



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

**March 7, 2008**

## Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for February 2007. Highlights in this report:

### ► Traffic Volume Returns to Normal Levels

The metrics for February 2008 are at normal levels, following an expected seasonal lull in December and a loss of data in January.



### ► GovDelivery Subscription E-mails at Normal Level

The number of subscribers and subscribed pages rose in February. However, because fewer subscribed pages were changed this month, there was a 39 percent drop in the number of E-mails distributed as compared to January. The February volume of E-mails is consistent with the trend from October through December of 2007.

### ► Page Survey Results

This application gives visitors the opportunity to rate the usefulness of information on many of the site's pages. Results, though statistically unreliable, 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, visitors gave these average ratings:

- Useful – 44 percent
- Slightly Useful – 8 percent
- Don't Know – 12 percent
- Not Useful – 36 percent

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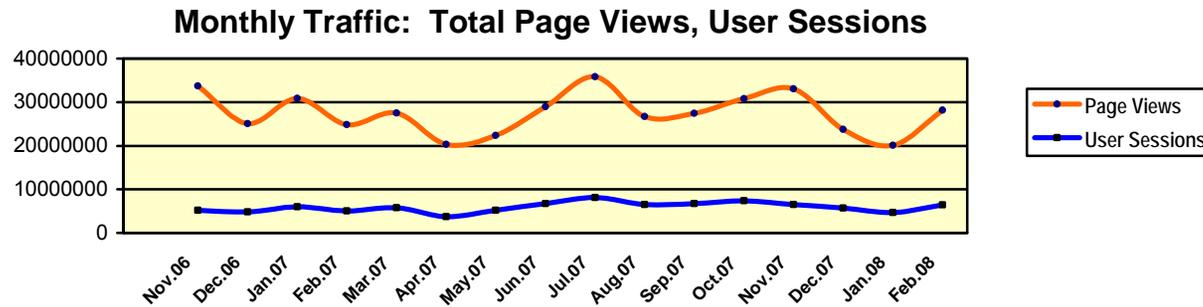
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# USCIS.gov CSWP Visitor Traffic

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

Metric	May07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08
<b>OVERALL</b>										
User Sessions (Visits)	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469
Average Weekday User Sessions	198,855	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916
Average Session Length (min.)	5:08	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18
Unique Visitors	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970
One-Time Visitors	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298
Repeat Visitors	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672
Page Views	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130
<b>SESSIONS BY CONTENT AREA**</b>										
About Us	146,569	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638
Citizenship	253,079	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281
Immigration Forms	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140
Services & Benefits	459,238	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183
Laws & Regulations	207,185	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130
Press Room	167,884	163,819	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438
E-Verify	--	--	--	--	6,627	38,302	34,571	29,467	27,676	29,931

\*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
<b>OVERALL</b>						
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320	3,718,038
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101
<b>SESSIONS BY CONTENT AREA**</b>						
About Us	232,057	153,665	190,695	177,238	189,575	107,418
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592
Press Room	117,788	92,883	102,350	99,960	121,579	182,934
E-Verify	--	--	--	--	--	--

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

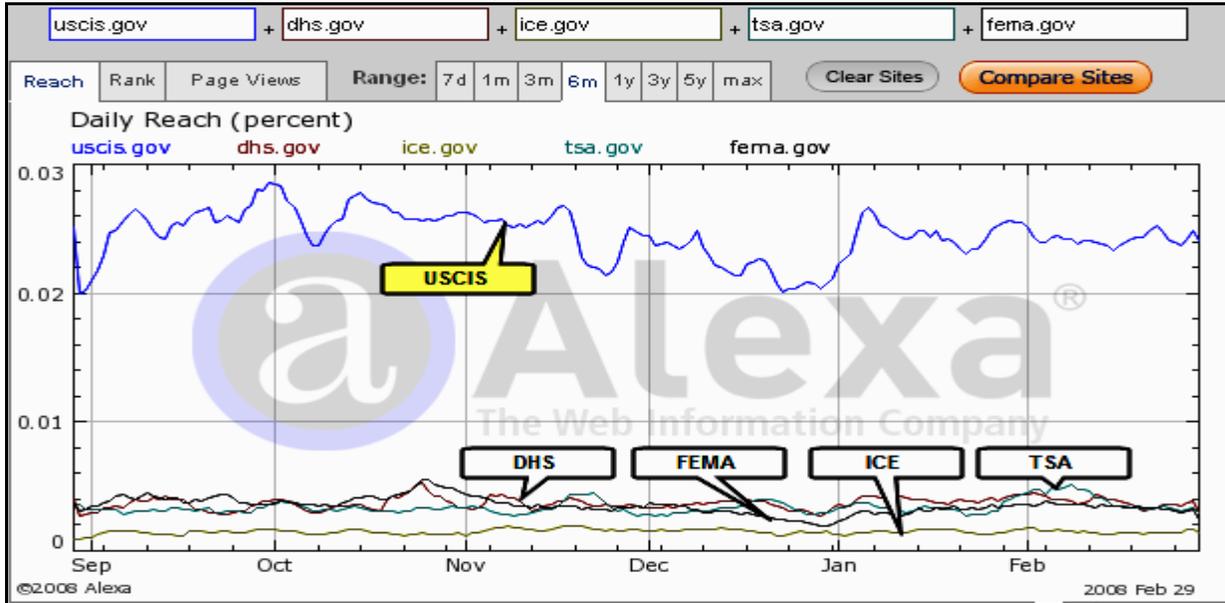
## Legacy Data:

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
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
<b>BY CONTENT AREA</b>											
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

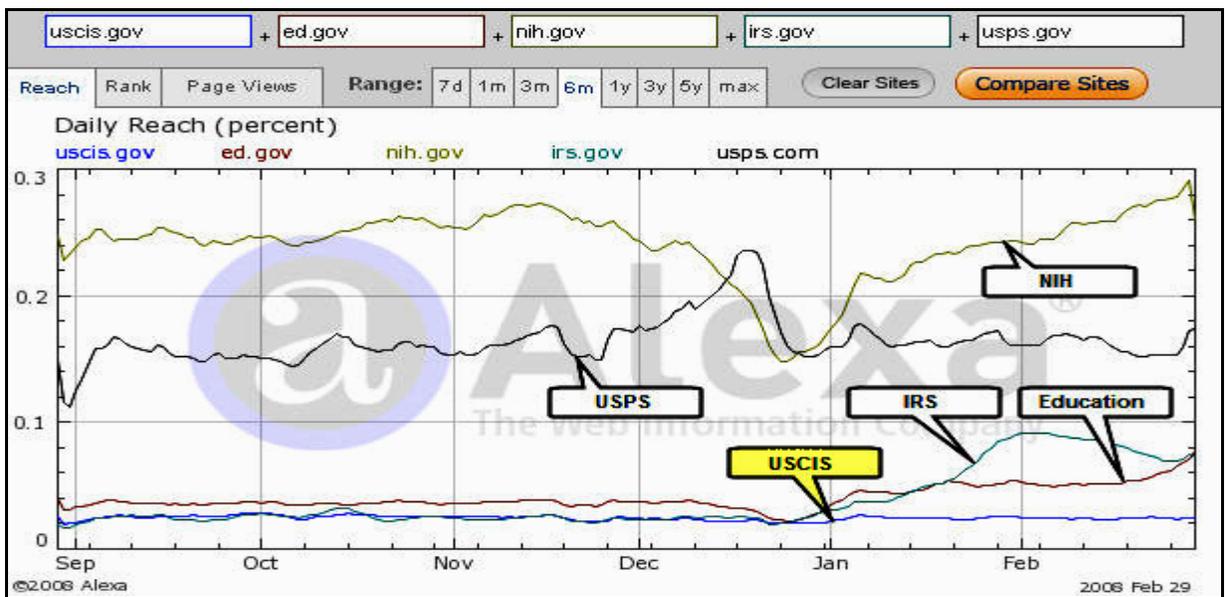
## USCIS.gov Traffic Compared to Federal Sites

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 percent of unique users of the Alexa toolbar who visit a site on a given day.

### 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.

## USCIS.gov Top 20 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov for the month of February 2008. The numbers in parentheses indicate the page's ranking in the previous month.

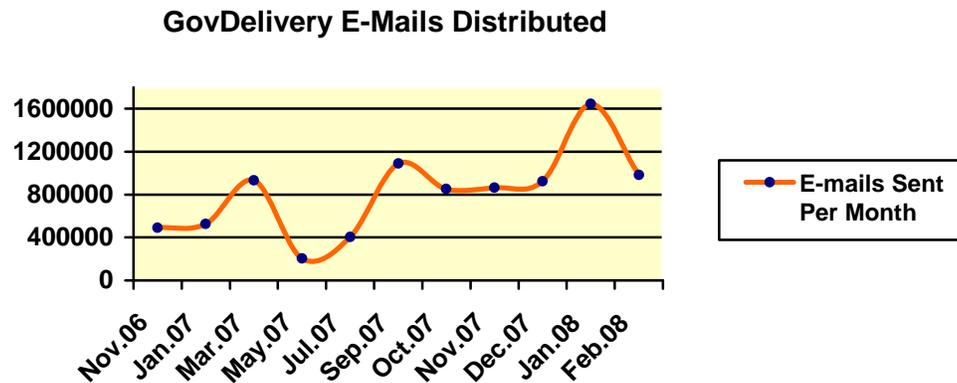
	<b>Top 20 Viewed Pages</b>	<b>Page Views</b>	<b>% of All Views</b>
1	Home Page (1)	6,767,212	24.03%
2	Immigration Forms (2)	2,311,004	8.21%
3	Lawful Permanent Residence ("Green Card") (3)	864,935	3.07%
4	Immigration Services and Benefits (4)	807,801	2.87%
5	Case Services While Your Case is Pending with USCIS (5)	629,058	2.23%
6	Citizenship (6)	467,031	1.66%
7	Advisory on Processing Times (7)	393,979	1.40%
8	Application for Naturalization (9)	372,680	1.32%
9	Laws, Regulations & Guides (8)	336,358	1.19%
10	Petition for Alien Relative (10)	314,255	1.12%
11	Processing Times and Case Status (11)	281,407	1.00%
12	Electronic Filing for Immigration Benefits (12)	278,191	0.99%
13	Naturalization (14)	266,566	0.95%
14	Contact Us (13)	254,823	0.90%
15	About Us (16)	220,473	0.78%
16	"How Do I?" Fact Sheets (15)	216,807	0.77%
17	Employment Authorization (18)	203,427	0.72%
18	Application to Replace Permanent Residence Card (19)	197,666	0.70%
19	Education & Resources (20)	190,752	0.68%
20	Visit the US *	184,436	0.66%
		...	...
<b>Total Page Views in February 2008 &gt;</b>		<b>28,158,130</b>	<b>100.00%</b>

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

## GovDelivery Subscription E-mail System

As of March 1, 2008, there were over 154,000 active subscribers to at least one USCIS.gov page. More than 980,000 E-mail notifications were sent to these subscribers in February 2008, a 40 percent drop from last month. The down-turn in this metric is the result of fewer than average page changes for the month.

From the E-mails sent, 13.2 percent of users clicked the link in the e-mail and accessed the site to review the new content. This "click-through" rate is on par with the average of 14 percent for other federal agencies using GovDelivery E-mails in a similar manner.



**Total Subscribers:** 154,194

**Total Page Subscriptions:** 539,125

**New Subscriptions Added in February:** 24,059

**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 in February from Links in E-mails:** 13.2%

### USCIS.gov Web pages to which someone may subscribe:

- USCIS.gov Home Page
- USCIS Federal Register Announcements
- Press Room
- Application and Petition Receipting Update
- USCIS Form Updates
- Information for Employers – Non-Immigrant Visa Numbers
- USCIS Monthly Newsletter
- New Policy Memoranda
- E-Verify
- USCIS Community Relations

## Top 20 Referring Pages Sending Traffic to USCIS.gov

The following table lists the top twenty sources of Web traffic referred to USCIS.gov during February 2008, and the page on USCIS.gov to which the traffic was directed. No significant issues or changes appear in this month's results.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	146,727	Home Page	Google search for "uscis"
2	24,233	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov
3	42,551	Home Page	Google search for "ins"
4	23,100	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page of travel.state.gov
5	32,224	Immigration Forms	USCIS Customer Service Gateway
6	20,949	Employment Eligibility Verification	Hiring Employees page on irs.gov
7	20,079	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov
8	17,711	Home Page	Yahoo search for "uscis"
9	16,655	Home Page	Yahoo search for "us citizenship and immigration services uscis"
10	24,813	Home Page	Google search for "immigration"
11	16,432	Home Page	Redirect from old links/bookmarks to "usdoj.gov/ins/"
12	15,372	Immigration Forms	Immigration page on dhs.gov
13	11,467	Home Page	Yahoo search for "ins"
14	18,816	Home Page	Google search for "uscis.gov"
15	10,000	Home Page	Yahoo search for "uscis.gov"
16	9,958	Home Page	MSN search for "uscis"
17	9,604	Home Page	Yahoo search for "www.uscis.gov"
18	9,198	Citizenship	Immigration page on dhs.gov
19	8,973	Form I-134	Link on immihelp.com
20	8,735	Immigration Classifications and Visa Categories	Visa Types for Temporary Visitors page on travel.state.gov

## Ranking of USCIS.gov in Google and Yahoo Searches

The following results, from research conducted February 29, 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	2
ins	1	1
naturalization	1	3
green card	1	3
asylum	3	8

## 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 USCIS.gov Web site this month. There were relatively few changes from last month, with most of the same terms repeating and no significant up or down movements.

Phrase	Referrals
uscis	384,119
ins	142,991
uscis.gov	106,988
immigration	89,026
www.uscis.gov	80,850
us immigration	35,895
i-9	22,095
us citizenship and immigration services uscis	20,746
green card	18,739
i-9 form	18,196
us citizenship	13,477
ins.gov	13,228
immigration and naturalization	12,775
uscis gov	10,870
form i-9	10,251
www.ins.gov	9,535
immigration forms	9,096
citizenship	8,915
i9	8,739
bcis	8,211
immigration and naturalization service	8,003
i9 form	6,831
naturalization	6,799
immigration services	6,257
immigration laws	5,732

Phrase	Referrals
ins forms	5,592
cis	4,937
affidavit of support	4,919
i-130	4,811
i-134	4,582
n-400	4,573
i-485	4,333
uscis forms	4,246
us citizenship and immigration services	4,239
usa immigration	4,100
i-9 forms	4,009
uscis.com	3,789
citizenship application	3,529
immigration and naturalization services	3,498
i-765	3,435
h1b	3,399
us department of immigration	3,386
e-verify	3,380
i-864	3,187
us citizenship application	3,052
green card renewal	3,026
uscis case status	2,749
usci	2,694
i-751	2,666
us cis	2,618

## 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:

- Useful – 44 percent
- Slightly Useful – 8 percent
- Don't Know – 12 percent
- Not Useful – 36 percent

**Note:** Results for February cover only the second half of the month, after the application was re-deployed. The general distribution of ratings, however, is about the same as in previous months.

