



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

April 14, 2008

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	April 14, 2008	CSWP, Senior Business Analyst	Baseline Draft

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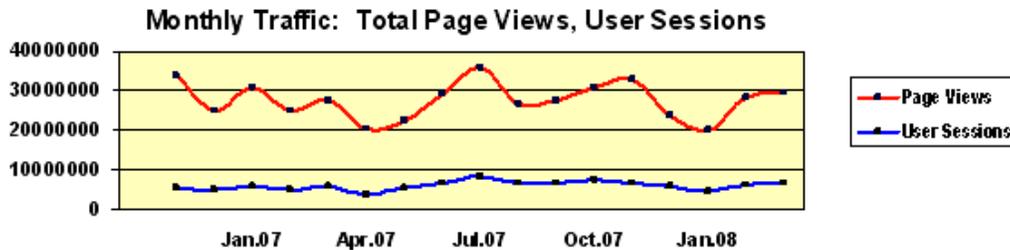
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Executive Summary

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

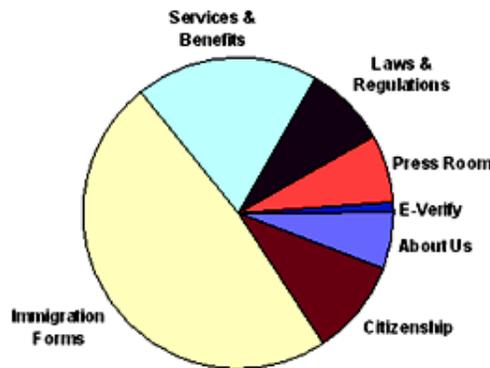
► Traffic Volume Continues at Normal Levels

Page View and User Session metrics for March 2008 are at normal levels, following an expected seasonal dip in December and a loss of data in January.



► Distribution of Visitor Traffic

User sessions involving the major landing pages of the site indicate where users concentrate their attention. This metric, new to this report starting this month, shows a fairly consistent distribution from month to month. Nearly half of the sessions that touch the major landing pages go to the Immigration Forms page, and about one fifth go to the Services & Benefits page. The Press Room registered its highest volume of traffic since September 2007.



► Referrals from Other Sites

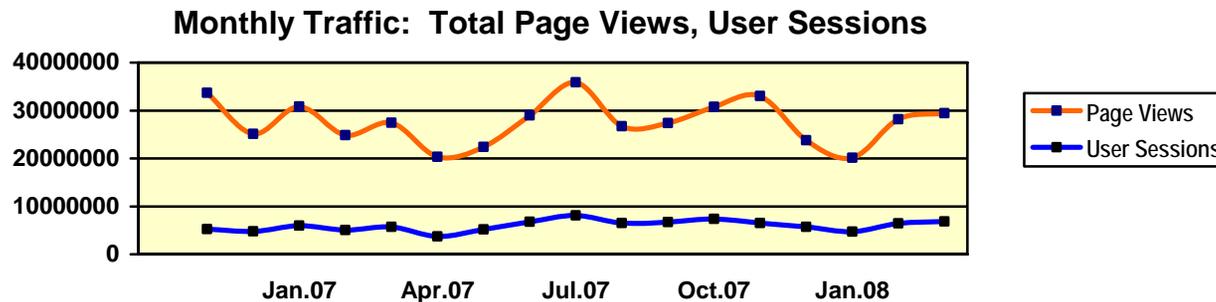
The metric of Top 20 Referring Pages indicates how many of the site's users, notably first-time visitors, find their way to the CSWP. The biggest shift this month is that Google searches account for an even more dominant share of external referrals.

USCIS.gov CSWP Visitor Traffic

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

Metric	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08
OVERALL										
User Sessions (Visits)	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	6,873,150
Average Weekday User Sessions	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017
Average Session Length (min.)	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15
Unique Visitors	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	3,152,243
One-Time Visitors	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	2,189,675
Repeat Visitors	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568
Page Views	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	29,404,570
SESSIONS BY CONTENT AREA**										
About Us	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086
Citizenship	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387
Immigration Forms	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	1,330,849
Services & Benefits	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094
Laws & Regulations	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908
Press Room	163,819	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065
E-Verify	--	--	--	6,627	38,302	34,571	29,467	27,676	29,931	28,142

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

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

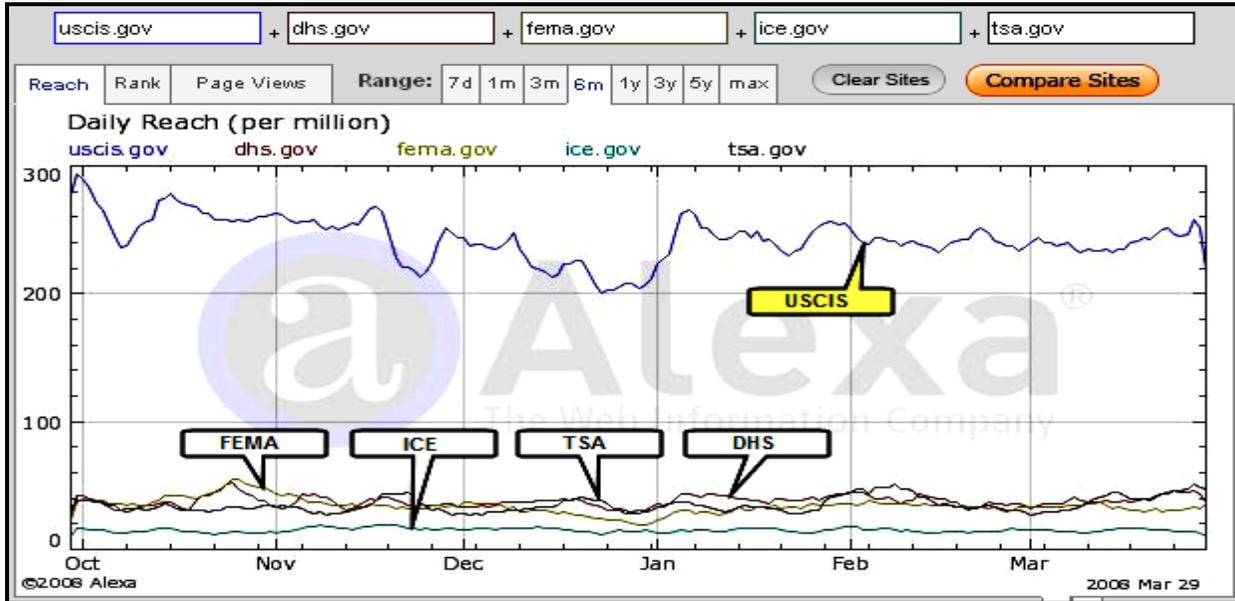
Legacy Data:

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

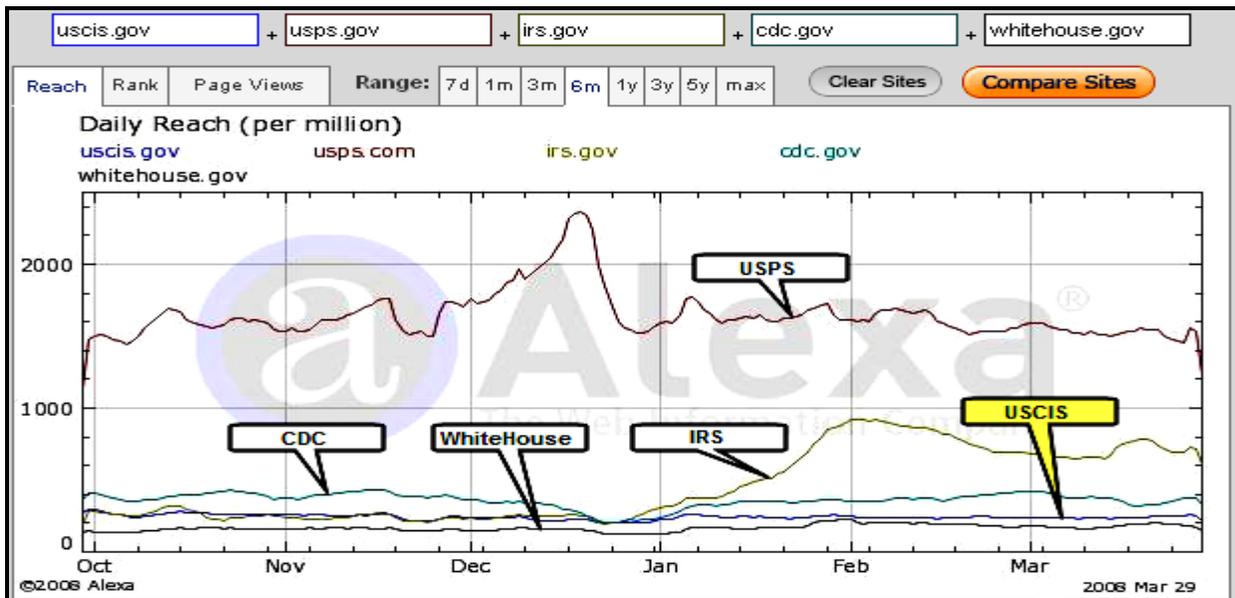
USCIS.gov Traffic Compared to Federal Sites

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 number of site visits per million sites visited by users of the Alexa toolbar on a given day.

USCIS.gov Compared to Other DHS Web Sites:



USCIS.gov Compared to Leading Federal Web Sites:



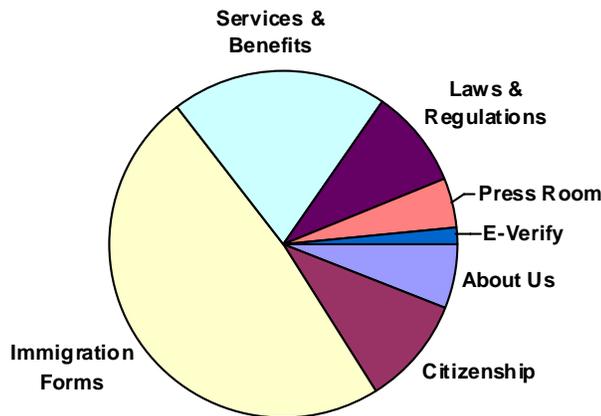
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

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. This metric is new to the CSWP Monthly Web Metrics Report starting this month.

The distribution of traffic based on this metric remains relatively unchanged month to month. Nearly half of all user sessions that visited the major landing pages focused on Immigration Forms, and about one fifth went to Services and Benefits. The Press Room landing page registered its highest volume of user sessions since September 2007.

Content Area Landing Page	User Sessions
Immigration Forms	895,197
Services & Benefits	375,918
Citizenship	188,768
Laws & Regulations	170,627
About Us	113,168
Press Room	87,572
E-Verify	27,676



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 jump in the number of visits to the Press Room.

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

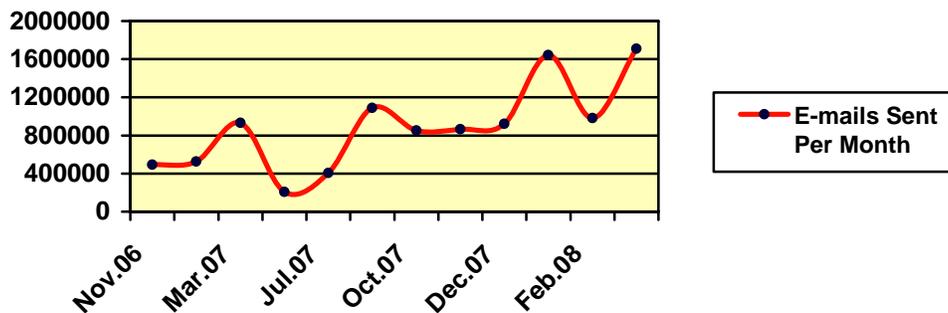
	Top 20 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	7,236,911	24.61%
2	Immigration Forms (2)	2,378,012	8.09%
3	Lawful Permanent Residence ("Green Card") (3)	876,075	2.98%
4	Immigration Services and Benefits (4)	798,350	2.72%
5	Case Services While Your Case is Pending with USCIS (5)	658,313	2.24%
6	Advisory on Processing Times (7)	493,017	1.68%
7	Citizenship (6)	470,099	1.60%
8	Application for Naturalization (8)	382,456	1.30%
9	Processing Times and Case Status (11)	356,241	1.21%
10	Petition for Alien Relative (10)	334,071	1.14%
11	Laws, Regulations & Guides (9)	331,978	1.13%
12	Naturalization (13)	267,782	0.91%
13	Electronic Filing for Immigration Benefits (12)	265,730	0.90%
14	Contact Us (14)	260,425	0.89%
15	Press Room *	253,882	0.86%
16	"How Do I?" Fact Sheets (16)	220,824	0.75%
17	About Us (15)	213,869	0.73%
18	Employment Authorization (17)	209,638	0.71%
19	Education & Resources (19)	193,065	0.66%
20	Application to Replace Permanent Residence Card (18)	189,125	0.64%
	
Total Page Views this Month >		29,404,570	100.00%

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

GovDelivery Subscription E-mail System

As of April 1, 2008, there were over 162,000 active subscribers to at least one USCIS.gov page. More than 1.7 million E-mail notifications were sent to these subscribers in this month, a 74 percent increase over the previous month. From the E-mails sent, 11.1 percent of recipients clicked the link in the e-mail and accessed the site to review the new content. This "click-through" rate, down slightly from last month's rate of 13.2 percent, compares to an average rate of 14 percent for other federal agencies using GovDelivery E-mails in a similar manner.

GovDelivery E-Mails Distributed



Total E-mails Sent to Subscribers This Month: 1,710,185

Total Subscribers: 162,560

Total Page Subscriptions: 564,968

Net* New Subscriptions Added This Month: 25,843

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: 11.1%

* 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 shift is that Google searches are accounting for an even more dominant share of external referrals.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	171,591	Home Page	Google search for "uscis"
2	45,595	Home Page	Google search for "ins"
3	34,423	Home Page	Google search for "immigration"
4	34,804	Immigration Forms	USCIS Customer Service Gateway
5	28,368	Home Page	Google search for "uscis.gov"
6	25,225	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page of travel.state.gov
7	22,763	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov
8	21,253	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov
9	20,171	Home Page	Yahoo search for "uscis"
10	19,002	Employment Eligibility Verification	Hiring Employees page on irs.gov
11	17,483	Home Page	Yahoo search for "us citizenship and immigration services uscis"
12	15,805	Immigration Forms	Immigration page on dhs.gov
13	11,914	Home Page	Yahoo search for "ins"
14	11,491	Home Page	Redirect from old links/bookmarks to "usdoj.gov/ins/"
15	10,602	Home Page	Yahoo search for "uscis.gov"
16	10,234	Home Page	MSN search for "uscis"
17	9,543	Form I-134	Link to I-134 on immihelp.com
18	9,487	Home Page	Yahoo search for "www.uscis.gov"
19	9,395	Immigration Classifications and Visa Categories	Visa Types for Temporary Visitors page on travel.state.gov
20	8,957	Petition for Alien Fiance(e)	Nonimmigrant Visa for a Fiance page on travel.state.gov

Ranking of USCIS.gov in Google and Yahoo Searches

The following results, from research conducted March 31, 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	4	5

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. 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	421,621
ins	149,134
uscis.gov	108,561
immigration	95,086
www.uscis.gov	80,791
us immigration	37,193
i-9	21,838
us citizenship and immigration services uscis	21,669
green card	18,970
i-9 form	17,775
ins.gov	13,623
us citizenship	13,255
immigration and naturalization	11,124
form i-9	10,348
uscis gov	10,166
immigration forms	10,000
citizenship	9,704
www.ins.gov	9,509
i9	8,708
bcis	8,538
immigration and naturalization service	7,826
naturalization	7,253
cis	6,985
i9 form	6,685
immigration laws	5,948

Phrase	Referrals
immigration services	5,862
ins forms	5,854
affidavit of support	5,534
i-134	4,934
h1b	4,838
i-130	4,764
n-400	4,686
usa immigration	4,535
i-485	4,266
us citizenship and immigration services	3,950
uscis forms	3,885
uscis.com	3,858
uscis case status	3,694
i-9 forms	3,671
i-864	3,642
i-765	3,491
e-verify	3,369
immigration and naturalization services	3,332
i-131	3,221
citizenship application	3,206
i-751	3,136
www.uscis.gov.	2,942
usci	2,842
us department of immigration	2,825
us citizenship application	2,793

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 virtually unchanged from the previous month:

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

Results for Pages That Triggered the Most Surveys in March 2008

