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

# September 2015 Monthly Web Metrics Report
# Customer Service Web Portal (CSWP)

## October 19, 2015

# Revision History

| Version | Date | Name of Author | Summary of Changes |
|---------|------|----------------|--------------------|
| 1.0 | October 19, 2015 | 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 September 2015. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

## ► Overall Traffic Volume

Page views decreased 1.12% over last month. User Sessions increased 0.21%. Page views of PDFs decreased 5.00%. (See page 2-3.)

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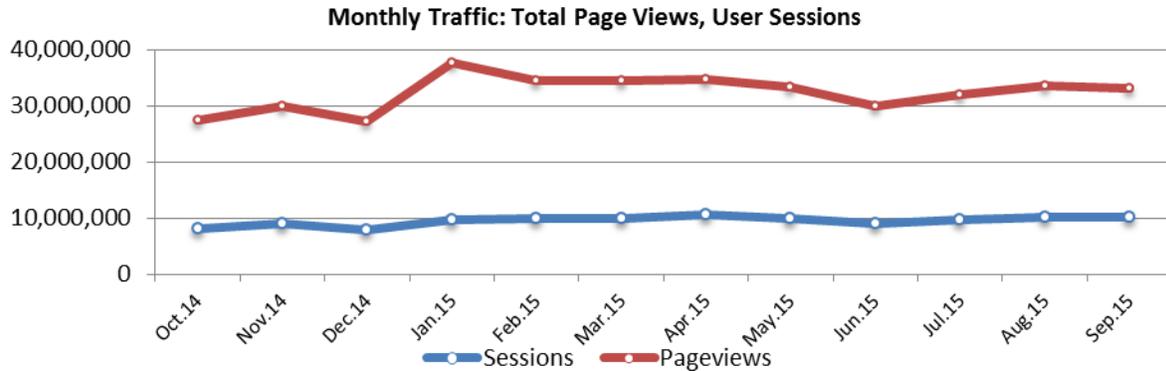


## ► Customer Satisfaction Scores This Month

The score for USCIS-ES.gov remained at 84 this month with 700 respondents, up from 183 last month. The score for USCIS.gov increased from 71 to 74 with 2,548 respondents, up from 1,129 last month. (See page 9.)

**Customer Satisfaction Scores**



| USCIS | USCIS-ES | Federal Govt. |
|-------|----------|---------------|
| 74    | 84       | 73            |

## ► USCIS-ES Visitor Traffic

User Sessions and Page Views increased 6.14% and 7.92% respectively. The USCIS-ES homepage was viewed 327,215 in September compared to 318,625 times in August, an increase of 2.70%. Page Views of the "Disponibilidad de Visas y Fechas de Prioridad" page increased 86.2% from last month. Page Views of the "Ajuste de estatus" page was up 80.83% from last month. (See page 14-15.)
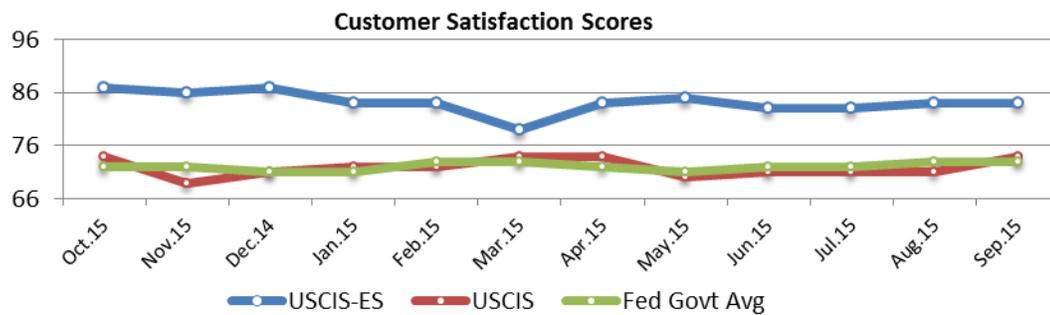
## CSWP Visitor Traffic

► **Notable changes this month:** Page views decreased 1.12% over last month. User Sessions increased 0.21%. Page views of PDFs decreased 5.00%.

| Metric | Mar.15 | Apr.15 | May.15 | Jun.15 | Jul.15 | Aug.15 | Sep.15 | Change |
|---|---|---|---|---|---|---|---|---|
| Pageviews | 34,505,791 | 34,747,104 | 33,328,516 | 30,010,346 | 31,908,179 | 33,485,206 | 33,110,776 | -1.12% |
| Users | 5,069,704 | 5,399,170 | 5,139,681 | 4,590,711 | 4,943,998 | 5,097,164 | 5,242,105 | 2.84% |
| Sessions | 9,964,767 | 10,542,795 | 9,864,435 | 9,029,393 | 9,595,298 | 10,034,731 | 10,056,076 | 0.21% |
| Avg Session Duration | 0:04:14 | 00:03:54 | 00:03:58 | 00:04:02 | 00:04:00 | 00:03:29 | 0:04:40 | 33.97% |
| % New Sessions | 39% | 40.09% | 40.19% | 38.83% | 40.26% | 35.49% | 32.38% | -8.76% |
| Pageviews/Session | 3.46 | 3.30 | 3.38 | 3.32 | 3.33 | 3.34 | 3.29 | -1.33% |
| Bounce Rate | 31.42% | 34.41% | 34.04% | 30.94% | 32.53% | 37.66% | 35.40% | -6.00% |
| PDF Pageviews* | 19,498,803 | 19,039,279 | 15,822,483 | 16,497,086 | 15,295,155 | 16,368,105 | 15,549,554 | -5.00% |

\* PDF pageviews represent the number of views of files with the .PDF extension, as tracked via Akamai web logs (not Google Analytics).
\*\* The numbers for late August, September and early October will be extrapolated from Google Analytics, due to the inclusion of all internal referral tracking. This artificially increased the number of Sessions and Bounce rates, and decreased the Average Session Duration and percent of New Sessions within Google Analytics. The displayed numbers are based on extrapolating reported totals and referrals and past performance. The basic premise was to take the total value, remove the reported referrals and add a percentage of referrals based on a similar previous period.

## 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 5.08%. Page views of the "U.S. Citizenship" page increased 9.39%. Page views of the "News" increased 15.54%.

| | Page | Page Views | Avg. Time on Page | Entrances* | Bounce Rate | Change |
|---|---|---|---|---|---|---|
| 1 | Forms | 1,300,479 | 80.45 | 990,436 | 79.78% | -0.47% |
| 2 | Green Card | 453,028 | 124.91 | 345,702 | 85.30% | 5.08% |
| 3 | U.S. Citizenship | 205,106 | 178.68 | 148,493 | 71.29% | 9.39% |
| 4 | News | 161,731 | 149.50 | 118,557 | 85.48% | 15.54% |
| 5 | Tools | 135,876 | 221.06 | 65,260 | 40.65% | -11.67% |
| 6 | Working in the US | 41,054 | 191.78 | 34,964 | 85.64% | 5.30% |
| 7 | Laws | 39,190 | 187.63 | 27,345 | 83.56% | 12.69% |
| 8 | About Us | 37,468 | 167.36 | 27,064 | 78.03% | -7.33% |
| 9 | Executive Actions on Immigration | 36,915 | 273.49 | 30,039 | 75.68% | 5.93% |
| 10 | Humanitarian | 14,979 | 146.04 | 12,678 | 87.30% | 6.95% |
| 11 | Military | 14,457 | 170.11 | 11,830 | 85.20% | -2.46% |
| 12 | Outreach | 6,604 | 135.99 | 3,204 | 74.52% | -10.54% |

# 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 1.12% overall. Page Views of the USCIS Homepage decreased 2.22%. Page Views of the "Naturalization Self-Test 2" increased 32.93%. Page Views of the "Application for Naturalization" increased 4.72%. Page Views of the "Application to Register Permanent Residence or Adjust Status" page increased 18.48%.

| | Page Title | Page Views | Unique Pageviews | Entrances* | Bounce Rate | Change |
|---|---|---|---|---|---|---|
| 1 | Homepage | 5,280,406 | 4,470,683 | 4,042,083 | 41.85% | -2.22% |
| 2 | Naturalization Self-Test 1 | 2,857,180 | 163,305 | 84,443 | 7.63% | 1.21% |
| 3 | Forms | 1,300,479 | 1,205,694 | 990,436 | 79.78% | -0.47% |
| 4 | Naturalization Self-Test 2 | 732,511 | 39,271 | 17,957 | 8.24% | 32.93% |
| 5 | Application for Naturalization | 705,333 | 490,406 | 442,856 | 37.74% | 4.72% |
| 6 | Petition for Alien Relative | 645,906 | 480,730 | 425,905 | 43.96% | -1.72% |
| 7 | Application to Register Permanent Residence or Adjust Status | 486,718 | 377,784 | 324,979 | 52.57% | 18.48% |
| 8 | Green Card | 453,028 | 432,608 | 345,702 | 85.30% | 5.08% |
| 9 | Application for Employment Authorization | 447,114 | 319,769 | 270,570 | 44.71% | 15.85% |
| 10 | Naturalization Self-Test 3 | 416,058 | 20,112 | 9,235 | 7.45% | -64.54% |
| 11 | \| USCIS | 396,965 | 363,034 | 296,237 | 85.56% | -3.44% |
| 12 | E-Verify | 390,180 | 360,957 | 337,787 | 65.67% | 14.12% |
| 13 | Affidavit of Support Under Section 213A of the Act | 359,965 | 263,151 | 219,242 | 28.41% | -9.76% |
| 14 | 100 Civics Questions and Answers with MP3 Audio (English version) | 354,299 | 126,237 | 118,231 | 47.51% | -4.47% |
| 15 | Espanol Homepage | 338,162 | 270,875 | 239,756 | 46.72% | 2.70% |
| 16 | Application to Replace Permanent Resident Card | 316,804 | 237,836 | 210,251 | 44.42% | -2.48% |
| 17 | Apply for Citizenship | 298,339 | 280,807 | 254,917 | 56.83% | 0.16% |
| 18 | Naturalization Self-Test 4 | 285,561 | 15,513 | 7,054 | 9.09% | -70.77% |
| 19 | USCIS Electronic Immigration System | 280,263 | 246,979 | 187,355 | 78.39% | 1595.69% |
| 20 | Log in to the USCIS Electronic Immigration System | 273,593 | 193,746 | 166,876 | 31.23% | 1270.84% |
| 21 | Contact Us | 265,320 | 237,155 | 210,738 | 63.97% | -4.92% |
| 22 | When to File Your Adjustment of Status Application for Family-Based or Employment-Based Preference Visas | 244,078 | 218,101 | 203,018 | 78.35% | #DIV/0! |
| 23 | E-Filing Form I-90 Using USCIS Electronic Immigration System | 240,059 | 194,419 | 179,935 | 31.29% | 431.87% |
| 24 | Green Card Through Family | 208,152 | 204,026 | 190,396 | 87.66% | -1.04% |
| 25 | U.S. Citizenship | 205,106 | 187,900 | 148,493 | 71.29% | 9.39% |

* "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 travel.state.gov increased 32.34%. Sessions referred from immigration-law.com increased 463.57%.

| | Search Term | Sessions | % New Sessions* | New Users | Bounce Rate | Pages / Session | Change |
|---|---|---|---|---|---|---|---|
| 1 | travel.state.gov | 221,266 | 29.20% | 64,615 | 61.99% | 1.30 | 32.34% |
| 2 | m.facebook.com | 63,361 | 67.43% | 42,727 | 74.60% | 1.30 | -0.88% |
| 3 | links.govdelivery.com | 60,164 | 28.36% | 17,064 | 67.48% | 1.24 | 7.55% |
| 4 | immigration-law.com | 44,077 | 25.37% | 11,184 | 71.09% | 1.19 | 463.57% |
| 5 | dhs.gov | 40,468 | 45.45% | 18,393 | 69.61% | 1.22 | -9.06% |
| 6 | facebook.com | 31,701 | 39.95% | 12,664 | 68.02% | 1.42 | 1.08% |
| 7 | ustraveldocs.com | 24,701 | 47.13% | 11,642 | 70.58% | 1.25 | -8.18% |
| 8 | bs.serving-sys.com | 22,907 | 88.07% | 20,175 | 90.48% | 1.12 | -55.04% |
| 9 | trackitt.com | 21,530 | 19.85% | 4,273 | 68.65% | 1.15 | 35.19% |
| 10 | nolo.com | 17,676 | 29.37% | 5,191 | 57.02% | 1.28 | -11.42% |
| 11 | search.dhs.gov | 17,237 | 43.35% | 7,472 | 63.02% | 1.33 | -4.82% |
| 12 | visajourney.com | 14,976 | 16.34% | 2,447 | 62.08% | 1.23 | -18.02% |
| 13 | ds.serving-sys.com | 12,917 | 94.82% | 12,248 | 79.41% | 1.37 | 389.65% |
| 14 | noticias.univision.com | 12,445 | 47.46% | 5,906 | 73.07% | 1.25 | 390.93% |
| 15 | eiic.org | 10,452 | 75.04% | 7,843 | 74.14% | 1.54 | 45.81% |
| 16 | alllaw.com | 9,376 | 32.63% | 3,059 | 57.21% | 1.26 | 2.54% |
| 17 | egov.uscis.gov | 9,107 | 11.75% | 1,070 | 65.47% | 1.18 | 984.17% |
| 18 | t.co | 8,920 | 33.96% | 3,029 | 73.34% | 1.50 | -31.55% |
| 19 | search.tb.ask.com | 8,915 | 25.50% | 2,273 | 62.67% | 1.39 | -11.70% |
| 20 | icivics.org | 8,723 | 60.28% | 5,258 | 32.78% | 17.43 | 392.82% |
| 21 | l.facebook.com | 7,902 | 39.52% | 3,123 | 69.10% | 1.39 | -18.86% |
| 22 | preview.uscis.gov | 7,662 | 0.14% | 11 | 35.77% | 1.21 | 1332.15% |
| 23 | welcometousa.gov | 7,077 | 22.09% | 1,563 | 61.54% | 1.47 | -10.51% |
| 24 | us.wow.com | 6,607 | 34.61% | 2,287 | 63.49% | 2.10 | -25.22% |
| 25 | murthy.com | 5,883 | 28.13% | 1,655 | 75.20% | 1.09 | 54.78% |

 \* 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 7.01%, from 16,368,105 in August to 15,549,554 in September. The most downloaded file this month was the "USCIS_ELIS_Customer_User_Manual.pdf" with 1.35 million downloads. The "i-9.pdf" was downloaded 1.10 million times. The "m-274.pdf" was downloaded 795,706 times.

|  | Top 25 Downloaded Files | Page Views | Percentage of Total |
|---|---|---|---|
| 1 | USCIS/USCIS%20ELIS/USCIS_ELIS_Customer_User_Manual.pdf | 1,350,286 | 8.68% |
| 2 | files/form/i-9.pdf | 1,102,670 | 7.09% |
| 3 | files/form/m-274.pdf | 795,706 | 5.12% |
| 4 | files/form/i-129.pdf | 578,272 | 3.72% |
| 5 | files/form/n-400.pdf | 521,931 | 3.36% |
| 6 | files/form/i-130.pdf | 418,791 | 2.69% |
| 7 | files/form/i-864.pdf | 385,039 | 2.48% |
| 8 | USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manual%20and%20Guides/EVerify_User_Manual_Employees.pdf | 335,311 | 2.16% |
| 9 | files/form/n-400instr.pdf | 291,156 | 1.87% |
| 10 | files/form/i-765instr.pdf | 265,750 | 1.71% |
| 11 | files/form/g-1145.pdf | 257,337 | 1.65% |
| 12 | files/form/i-765.pdf | 239,335 | 1.54% |
| 13 | uscis.cgi.dhs.akadns.net/files/form/i-9.pdf | 221,194 | 1.42% |
| 14 | files/article/chapter2.pdf | 205,950 | 1.32% |
| 15 | files/form/i-130instr.pdf | 191,498 | 1.23% |
| 16 | USCIS/Resources/A1en.pdf | 188,842 | 1.21% |
| 17 | files/form/i-751.pdf | 176,474 | 1.13% |
| 18 | USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/PDFs/M-638.pdf.pdf | 175,486 | 1.13% |
| 19 | USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/M-638.pdf | 169,060 | 1.09% |
| 20 | USCIS/files/M-1051.pdf | 168,072 | 1.08% |
| 21 | files/article/attachments.pdf | 162,343 | 1.04% |
| 22 | files/form/i-485instr.pdf | 161,886 | 1.04% |
| 23 | files/form/i-485.pdf | 160,000 | 1.03% |
| 24 | files/form/g-325a.pdf | 138,796 | 0.89% |
| 25 | files/form/i-90.pdf | 134,162 | 0.86% |

# 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 94.08% over last month. Chrome browsers represented 46.72% of traffic, an increase of 0.05% over last month. Internet Explorer browsers represented 20.13% of traffic, an increase of 1.90% from last month. Safari browsers represented 19.88% of traffic, a decrease of 2.31% from last month. Firefox browsers represented 8.72% of traffic, an increase of 0.52% from last month.

| Browser | Browser Version | Sessions | Pages / Session | Avg. Visit Duration |
|---|---|---|---|---|
| Internet Explorer | 11.0 | 2,981,709 | 1.47 | 82.34 |
| Chrome | 45.0.2454.85 | 2,871,803 | 1.61 | 75.53 |
| Safari | 8.0 | 1,983,804 | 1.55 | 75.08 |
| Firefox | 40.0 | 1,424,680 | 1.47 | 70.07 |
| Chrome | 45.0.2454.93 | 1,234,902 | 1.39 | 72.68 |
| Chrome | 44.0.2403.157 | 957,472 | 1.61 | 76.62 |
| Chrome | 45.0.2454.99 | 819,393 | 1.35 | 72.02 |
| Chrome | 45.0.2454.101 | 710,311 | 1.36 | 73.85 |
| Internet Explorer | 9.0 | 595,962 | 1.42 | 76.07 |
| Chrome | 45.0.2454.84 | 510,093 | 1.55 | 81.98 |
| Safari | 9.0 | 482,021 | 1.24 | 62.60 |
| Safari | 8.0.8 | 458,423 | 1.53 | 71.70 |
| Internet Explorer | 10.0 | 454,039 | 1.51 | 79.09 |
| Chrome | 45.0.2454.94 | 404,850 | 1.38 | 78.92 |
| Edge | 12.10240 | 337,217 | 1.49 | 73.02 |
| Android Browser | 4.0 | 309,459 | 1.69 | 114.06 |
| Chrome | 44.0.2403.133 | 296,186 | 1.52 | 85.34 |
| Safari | 7.0 | 290,668 | 1.54 | 79.15 |
| Chrome | 28.0.1500.94 | 288,981 | 1.47 | 88.61 |
| Chrome | 34.0.1847.76 | 286,430 | 1.43 | 77.52 |
| Internet Explorer | 8.0 | 268,274 | 1.47 | 72.98 |
| Safari | 600.1.4 | 259,936 | 1.44 | 67.92 |
| Chrome | 38.0.2125.102 | 176,664 | 1.45 | 86.66 |
| Safari (in-app) | (not set) | 136,008 | 1.69 | 51.03 |
| Safari | 8.0.7 | 134,147 | 1.71 | 77.53 |

# Top 25 Search Terms from Referring External Search Engines

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

►**Notable changes this month:** Searches decreased 2.04% over last month. Searches of "uscis" decreased 17.88% from last month. Searches of "everify" decreased 16.26% from last month. Searches for "i9" increased 11.19%.

| | Search Term | Sessions | % New Sessions* | Bounce Rate** | Pages / Visit | Change |
|---|---|---|---|---|---|---|
| 1 | (not provided) | 5,584,198 | 37.09% | 58.48% | 1.47 | -0.97% |
| 2 | uscis | 38,637 | 25.97% | 50.49% | 1.25 | -17.88% |
| 3 | uscis.gov | 14,266 | 27.85% | 57.66% | 1.22 | -26.69% |
| 4 | www.uscis.gov | 9,212 | 24.85% | 48.39% | 1.34 | -21.31% |
| 5 | (not set) | 8,780 | 38.45% | 57.76% | 1.27 | -2.66% |
| 6 | uscis case status | 6,892 | 20.28% | 38.41% | 1.37 | -13.25% |
| 7 | uscis forms | 4,216 | 27.35% | 83.47% | 1.13 | -11.22% |
| 8 | everify | 2,945 | 35.69% | 39.02% | 1.10 | -16.26% |
| 9 | immigration | 2,536 | 39.24% | 57.37% | 1.20 | -16.83% |
| 10 | green card | 1,948 | 68.69% | 87.22% | 1.14 | 11.00% |
| 11 | e-verify | 1,655 | 40.54% | 47.49% | 1.13 | -8.56% |
| 12 | ins | 1,597 | 49.97% | 70.07% | 1.19 | -12.16% |
| 13 | us immigration | 1,476 | 48.98% | 62.94% | 1.22 | -19.26% |
| 14 | immigration news | 1,414 | 28.22% | 86.56% | 1.09 | 10.04% |
| 15 | uscis home page | 1,309 | 20.78% | 63.10% | 1.17 | -36.92% |
| 16 | http://www.uscis.gov/ | 1,274 | 18.60% | 41.29% | 1.36 | -20.03% |
| 17 | www.uscis.gov/uscis-elis | 1,232 | 24.92% | 70.13% | 1.36 | -19.16% |
| 18 | uscis elis | 1,179 | 19.34% | 73.11% | 1.30 | -49.38% |
| 19 | i-9 form | 1,010 | 63.27% | 55.05% | 1.13 | -0.98% |
| 20 | i9 | 984 | 61.28% | 50.51% | 1.13 | 11.19% |
| 21 | immigration and naturalization service | 980 | 47.35% | 67.55% | 1.21 | -13.27% |
| 22 | i-9 | 952 | 58.72% | 62.92% | 1.13 | -17.29% |
| 23 | e verify | 944 | 42.69% | 52.44% | 1.12 | -20.14% |
| 24 | green card renewal | 904 | 42.70% | 77.54% | 1.17 | -13.58% |
| 25 | e-verify for employers | 838 | 43.20% | 57.40% | 1.17 | -34.94% |

# 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 18.90% from 1,366,175 in August to 1,108,017 in September. Total Clicks decreased 22.97% from 1,390,571 in August to 1,071,211 in September. Users queried the term "processing times" 11,748 times.

| Top Queries | # of Queries | # of Clicks | CTR* |
|---|---|---|---|
| processing times | 11,748 | 12,094 | 102.00% |
| i-765 | 8,335 | 8,102 | 97.00% |
| i-864 | 8,177 | 8,750 | 107.00% |
| i-130 | 8,022 | 7,808 | 97.00% |
| i-485 | 6,895 | 6,550 | 94.00% |
| case status check online | 6,430 | 7,722 | 120.00% |
| change of address online | 5,895 | 6,369 | 108.00% |
| forms | 5,775 | 4,988 | 86.00% |
| g-325a | 5,537 | 5,869 | 105.00% |
| daca | 5,363 | 4,797 | 89.00% |
| check status of my case | 5,285 | 6,221 | 117.00% |
| i-90 | 5,277 | 5,206 | 98.00% |
| status of my case | 5,236 | 6,147 | 117.00% |
| case status | 5,059 | 5,913 | 116.00% |
| n-400 | 4,996 | 5,224 | 104.00% |
| i-131 | 4,609 | 4,612 | 100.00% |
| n400 | 4,262 | 4,957 | 116.00% |
| elis | 3,811 | 3,899 | 102.00% |
| visa bulletin october 2015 | 3,744 | 3,699 | 98.00% |
| i765 | 3,604 | 3,480 | 96.00% |
| i864 | 3,567 | 3,845 | 107.00% |
| visa bulletin | 3,556 | 4,457 | 125.00% |
| tps | 3,466 | 3,151 | 90.00% |
| processing time | 3,380 | 3,329 | 98.00% |
| i130 | 3,342 | 3,198 | 95.00% |
| change of address | 3,101 | 3,003 | 96.00% |
| g325a | 2,956 | 3,159 | 106.00% |
| infopass make appointment | 2,879 | 3,014 | 104.00% |
| i485 | 2,795 | 2,640 | 94.00% |
| civil surgeon locator | 2,736 | 3,148 | 115.00% |
| i-912 | 2,669 | 2,802 | 104.00% |
| my case status | 2,658 | 3,164 | 119.00% |

| Top Queries | # of Queries | # of Clicks | CTR* |
|---|---|---|---|
| i-751 | 2,631 | 2,609 | 99.00% |
| status | 2,630 | 2,895 | 110.00% |
| g-325a form | 2,614 | 3,052 | 116.00% |
| g-28 | 2,579 | 2,607 | 101.00% |
| i90 | 2,536 | 2,567 | 101.00% |
| create new account | 2,532 | 3,000 | 118.00% |
| i-94 | 2,516 | 2,510 | 99.00% |
| g325a form | 2,468 | 2,731 | 110.00% |
| i-539 | 2,288 | 2,422 | 105.00% |
| poverty guidelines 2015 | 2,284 | 2,584 | 113.00% |
| fee waiver | 2,185 | 2,298 | 105.00% |
| i-693 | 2,165 | 2,228 | 102.00% |
| infopass | 2,161 | 2,249 | 104.00% |
| asylum | 2,136 | 1,990 | 93.00% |
| daca renewal | 2,123 | 2,104 | 99.00% |
| i-129 | 2,046 | 1,946 | 95.00% |
| ar-11 | 1,970 | 1,980 | 100.00% |
| 765 | 1,962 | 1,887 | 96.00% |
| i-864a | 1,922 | 1,942 | 101.00% |
| my case status check online | 1,876 | 2,328 | 124.00% |
| i131 | 1,810 | 1,770 | 97.00% |
| processing time for i-130 | 1,799 | 2,419 | 134.00% |
| address change online | 1,791 | 1,852 | 103.00% |
| n-600 | 1,784 | 1,813 | 101.00% |
| ar-11 change of address online | 1,751 | 1,878 | 107.00% |
| i-140 | 1,729 | 1,537 | 88.00% |
| case status by receipt number | 1,716 | 2,426 | 141.00% |
| foia | 1,691 | 1,799 | 106.00% |
| green card lottery | 1,669 | 1,353 | 81.00% |
| travel document | 1,648 | 1,694 | 102.00% |
| visa | 1,635 | 1,392 | 85.00% |
| fees | 1,632 | 1,611 | 98.00% |

*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.

**FORESEE**

►**Notable changes this month:**  The score for USCIS-ES.gov remained at 84 this month with 700 respondents, up from 183 last month. The score for USCIS.gov increased from 71 to 74 with 2,548 respondents, up from 1,129 last month.

**This Month's Average Customer Satisfaction Scores**

| USCIS | USCIS-ES | Federal Govt. |
|-------|----------|---------------|
| 74 | 84 | 73 |



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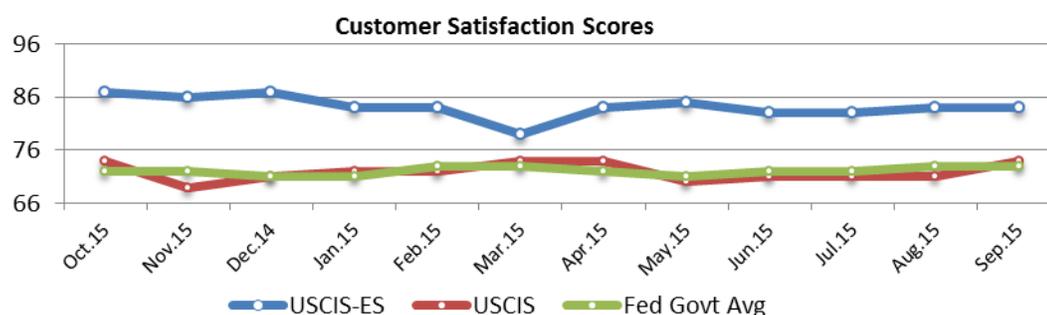
**Top Visitor Responses to Selected Survey Questions** (% of respondents per site)

| Primary Reason for Visiting the Site | USCIS | USCIS-ES |
|--------------------------------------|-------|----------|
| Check My Case Status | 18% | 20% |
| Green Card Information | 16% | 17% |
| Download Form(s) | 9% | 2% |
| Find Form(s) | 12% | 3% |
| Get General Information Before I File My Case | 12% | 23% |
| Citizenship Requirements | 4% | 5% |
| **Primary Method Used to Find Information** | | |
| Links on the pages | 22% | 17% |
| Site's Search Feature | 22% | 28% |
| Top Navigation Bar | 14% | 22% |
| Forms search | 14v | N/A |
| Used an External Search Engine (e.g., Google) | 13% | 11% |
| Homepage banners, icons, ads | 6% | 4% |
| Just Browsing | 7% | 13% |
| Site Map | 2% | 4% |
| **Self-Identified Role of Visitor** | | |
| Permanent Resident (green card holder) | 25% | 20% |
| Naturalized U.S. Citizen | 19% | 12% |
| U.S. Born Citizen | 14% | 3% |
| Citizen of a Foreign Country | 11% | 19% |
| Visitor/Nonimmigrant | 8% | 20% |

# Social Media Activity Using Links on USCIS.gov Pages
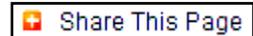
**⊕ Share This Page**

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.
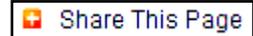
►**Notable changes this month:** USCIS.gov pages were shared 5,671 times in September. The "USCIS Announces Revised Procedures for Determining Visa Availability for Applicants Waiting to File for Adjustment of Status" page was shared 202 times and clicked 2,465 times. The "Adjustment of Status Filing Charts from the Visa Bulletin" page was shared 141 times and clicked 1,494 times.



Top Shares:

| | Title | Shares | Social Clicks |
|---|---|---|---|
| 1 | USCIS Electronic Immigration System | 235 | 4 |
| 2 | Application to Replace Permanent Resident Card | 203 | 18 |
| 3 | USCIS Announces Revised Procedures for Determining Visa Availability for Applicants Waiting to File for Adjustment of Status | 202 | 2,465 |
| 4 | Adjustment of Status Filing Charts from the Visa Bulletin | 141 | 1,494 |
| 5 | Petition for Alien Relative | 136 | 85 |
| 6 | E-Filing Form I-90 Using USCIS Electronic Immigration System | 115 | 5 |
| 7 | Application for Naturalization | 114 | 104 |
| 8 | DHS Announces Temporary Protected Status Designation for Yemen | 111 | 225 |
| 9 | Application for Employment Authorization | 72 | 17 |
| 10 | Affidavit of Support Under Section 213A of the Act | 69 | 38 |
| 11 | Forms | 62 | 140 |
| 12 | Homepage | 61 | 0 |
| 13 | USCIS Immigrant Fee | 58 | 62 |
| 14 | Petition for Alien FiancÃ©(e) | 51 | 36 |
| 15 | How to Pay the USCIS Immigrant Fee with the USCIS Electronic Immigration System | 49 | 1 |
| 16 | I-131, Application for Travel Document | 47 | 22 |
| 17 | USCIS Suspends Final Adjudication of Employment-Based Adjustment Applications for the Remainder of FY 2015 | 44 | 292 |
| 18 | FiancÃ©(e) Visas | 42 | 38 |
| 19 | Application to Register Permanent Residence or Adjust Status | 42 | 16 |
| 20 | Temporary Protected Status Extended for Haiti | 41 | 136 |

# 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 5,526 times in September.



Top Shares:

| | Title | Shares | Social Clicks |
|---|---|---|---|
| 1 | Naturalization Self-Test 1 \| USCIS | 2,890 | 440 |
| 2 | Naturalization Self-Test 2 \| USCIS | 757 | 24 |
| 3 | Naturalization Self-Test 3 \| USCIS | 431 | 7 |
| 4 | Naturalization Self-Test 4 \| USCIS | 314 | 6 |
| 5 | 100 Civics Questions and Answers with MP3 Audio (English version) | 188 | 608 |
| 6 | Naturalization Self-Test 1 \| USCIS | 109 | 63 |
| 7 | Apply for Citizenship | 94 | 31 |
| 8 | Study for the Test | 79 | 45 |
| 9 | 100 Civics Questions and Answers with MP3 Audio (English version) | 49 | 424 |
| 10 | Citizenship Rights and Responsibilities | 49 | 13 |
| 11 | Study Materials for the English Test | 27 | 41 |
| 12 | Study Materials for the Civics Test | 22 | 29 |
| 13 | Recursos para la naturalización | 22 | 9 |
| 14 | Understanding H-1B Requirements | 21 | 14 |
| 15 | Learners | 21 | 12 |
| 16 | The USCIS Naturalization Interview and Test Video | 20 | 1 |
| 17 | The USCIS Naturalization Interview and Test Video (Spanish captions) | 18 | 12 |
| 18 | Naturalization Self-Test 2 \| USCIS | 18 | 7 |
| 19 | Contact Us | 18 | 0 |
| 20 | Becoming a U.S. Citizen: An Overview of the Naturalization Process | 16 | 10 |

# FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Page views decreased 23.34% and Transactions decreased 11.96%.

| | Dec.14 | Jan.15 | Feb.15 | Mar.15 | Apr.15 | May.15 | Jun.15 | Jul.15 | Aug.15 | Sep.15 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 29,262 | 32,777 | 43,063 | 40,392 | 43,588 | 49,325 | 46,222 | 49,068 | 33,775 | 25,893 |
| – Transactions | 36,900 | 38,761 | 33,458 | 35,390 | 36,347 | 39,297 | 35,976 | 38,019 | 30,149 | 26,543 |

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

| | Apr.13 | May.13 | Jun.13 | Jul.13 | Aug.13 | Oct.13 | Sep.13 | Nov.13 | Dec.13 | Jan.14 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 23,826 | 24,159 | 22,688 | 24,485 | 25,326 | 22,479 | 23,587 | 7,303 | 9,507 | 13,861 |
| – Transactions | 13,627 | 14,711 | 13,457 | 15,341 | 16,456 | 14,302 | 14,329 | 13,171 | 14,009 | 13,927 |

| | Jun.12 | Jul.12 | Aug.12 | Sep.12 | Oct.12 | Nov.12 | Dec.12 | Jan.13 | Feb.13 | Mar.13 |
|---|---|---|---|---|---|---|---|---|---|---|
| Page Views on Landing Page | 30,274 | 32,278 | 33,968 | 26,182 | 25,379 | 22,656 | 18,708 | 23,753 | 20,934 | 23,837 |
| – Transactions | 22,939 | 23,731 | 26,136 | 18,187 | 17,008 | 14,421 | 11,448 | 13,081 | 10,930 | 13,751 |

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

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

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

# 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 3,706,702 email bulletins to subscribers, 1.59% more than last month. Tweets increased from 121 to 137. Twitter followers increased 2.67% over last month.

| | Mar.15 | Apr.15 | May.15 | Jun.15 | Jul.15 | Aug.15 | Sep.15 |
|---|---|---|---|---|---|---|---|
| GovDelivery Bulletins | 55 | 66 | 61 | 73 | 73 | 73 | 63 |
| Emails Distributed to Subscribers | 3,056,968 | 4,726,760 | 4,244,437 | 6,725,991 | 3,458,434 | 3,648,811 | 3,706,702 |
| Subscribers at End of Month | 567,922 | 591,744 | 603,520 | 604,296 | 617,850 | 627,074 | 635,118 |
| Subscriptions | 1,628,014 | 1,677,423 | 1,704,224 | 1,705,919 | 1,732,702 | 1,756,339 | 1,780,102 |
| Total Subscribable Topics | 61 | 60 | 60 | 62 | 76 | 89 | 90 |
| Tweets Issued | 75 | 133 | 156 | 139 | 163 | 121 | 137 |
| Twitter Followers at End of Month | 51,300 | 54,800 | 56,700 | 57,670 | 58,625 | 60,000 | 61,600 |

| | Aug.14 | Sep.14 | Oct.14 | Nov.14 | Dec.14 | Jan.15 | Feb.15 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 26 | 39 | 31 | 24 | 22 | 35 | 18 |
| Emails Distributed to Subscribers | 2,828,729 | 4,608,538 | 3,410,363 | 2,091,328 | 2,107,867 | 2,353,908 | 1,719,876 |
| Subscribers at End of Month | 428,599 | 435,001 | 443,218 | 486,047 | 510,159 | 531,824 | 554,119 |
| Subscriptions | 1,299,675 | 1,310,522 | 1,317,389 | 1,422,583 | 1,478,787 | 1,533,777 | 1,594,163 |
| Total Subscribable Topics | 57 | 57 | 57 | 58 | 58 | 59 | 61 |
| Tweets Issued | 56 | 108 | 57 | 79 | 45 | 122 | 74 |
| Twitter Followers at End of Month | 41,795 | 42,688 | 43,500 | 45,700 | 46,000 | 47,900 | 50,000 |

| | Jan.14 | Feb.14 | Mar.14 | Apr.14 | May.14 | Jun.14 | Jul.14 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 17 | 16 | 28 | 28 | 19 | 21 | 23 |
| Emails Distributed to Subscribers | 1,214,810 | 997,583 | 1,872,711 | 2,634,479 | 1,897,736 | 1,567,847 | 2,187,720 |
| Subscribers at End of Month | 403,424 | 405,252 | 406,632 | 408,500 | 405,497 | 407,621 | 417,934 |
| Subscriptions | 1,243,034 | 1,250,826 | 1,258,551 | 1,268,668 | 1,262,430 | 1,267,153 | 1,282,317 |
| Total Subscribable Topics | 56 | 58 | 58 | 58 | 58 | 57 | 58 |
| Tweets Issued | 95 | 96 | 87 | 47 | 45 | 43 | 63 |
| Twitter Followers at End of Month | 33,400 | 34,057 | 35,297 | 36,925 | 38,484 | 39,383 | 40,738 |

| | Jun.13 | Jul.13 | Aug.13 | Sep.13 | Oct.13 | Nov.13 | Dec.13 |
|---|---|---|---|---|---|---|---|
| GovDelivery Emails Issued | 23 | 27 | 19 | 17 | 22 | 22 | 18 |
| Emails Distributed to Subscribers | 1,663,637 | 2,031,262 | 911,515 | 1,516,924 | 1,657,058 | 2,333,107 | 1,719,876 |
| Subscribers at End of Month | 391,206 | 399,076 | 401,420 | 403,834 | 402,895 | 401,817 | 401,575 |
| Subscriptions | 1,188,393 | 1,207,556 | 1,221,140 | 1,234,000 | 1,238,863 | 1,237,090 | 1,238,296 |
| Total Subscribable Topics | 52 | 52 | 52 | 54 | 54 | 55 | 55 |
| Tweets Issued | 71 | 55 | 40 | 78 | 74 | 38 | 67 |

# 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 6.14% and 7.92% respectively.

| Google Analytics Metrics | Mar.15 | Apr.15 | May.15 | Jun.15 | Jul.15 | Aug.15 | Sep.15 | Change |
|---|---|---|---|---|---|---|---|---|
| Pageviews | 1,396,239 | 1,292,955 | 1,169,519 | 1,141,316 | 1,318,763 | 1,439,013 | 1,552,915 | 7.92% |
| Users | 312,832 | 284,404 | 263,818 | 256,126 | 307,279 | 317,414 | 336,063 | 5.88% |
| Sessions | 515,858 | 468,562 | 429,517 | 416,290 | 489,872 | 522,477 | 554,545 | 6.14% |
| Avg Session Duration | 0:03:51 | 0:03:53 | 0:03:49 | 0:03:51 | 0:03:46 | 0:03:52 | 0:04:01 | 3.88% |
| % New Sessions | 48.92% | 48.99% | 49.72% | 50.29% | 52.53% | 50.35% | 50.17% | -0.36% |
| Pageviews/Session | 2.71 | 2.76 | 2.72 | 2.74 | 2.69 | 2.75 | 2.8 | 1.82% |
| Bounce Rate | 54.48% | 53.82% | 54.44% | 53.91% | 54.53% | 53.86% | 53.11% | -1.39% |

# 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 52.47% of traffic to the Spanish site. User Sessions by Android Mobile browsers were up 2.55% compared to last month. Android Tablet browsers were up 10.14% compared to last month.

| OS (device category) | Mar.15 | Apr.15 | May.15 | Jun.15 | Jul.15 | Aug.15 | Sep.15 | Change |
|---|---|---|---|---|---|---|---|---|
| Android (mobile) | 172,870 | 157,605 | 140,545 | 136,477 | 173,248 | 187,551 | 192,342 | 2.55% |
| Windows (desktop) | 180,184 | 165,249 | 155,167 | 150,449 | 161,156 | 172,542 | 187,980 | 8.95% |
| iOS (mobile) | 80,555 | 71,197 | 64,451 | 62,584 | 81,863 | 83,661 | 89,656 | 7.17% |
| iOS (tablet) | 32,729 | 28,608 | 26,632 | 25,061 | 27,671 | 29,113 | 31,361 | 7.72% |
| Macintosh (desktop) | 18,717 | 16,986 | 16,450 | 16,369 | 18,009 | 19,584 | 21,223 | 8.37% |
| Android (tablet) | 16,217 | 15,144 | 13,238 | 12,855 | 13,951 | 15,231 | 16,776 | 10.14% |
| Windows Phone (mobile) | 3,341 | 3,019 | 3,066 | 2,952 | 4,006 | 4,272 | 4,421 | 3.49% |
| Windows (mobile) | 4,847 | 4,371 | 4,250 | 4,193 | 4,275 | 4,136 | 4,145 | 0.22% |
| Linux (desktop) | 1,761 | 1,779 | 1,673 | 1,651 | 1,659 | 1,896 | 2,012 | 6.12% |
| Chrome OS (desktop) | 1,841 | 2,051 | 1,711 | 1,558 | 1,759 | 2,080 | 2,165 | 4.09% |
| Total | 515,855 | 468,564 | 429,518 | 416,290 | 489,874 | 522,475 | 554,546 | 6.14% |

# 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 7.92%. The USCIS-ES homepage was viewed 327,215 in September compared to 318,625 times in August, an increase of 2.70%. Page Views of the "Disponibilidad de Visas y Fechas de Prioridad" page increased 86.2% from last month. Page Views of the "Ajuste de estatus" page was up 80.83% from last month.

| | Page Title | Page Views | Unique Pageviews | Entrances | Bounce Rate | Change |
|---|---|---|---|---|---|---|
| 1 | Espanol Homepage | 327,215 | 209,673 | 189,168 | 48.75% | 2.70% |
| 2 | Formularios | 48,986 | 34,056 | 7,708 | 34.22% | 3.83% |
| 3 | Petición de Familiar Extranjero | 34,814 | 21,798 | 7,745 | 57.13% | 1.02% |
| 4 | Trámite y procedimientos para la Tarjeta Verde | 34,338 | 24,146 | 10,343 | 39.51% | -0.10% |
| 5 | Disponibilidad de Visas y Fechas de Prioridad | 32,238 | 20,604 | 12,651 | 48.46% | 86.21% |
| 6 | Mientras mi caso está en trámite con el USCIS | 31,686 | 21,922 | 13,059 | 50.43% | -11.96% |
| 7 | Tarjeta Verde a través de la Familia | 25,914 | 18,200 | 2,348 | 38.80% | 18.28% |
| 8 | Noticias | 24,944 | 19,325 | 4,705 | 44.89% | 35.58% |
| 9 | Familiares de Ciudadanos Estadounidenses | 23,976 | 16,396 | 9,801 | 47.91% | -11.41% |
| 10 | Contáctenos | 22,402 | 15,458 | 3,065 | 60.46% | -3.48% |
| 11 | Solicitud de Registro de Residencia Permanente o Ajuste de Estatus | 21,424 | 14,915 | 4,677 | 52.32% | 13.96% |
| 12 | El examen de naturalización: Materiales de estudio | 21,308 | 13,926 | 6,715 | 57.08% | 10.29% |
| 13 | Tarjeta Verde | 19,921 | 14,711 | 4,759 | 32.11% | -2.41% |
| 14 | Solicitud de Naturalización | 19,665 | 12,052 | 6,553 | 56.75% | 24.25% |
| 15 | Ajuste de estatus | 16,172 | 11,808 | 5,109 | 48.40% | 80.83% |
| 16 | Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card) | 15,906 | 9,572 | 5,413 | 54.87% | 8.44% |
| 17 | Cuándo presentar su Solicitud de Ajuste de Estatus para Visas de Preferencia basadas en la Familia o basadas en el Empleo | 14,598 | 10,062 | 5,699 | 53.18% | #DIV/0! |
| 18 | Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos | 13,513 | 9,741 | 1,873 | 50.03% | 12.54% |
| 19 | Tarjeta Verde para un Familiar de un Ciudadano Estadounidense | 12,569 | 8,090 | 1,377 | 50.11% | 16.77% |
| 20 | Tarjeta Verde para un Familiar de un Residente Permanente | 12,033 | 8,318 | 3,174 | 50.91% | 10.92% |
| 21 | Ciudadanía | 11,872 | 8,934 | 3,323 | 44.33% | 14.10% |
| 22 | Ciudadanía por Naturalización | 11,361 | 8,502 | 6,302 | 35.70% | 18.26% |
| 23 | USCIS Anuncia Procesos Revisados para Determinar la Disponibilidad de Visas para Personas en Espera de Solicitar Ajuste de Estatus | 11,277 | 8,330 | 2,607 | 79.29% | #DIV/0! |
| 24 | Solicitud de Autorización de Empleo | 10,928 | 6,040 | 2,777 | 50.52% | 7.08% |
| 25 | Tarifa de Inmigrante de USCIS | 10,131 | 7,446 | 2,357 | 52.57% | 66.46% |

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