| 10 | El examen de naturalización: Materiales de estudio | 16,855 | 10,628 | 148.41 | 5,708 | 40.59% |
| 11 | Solicitud de Registro de Residencia Permanente o Ajuste de Estatus | 15,748 | 11,064 | 179.05 | 3,861 | 34.74% |
| 12 | Mientras mi caso está en trámite con el USCIS | 15,095 | 10,891 | 188.25 | 6,112 | 41.46% |
| 13 | Solicitud de Naturalización | 13,684 | 8,335 | 197.62 | 4,161 | 41.01% |
| 14 | Familiares de Ciudadanos Estadounidenses | 12,746 | 8,581 | 133.05 | 4,045 | 25.84% |
| 15 | Contáctenos | 11,682 | 8,165 | 151.40 | 1,945 | 35.43% |
| 16 | Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card) | 10,652 | 6,454 | 195.42 | 3,354 | 38.84% |
| 17 | Otras maneras para obtener la Tarjeta Verde | 10,226 | 6,837 | 59.15 | 413 | 10.94% |
| 18 | Ciudadanía por Naturalización | 10,174 | 7,593 | 94.06 | 4,068 | 27.87% |
| 19 | Disponibilidad de Visas y Fechas de Prioridad | 9,902 | 6,841 | 147.04 | 3,391 | 35.73% |
| 20 | Preguntas de la parte de educación cívica del Examen de Naturalización | 9,563 | 4,621 | 128.53 | 2,265 | 33.45% |
| 21 | Ajuste de estatus | 9,545 | 7,067 | 185.78 | 3,802 | 37.08% |
| 22 | Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos | 9,186 | 6,489 | 126.33 | 995 | 19.67% |
| 23 | Solicitud de Autorización de Empleo | 8,551 | 4,741 | 151.65 | 1,640 | 27.80% |
| 24 | Tarifa de Inmigrante de USCIS | 8,358 | 4,576 | 73.55 | 1,247 | 18.16% |
| 25 | Formularios del Departamento de Estado (DOS, por sus siglas en inglés) y otros formularios que no pertenecen a USCIS | 8,146 | 5,687 | 91.98 | 369 | 26.93% |

* "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