



Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

June 11, 2008

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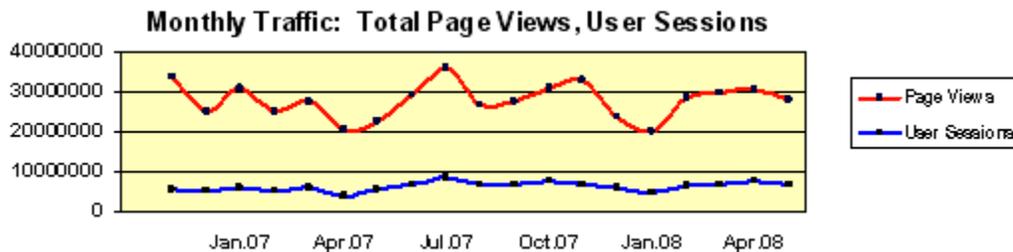
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Executive Summary

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

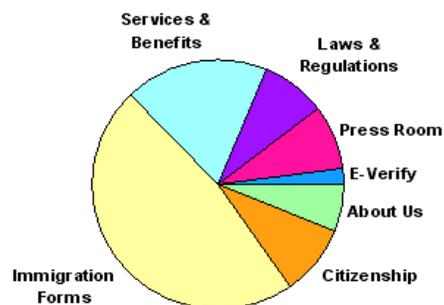
► Overall Traffic Volume Continues at Normal Levels

Page View and User Session metrics for May 2008 continued at normal levels (see page 2).



► Traffic Distribution Returns to Normal

Traffic to the Press Room landing page dropped 43 percent (see pages 6-7), after last month's high interest in H-1B visas from immigration lawyers and advocacy groups. Traffic distribution among the other main seven landing pages was relatively unchanged.



► Increased Interest in USCIS Fees, Reduced Interest in H-1B

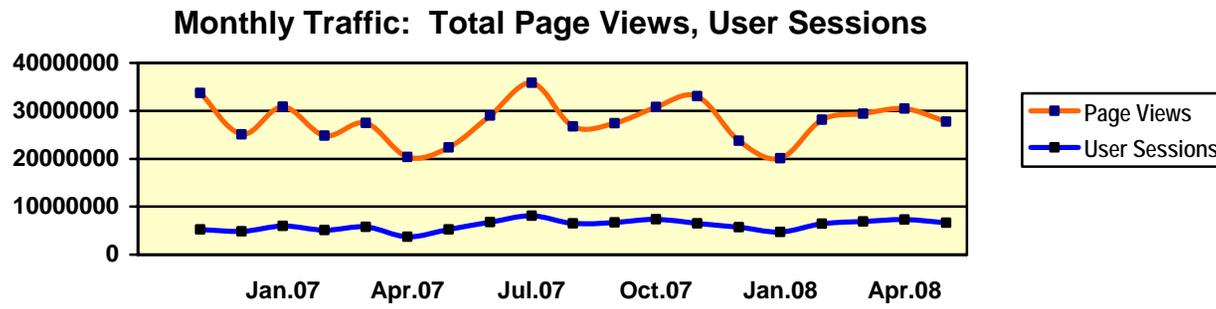
A large volume of traffic came to the site from a spike in Google searches for "uscis fee" that led users to the USCIS Fee Schedule page. Searches for "uscis fee" jumped from not being in the top 50 searches to the 7th most frequent search term. Searches for "h1b" dropped from 21st to the 50th most frequent search term (see pages 9 and 11).

USCIS.gov CSWP Visitor Traffic

Visitor traffic for May 2008 was at normal levels. **Notable:** Press Room traffic dropped back to a normal level this month.

Metric	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May.08
OVERALL										
User Sessions (Visits)	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	6,604,286
Average Weekday User Sessions	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998
Average Session Length (min.)	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07
Unique Visitors	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	3,066,103
One-Time Visitors	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	2,152,380
Repeat Visitors	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723
Page Views	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	27,748,920
SESSIONS BY CONTENT AREA**										
About Us	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454
Citizenship	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074
Immigration Forms	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	1,261,846
Services & Benefits	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124
Laws & Regulations	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773
Press Room	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584
E-Verify	--	6,627	38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543

*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	Jul.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	8,125,806
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38
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	3,346,430
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	2,175,277
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153
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	35,853,308
SESSIONS BY CONTENT AREA**									
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522
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	2,288,096
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576
E-Verify	--	--	--	--	--	--	--	--	--

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

Legacy Data:

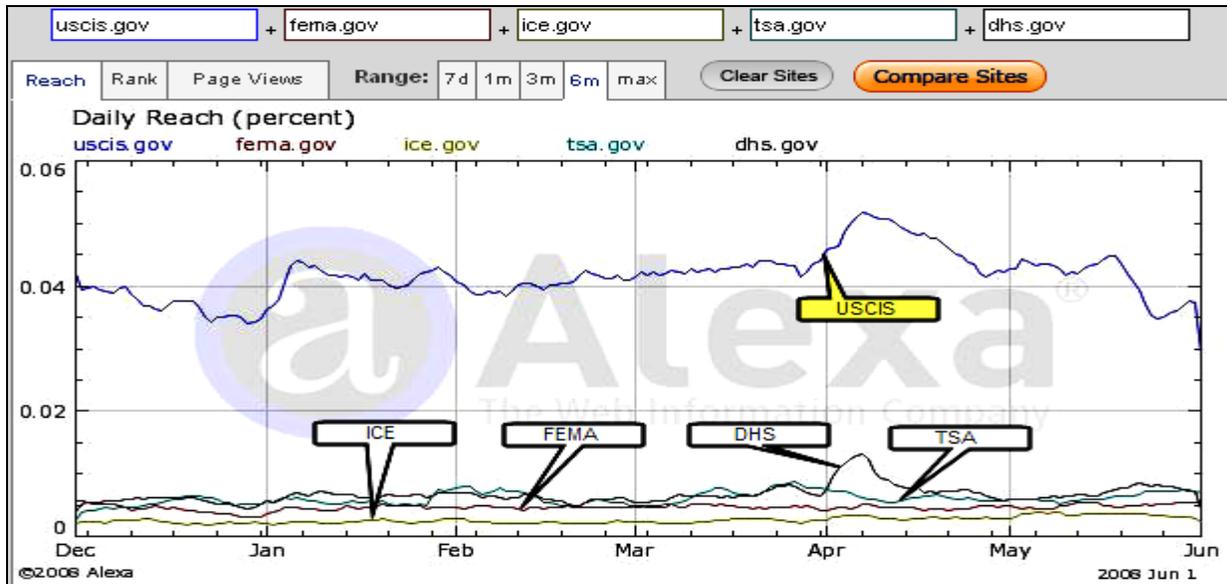
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
OVERALL											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535	216,748	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

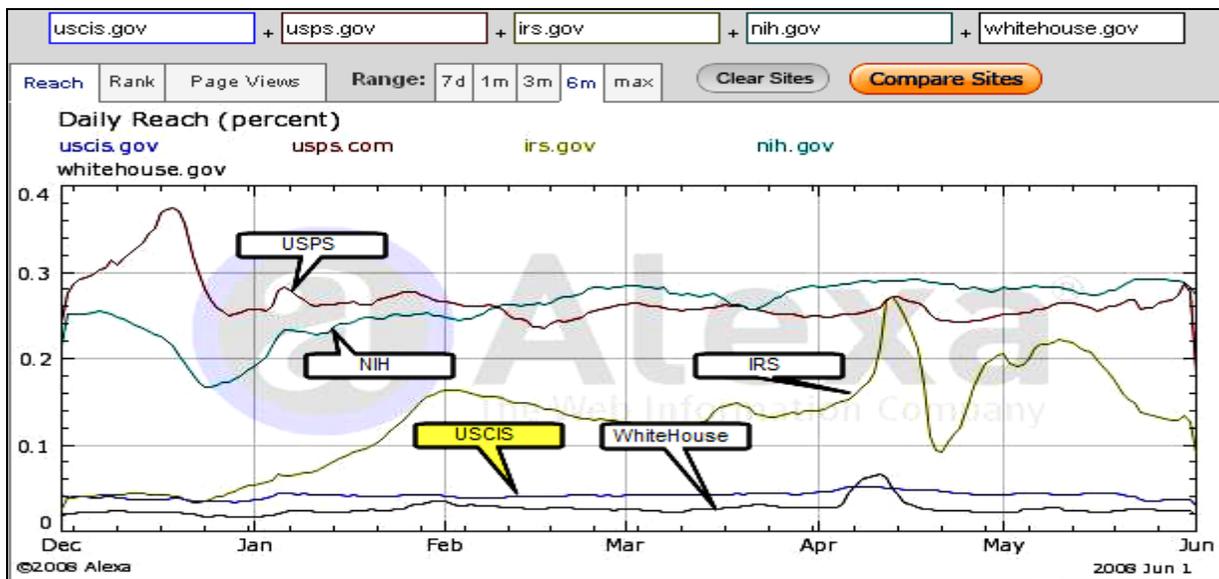
The charts below report traffic to the USCIS.gov site over the past six months compared to that of other federal sites* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

Notable changes this month: None.

USCIS.gov Compared to Other DHS Web Sites:



USCIS.gov Compared to Leading Federal Web Sites:



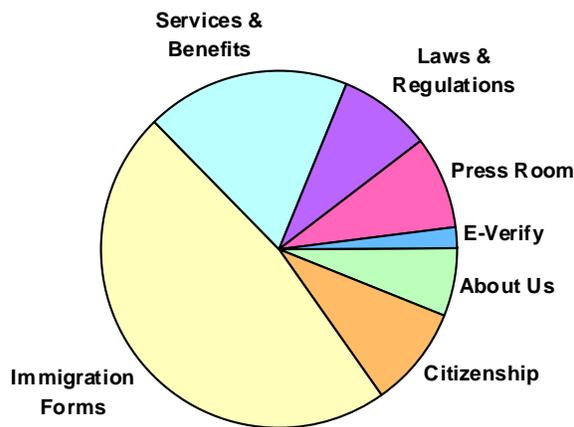
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

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. Over 48 percent of all visitors to these landing pages viewed the Immigration Forms page, a slight share increase over last month.

Notable change this month: Traffic volume to the Press Room dropped 43 percent from last month, when there was very high interest in H-1B visas. Otherwise, the distribution of traffic to the seven landing pages is relatively unchanged.

Content Area Landing Page	User Sessions
Immigration Forms	1,261,846
Services & Benefits	492,124
Citizenship	245,074
Laws & Regulations	220,773
Press Room (down 43% from last month)	217,584
About Us	148,454
E-Verify	54,543
	2,640,398



USCIS.gov Top 20 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

Notable change this month: The numbers for Press Room dropped from 6th to 10th most viewed page, which is a more normal level for this page.

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

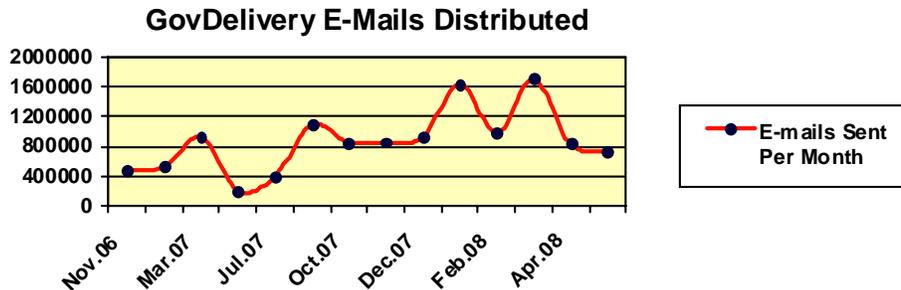
	Top 20 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	7,064,806	25.46%
2	Immigration Forms (2)	2,377,575	8.57%
3	Lawful Permanent Resident (Green Card) (3)	776,188	2.80%
4	Services & Benefits (4)	757,576	2.73%
5	Case Services While Your Case is Pending (5)	626,066	2.26%
6	Citizenship (7)	411,313	1.48%
7	Application for Naturalization (9)	335,998	1.21%
8	Advisory on Processing Times (8)	332,447	1.20%
9	Laws, Regulations and Guides (10)	304,082	1.10%
10	Press Room (6)	302,662	1.09%
11	Petition for Alien Relative (11)	300,327	1.08%
12	Processing Times and Case Status (12)	284,700	1.03%
13	Contact Us (13)	243,898	0.88%
14	Electronic Filing for Immigration Benefits (14)	243,610	0.88%
15	Application for Employment Authorization (16)	234,384	0.84%
16	Naturalization (15)	230,838	0.83%
17	About Us (18)	199,708	0.72%
18	Employment Authorization (17)	198,076	0.71%
19	"How Do I?" Fact Sheets (19)	197,375	0.71%
20	Application for Travel Document *	186,025	0.67%
	
Total Page Views this Month >		27,748,920	100.00%

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

GovDelivery Subscription E-mail System

More than 725,000 E-mail notifications were sent this month to those who subscribe to CSWP pages, a drop of about 13 percent from the previous month. As of June 1, 2008, there were over 182,000 active subscribers to at least one CSWP page.

Notable changes this month: None. As noted last month, GovDelivery, the subscription service vendor, has at least temporarily stopped tracking and reporting the "click-through" rate of E-mails sent.



Total E-mails Sent to Subscribers This Month: 725,662

Total Subscribers: 182,236

Total Page Subscriptions: 628,238

Net* New Subscriptions Added This Month: 25,842

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 not available)

* 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.

Notable change this month: The appearance of a substantial number of referrals from Google searches for "uscis fee" that go to the USCIS Fee Schedule page.

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

	Referrals	Destination Page on USCIS.gov	Referring Page
1	171,750	Home Page	Google search for "uscis" (1)
2	37,587	Home Page	Google search for "ins" (2)
3	31,085	Immigration Forms	USCIS Customer Service Gateway (3)
4	28,145	USCIS Fee Schedule	Google search for "uscis fee" (*)
5	26,763	Home Page	Google search for "immigration" (4)
6	25,982	Home Page	Google search for "uscis.gov" (5)
7	23,249	Immigration Classifications and Visa Categories	Temporary Visitor to the U.S. page on Travel.State.gov (7)
8	22,734	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (8)
9	20,069	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (9)
10	17,884	Employment Eligibility Verification	Hiring Employees Page on irs.gov (11)
11	17,857	Home Page	Infopass start page on uscis.gov (6)
12	14,869	Immigration Forms	Immigration page on dhs.gov (14)
13	12,831	Form I-134	I-134 page on immihelp.com (19)
14	10,949	Home Page	Link to ins on doj.gov (*)
15	10,385	E-Verify page	E-Verify page on dhs.gov (10)
16	9,903	Home Page	Yahoo search for "uscis" (13)
17	9,050	Home Page	Yahoo search for "us citizenship and immigration services" (12)
18	9,003	Home Page	MSN search for "uscis" (16)
19	8,280	Immigration Classifications and Visa Categories	Visa Types for Temporary Visitors page on travel.state.gov (18)
20	7,889	Citizenship	Immigration page on dhs.gov (*)

* 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 conducted June 3rd, indicate how high the pages of USCIS.gov rank when several popular search terms are entered in the Google and Yahoo search engines.

Notable changes this month: None. These results remain virtually unchanged from month to 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	3
ins	1	1
naturalization	1	1
green card	1	1
asylum	3	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.

Notable changes this month: searches for "uscis fee" jumped from lower than 50th up to the 7th most frequent search term, and "h1b" dropped from 21st to 50th most frequent search term.

Phrase	Referrals
uscis	420,807
ins	120,307
uscis.gov	97,474
immigration	73,895
www.uscis.gov	65,972
us immigration	34,605
uscis fee	28,190
green card	17,891
us citizenship and immigration services uscis	13,073
ins.gov	12,134
us citizenship	11,723
i-9	10,627
immigration and naturalization	9,906
citizenship	9,524
immigration forms	8,810
i-9 form	8,402
www.ins.gov	7,759
uscis gov	7,551
bcis	6,948
naturalization	6,846
affidavit of support	6,073
immigration and naturalization service	6,044
i-485	5,637
i-130	5,270
immigration services	5,173

Phrase	Referrals
form i-9	5,066
i-765	4,671
g-325a	4,632
i-134	4,598
uscis forms	4,553
e-verify	4,499
ins forms	4,425
immigration laws	4,363
work permit	4,089
n-400	4,056
i-864	4,017
usa immigration	4,007
us citizenship and immigration services	3,831
uscis.com	3,522
i-751	3,467
ar-11	3,315
citizenship application	3,114
i-131	3,071
immigration and naturalization services	2,991
i9 form	2,980
i9	2,772
usci	2,726
us cis	2,454
n400	2,440
h1b	2,423

Page Surveys as Partial Measure of User Satisfaction

Many 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 insight into user satisfaction and suggest that further data gathering may be useful to understand the reasons why certain ratings were given.

Notable changes this month: None. For the six pages that triggered the most surveys (see the chart below), the per-page and average ratings are virtually unchanged from last month.

The average rating for these six pages:

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

Results for Pages That Triggered the Most Surveys This Month

