



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

May 16, 2008

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	May 15, 2008	CSWP, Senior Business Analyst	Baseline Draft

Table of Contents

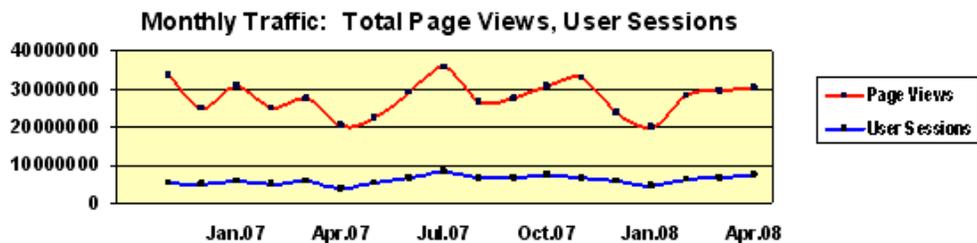
Executive Summary	1
USCIS.gov CSWP Visitor Traffic	2
USCIS.gov Traffic Compared to Federal Sites.....	5
USCIS.gov Compared to Other DHS Web Sites:	5
USCIS.gov Compared to Leading Federal Web Sites:.....	5
Distribution of Traffic by Major Content Area.....	6
USCIS.gov Top 20 Viewed Pages.....	7
GovDelivery Subscription E-mail System	8
Top 20 Referring Pages Sending Traffic to USCIS.gov.....	9
Ranking of USCIS.gov in Google and Yahoo Searches.....	10
Top 50 Search Terms from Referring External Search Engines	11
Page Surveys as Partial Measure of User Satisfaction.....	12

Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for April 2008. Highlights in this report:

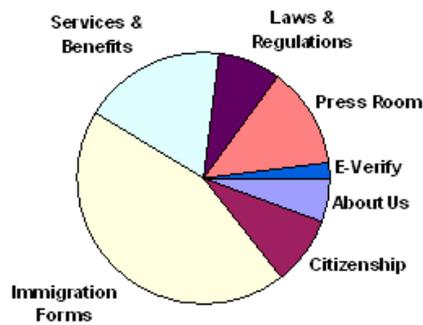
► Overall Traffic Volume Continues at Normal Levels

Page View and User Session metrics for April 2008 continued at normal levels.



► Press Room Gets Big Jump in Traffic

The Press Room saw a 100 percent increase in traffic to its landing page. (See pages 6-7.) One possible explanation for this jump could be increased interest in H-1B visas from immigration lawyers and advocacy groups. Traffic distribution among the other main seven landing pages was relatively unchanged.



► Increased Traffic from CSWP's Infopass and from DHS.gov's E-Verify Page

New to the list of top 20 external pages sending traffic to the CSWP were the Infopass start page and DHS.gov's E-Verify page.

► Subscription E-Mails Distributed Down 50 Percent

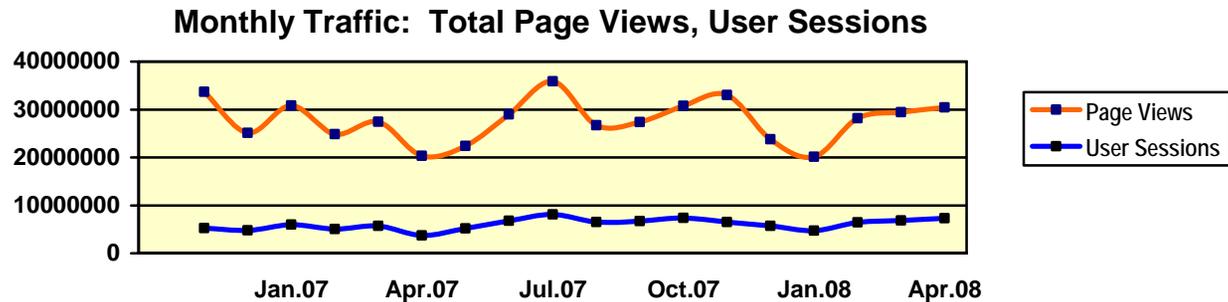
Substantially fewer e-Mails were sent this month due to a reduced number of page changes. The total number of subscribers continues its steady growth. GovDelivery, the subscription system vendor, has stopped tracking the click-through rate from distributed E-mails.

USCIS.gov CSWP Visitor Traffic

Visitor traffic for April 2008 was at normal levels, after an expected seasonal dip in December and partial data loss in January.

Metric	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08
OVERALL										
User Sessions (Visits)	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527
Average Weekday User Sessions	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576
Average Session Length (min.)	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08
Unique Visitors	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610
One-Time Visitors	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914
Repeat Visitors	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329
Page Views	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413
SESSIONS BY CONTENT AREA**										
About Us	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904
Citizenship	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033
Immigration Forms	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301
Services & Benefits	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879
Laws & Regulations	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878
Press Room	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116
E-Verify	--	--	6,627	38,302	34,571	29,467	27,676	29,931	28,142	54,780

*January 2008 numbers are artificially low because one-third of the month's traffic data was lost by Akamai. **Total user sessions that included views of these top-level landing pages.



USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May07	Jun.07
OVERALL								
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038	5,213,504	6,752,419
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101
SESSIONS BY CONTENT AREA**								
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819
E-Verify	--	--	--	--	--	--	--	--

** Total user sessions that included views of these top-level landing pages

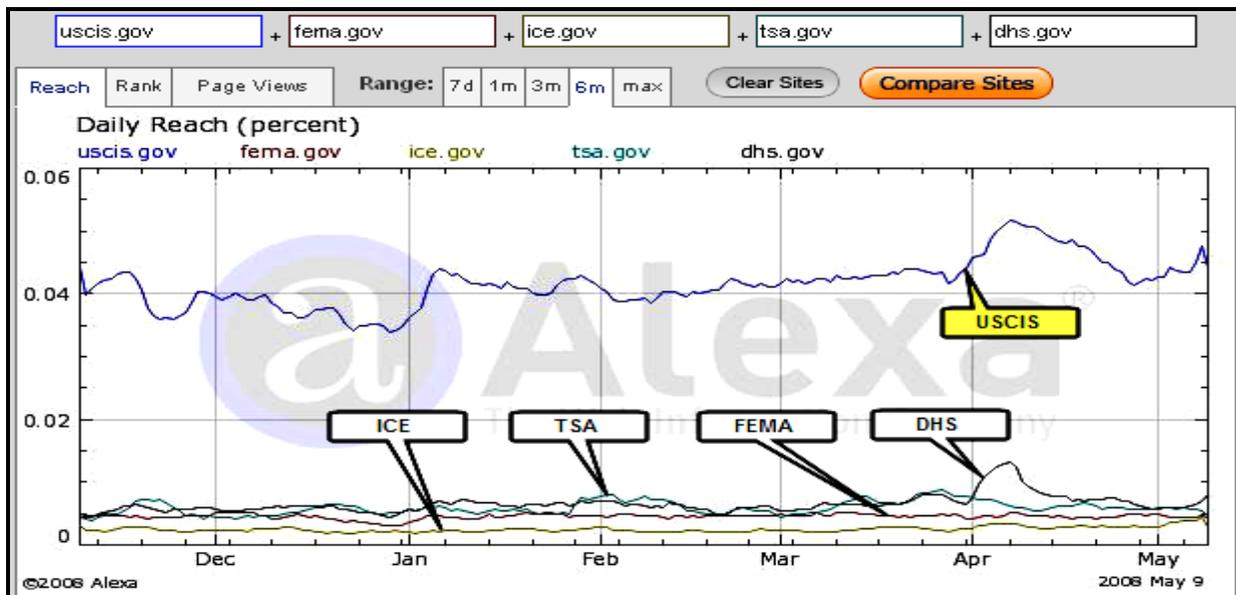
Legacy Data:

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
OVERALL											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Average Visitor Session Length	10:03	9:57	10:09	10:14	10:01	10:04	9:26	9:21	9:13	9:26	9:19
Unique Visitors	2,616,967	2,506,623	2,292,376	2,822,446	2,560,638	3,037,551	2,694,475	2,988,946	2,895,689	2,869,849	3,011,114
One-Time Visitors	1,948,793	1,874,743	1,713,981	2,099,984	1,908,447	2,252,008	2,020,024	2,213,122	2,117,074	2,102,401	2,202,643
Repeat Visitors	668,174	631,880	578,395	722,462	652,191	785,453	674,451	775,824	778,615	767,448	808,471
Page Views	42,612,815	36,643,397	34,747,592	43,803,006	37,771,142	45,621,681	34,309,523	42,909,778	43,407,053	46,997,699	48,024,615
BY CONTENT AREA											
About USCIS & FOIA	121,769	113,230	100,346	119,227	112,846	152,055	114,076	130,592	110,982	126,973	124,400
Citizenship	254,944	230,921	203,845	280,486	256,647	323,259	261,660	316,445	266,417	295,543	303,690
Forms, Fees, and Fingerprints	1,762,408	1,700,623	1,496,248	2,057,635	1,838,320	2,224,544	1,778,612	2,025,909	1,847,694	1,988,824	2,177,214
Services and Benefits	1,151,285	1,007,368	899,499	1,170,523	1,029,707	1,278,951	1,046,395	1,312,791	1,191,518	1,322,802	1,265,599
Field Offices	494,468	444,776	380,937	506,861	454,049	562,760	430,387	491,890	448,242	498,303	532,232
Laws and Regulations	300,091	273,126	227,660	300,167	280,030	408,452	303,179	354,755	314,605	340,293	316,047
Public Affairs	498,780	434,841	371,691	480,092	357,455	480,005	446,937	519,529	513,273	536,881	518,869
How Do I ...?	551,803	509,790	427,989	562,199	493,865	605,168	462,597	555,854	496,269	562,639	608,339
CSSO	2,352,110	2,115,292	2,025,969	2,340,294	2,097,575	2,562,594	2,336,111	2,751,458	1,135,698	2,880,516	3,146,570

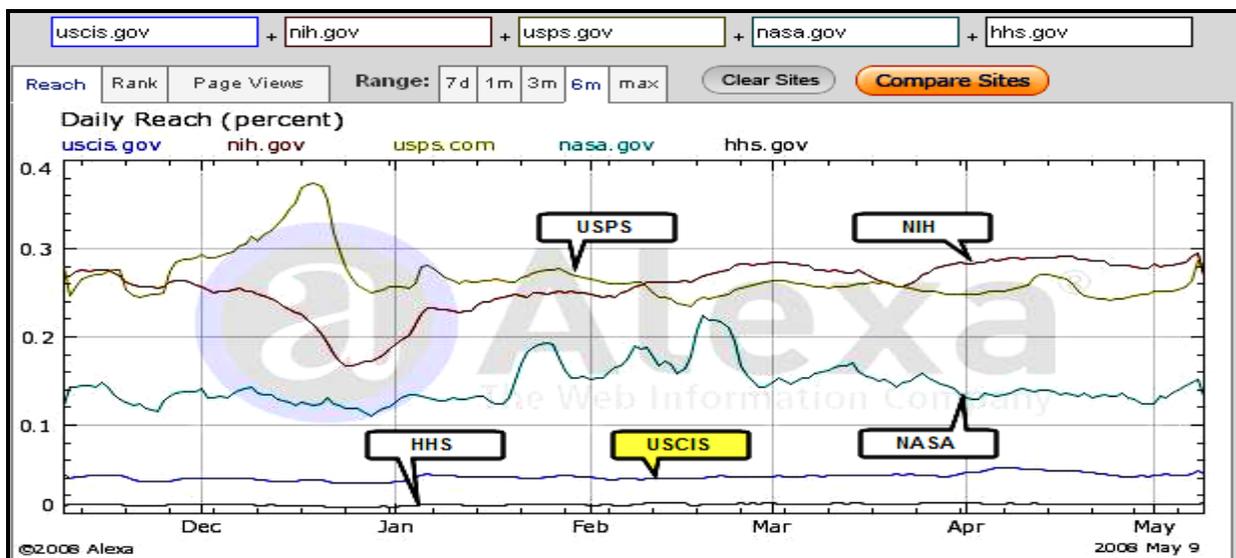
USCIS.gov Traffic Compared to Federal Sites

The charts below report traffic to the USCIS.gov site over the past six months compared to that of other federal sites* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day. The CSWP’s relative position remains consistently high among federal sites.

USCIS.gov Compared to Other DHS Web Sites:



USCIS.gov Compared to Leading Federal Web Sites:



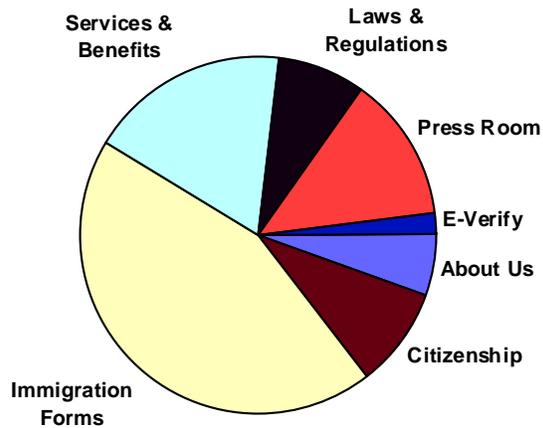
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

Distribution of Traffic by Major Content Area

User sessions that involve visits to the major landing pages of the site indicate where users concentrate their attention during those sessions.

Traffic volume to the Press Room jumped over 100 percent from last month, its second consecutive increase. One possible explanation for this jump could be increased interest in H-1B visas from immigration lawyers and advocacy groups. Otherwise, the distribution of traffic to the seven landing pages was relatively unchanged. Over 44 percent of all visitors to these landing pages viewed the Immigration Forms page.

Content Area Landing Page	User Sessions
Immigration Forms	1,298,301
Services & Benefits	531,879
Press Room (up 100% from last month)	385,116
Citizenship	259,033
Laws & Regulations	239,878
About Us	161,904
E-Verify	54,780



USCIS.gov Top 20 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov. The most significant change this month is a substantial jump in the number of visits to the Press Room, the second month in a row of significant traffic increase. One possible explanation for this jump could be increased interest in H-1B visas from immigration lawyers and advocacy groups.

The numbers in parentheses indicate the page's ranking in the previous month.

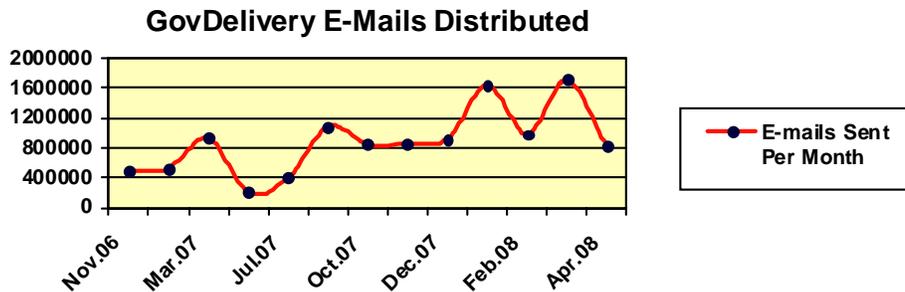
	Top 20 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	7,820,873	25.68%
2	Immigration Forms (2)	2,322,277	7.63%
3	Permanent Lawful Residence (Green Card) (3)	835,324	2.74%
4	Immigration Services and Benefits (4)	805,817	2.65%
5	Case Services While Your Case Is Pending With USCIS (5)	647,720	2.13%
6	Press Room (15)	559,507	1.84%
7	Citizenship (7)	435,319	1.43%
8	Advisory on Processing Times (6)	409,927	1.35%
9	Application for Naturalization (8)	348,554	1.14%
10	Laws, Regulations and Guides (11)	332,139	1.09%
11	Petition for Alien Relative (10)	320,050	1.05%
12	Processing Times and Case Status (9)	288,789	0.95%
13	Contact Us (14)	255,062	0.84%
14	Electronic Filing for Immigration Benefits (13)	249,122	0.82%
15	Naturalization (12)	242,541	0.80%
16	Application for Employment Authorization *	233,971	0.77%
17	Employment Authorization (18)	220,294	0.72%
18	About Us (17)	217,152	0.71%
19	"How Do I?" Fact Sheets (16)	211,007	0.69%
20	Education and Resources (19)	193,664	0.64%
	
	Total Page Views this Month >	30,454,413	100.00%

* Indicates a page that was not in the previous month's Top 20 Viewed Pages.

GovDelivery Subscription E-mail System

As of May 1, 2008, there were over 173,000 active subscribers to at least one USCIS.gov page. More than 835,000 E-mail notifications were sent to these subscribers in this month, a drop of 51 percent from the previous month's spike.

The one significant change this month is the absence of a "click-through" rate. GovDelivery, the subscription service vendor, has, at least for now, discontinued the tracking of this metric.



Total E-mails Sent to Subscribers This Month: 835,829

Total Subscribers: 173,777

Total Page Subscriptions: 602,396

Net* New Subscriptions Added This Month: 37,428

Average Number of Subscriptions per User: 3.5

Top Subscribed Pages: Home Page, Monthly Newsletter, Federal Register Announcements, Press Room, Information for Employers

Percent of Click-Throughs This Month from Links in E-mails: data no longer tabulated by GovDelivery

* New subscriptions, minus those ended voluntarily or because E-mail address is no longer valid.

Top 20 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top twenty sources of Web traffic referred to USCIS.gov this month, and the page on USCIS.gov to which the traffic was directed.

The biggest change this month is the appearance of a substantial number of referrals from the Infopass start page and from DHS's E-Verify page.

The numbers in parentheses indicate the page's ranking in the previous month.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	245,567	Home Page	Google search for "uscis" (1)
2	43,389	Home Page	Google search for "ins" (2)
3	32,548	Immigration Forms	USCIS Customer Service Gateway (4)
4	32,414	Home Page	Google search for "immigration" (3)
5	31,394	Home Page	Google search for "uscis.gov" (5)
6	25,088	Home Page	Infopass start page on uscis.gov *
7	24,735	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page of travel.state.gov (6)
8	22,627	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (8)
9	21,919	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (7)
10	18,601	E-Verify	E-Verify page on dhs.gov *
11	18,488	Employment Eligibility Verification	Hiring Employees page on irs.gov (10)
12	17,868	Home Page	Yahoo search for "us citizenship and immigration services uscis" (11)
13	17,293	Home Page	Yahoo search for "uscis" (9)
14	15,010	Immigration Forms	Immigration page on dhs.gov (12)
15	10,093	Home Page	Yahoo search for "ins" (13)
16	9,517	Home Page	MSN search for "uscis" (16)
17	9,374	Home Page	Yahoo search for "uscis.gov" (15)
18	9,246	Immigration Classifications and Visa Categories	Visa Types for Temporary Visitors page on travel.state.gov (19)
19	9,124	Form I-134	Link to I-134 on immihelp.com (17)
20	8,812	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance page on travel.state.gov (20)

* Indicates a page that was not in the previous month's Top 20 Referring Pages.

Ranking of USCIS.gov in Google and Yahoo Searches

The following results, from research last conducted May 9, 2008, indicate how high the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines. These results are virtually unchanged from last month.

Search Term	USCIS.gov Page Rankings in Searches on ...	
	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	2
immigration and naturalization service	1	1
immigration forms	1	1
citizenship	1	1
ins	1	1
naturalization	1	1
green card	1	1
asylum	7	4

Top 50 Search Terms from Referring External Search Engines

The following are the top 50 search terms entered on external search engines (e.g., Google, Yahoo, and others) that led to referrals of Web traffic to the CSWP this month.

Searches for "h1b" jumped from the 30th to the 21st most frequent search term. Otherwise, there were no changes of significance from last month.

Phrase	Referrals
uscis	540,732
ins	140,665
uscis.gov	108,923
immigration	88,334
www.uscis.gov	75,352
us immigration	37,179
us citizenship and immigration services uscis	22,698
green card	18,330
ins.gov	13,334
i-9	12,012
us citizenship	11,572
immigration and naturalization	10,626
i-9 form	10,199
uscis gov	9,906
immigration forms	9,761
citizenship	8,793
www.ins.gov	8,620
bcis	7,767
naturalization	7,684
immigration and naturalization service	7,354
h1b	7,158
immigration laws	6,101
form i-9	5,983
immigration services	5,869
e-verify	5,613

Phrase	Referrals
affidavit of support	5,306
ins forms	5,245
i-485	5,242
i-765	5,115
i-130	4,834
i-134	4,672
uscis forms	4,488
us citizenship and immigration services	4,130
n-400	4,113
uscis.com	4,080
i9	4,055
usa immigration	3,966
i9 form	3,609
i-864	3,394
i-751	3,388
immigration and naturalization services	3,276
usci	3,054
i-131	3,021
work permit	2,979
us cis	2,862
citizenship application	2,780
us department of immigration	2,751
immigration and nationality act	2,621
www.uscis.gov.	2,568
www.uscis.com	2,533

Page Surveys as Partial Measure of User Satisfaction

Several pages on USCIS.gov contain a short survey that gives users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, provide some insight into user satisfaction and suggest that usability testing might be helpful at some point to understand the reasons why certain ratings were given.

For the six pages that triggered the most surveys (see the chart below), visitors gave these average ratings which are unchanged from the previous month:

- Useful – 46 percent
- Slightly Useful – 8 percent
- Don't Know – 12 percent
- Not Useful – 34 percent

