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USCIS OIT Enterprise Applications Operations and Maintenance Support



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

January 14, 2008

**Contract No. GS00T99ALD0204: Benefits Systems**

**Task Order: T0002AJM039**

**Project 4.10: CSWP**



## Revision History

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

## Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics for December 2007. The numbers indicate little significant change over previous months, except for a seasonal slowdown in traffic volume that is common for this time of year. (Refer to the chart on page 1.)

Highlights in this report:

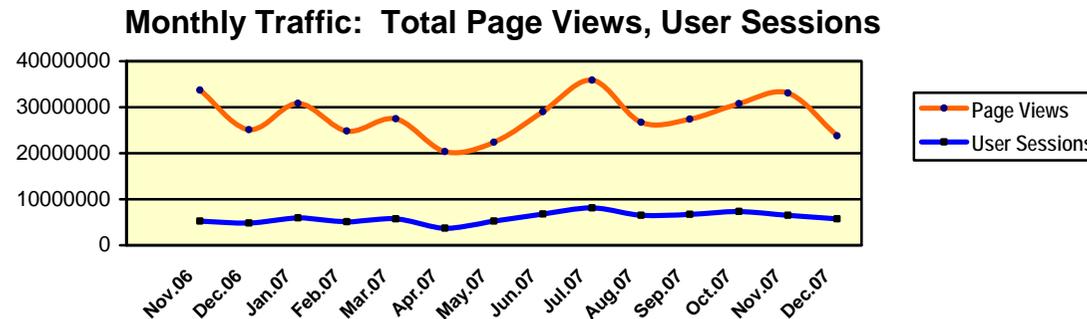
- **Traffic Volume.** The metrics for "Page Views" and "User Sessions" in the data table on page 1 demonstrate a steady pattern of visitors accessing the CSWP over the past eight months. The balance of traffic accessing the site is equally consistent, as shown in the "Sessions by Content Area" section on page 1. The dip in traffic volume for December is normal for this time of year.
- **Traffic Compared to Other Federal Sites.** The charts on page 4 demonstrate that the CSWP continues to hold its position as being among the most visited federal Web sites.
- **Most Visited Pages in the CSWP.** The Top 20 Viewed Pages are almost identical to ones noted as in previous months, with no significant moves up or down. The table on page 5 displays December's most viewed pages and the rank of those pages from last month's report.
- **Top 20 Referring Pages.** This month's data is relatively unchanged from previous months. Beginning with this report, the table displaying the data now provides a plain-language identification of the referring page in the right column.
- **Ranking of USCIS.gov in Google and Yahoo Searches.** The data on page 8 is nearly unchanged from last month. One significant difference in the data was triggered as a result of our contact with Yahoo's technical staff. Yahoo search results for "naturalization" and a few other terms no longer point incorrectly to pages that were in the legacy version (pre-November 2006) of the USCIS site that are no longer active.
- **Page Surveys.** The page survey application, which displays on several of the site's pages to gather feedback on user satisfaction, was not working this month. A fix has been made and the survey will be back in operation by the end of January 2008.

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## USCIS.gov CSWP Visitor Traffic

Metric	Mar.07	Apr.07	May07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07
<b>OVERALL</b>										
User Sessions (Visits)	5,743,320	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607
Average Weekday User Sessions	215,892	149,707	198,855	267,605	310,510	246,209	268,492	273,893	249,747	215,807
Average Session Length (min.)	5:38	5:11	5:08	5:10	5:38	4:57	4:58	5:00	5:11	5:05
Unique Visitors	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821
One-Time Visitors	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921
Repeat Visitors	830,662	548,510	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900
Page Views	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944
<b>SESSIONS BY CONTENT AREA *</b>										
About Us	189,575	107,418	146,569	182,544	224,016	161,335	162,743	177,982	158,623	127,043
Citizenship	318,294	166,614	253,079	324,840	518,522	232,039	239,350	264,313	233,916	189,115
Immigration Forms	1,396,462	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421
Services & Benefits	585,754	334,303	459,238	597,038	741,264	512,733	518,399	563,142	495,058	414,026
Laws & Regulations	262,045	145,592	207,185	259,482	284,115	232,354	232,909	254,516	230,635	187,927
Press Room	121,579	182,934	167,884	163,819	288,576	261,337	227,123	162,919	123,607	92,657
E-Verify	--	--	--	--	--	--	6,627	38,302	34,571	29,467



\* 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
<b>OVERALL</b>				
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095
Average Weekday User Sessions	198,576	183,354	219,122	209,668
Average Session Length (min.)	6:40	5:58	6:01	5:50
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122
Repeat Visitors	713,499	669,520	849,026	737,275
Page Views	33,696,881	25,091,517	30,829,277	24,839,624
<b>SESSIONS BY CONTENT AREA *</b>				
About Us	232,057	153,665	190,695	177,238
Citizenship	311,291	259,610	340,528	307,146
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178
Services & Benefits	739,869	528,733	663,433	548,583
Laws & Regulations	275,318	214,037	283,700	239,019
Press Room	117,788	92,883	102,350	99,960
E-Verify	--	--	--	--

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

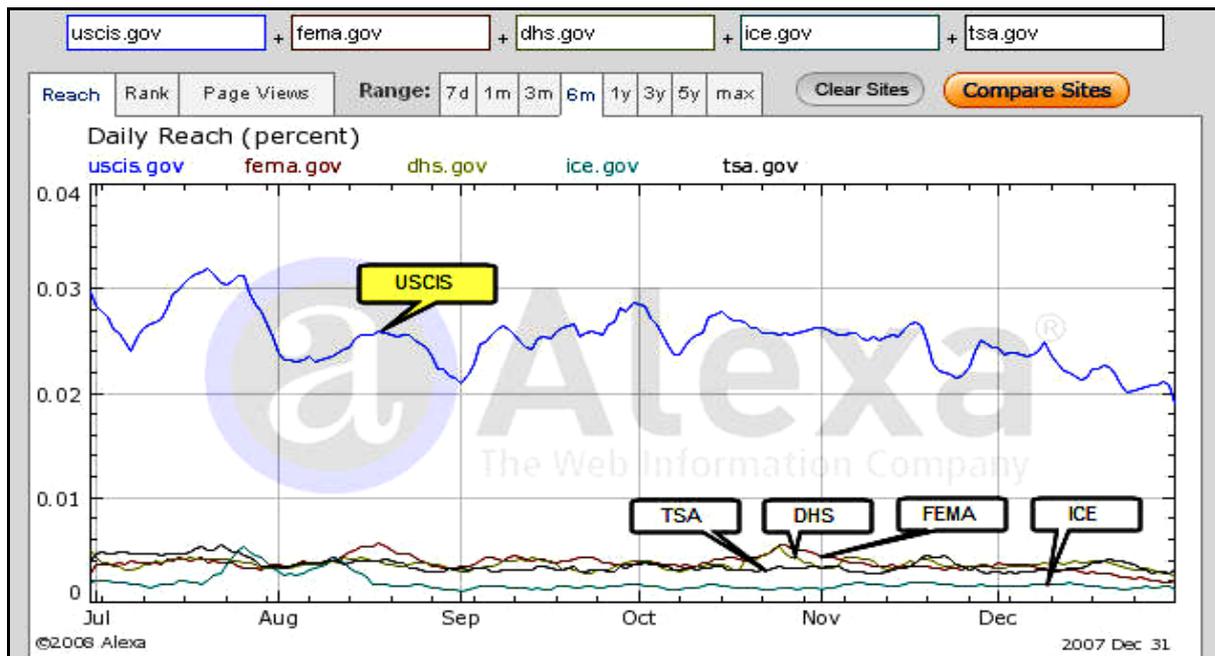
**Legacy Data:**

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

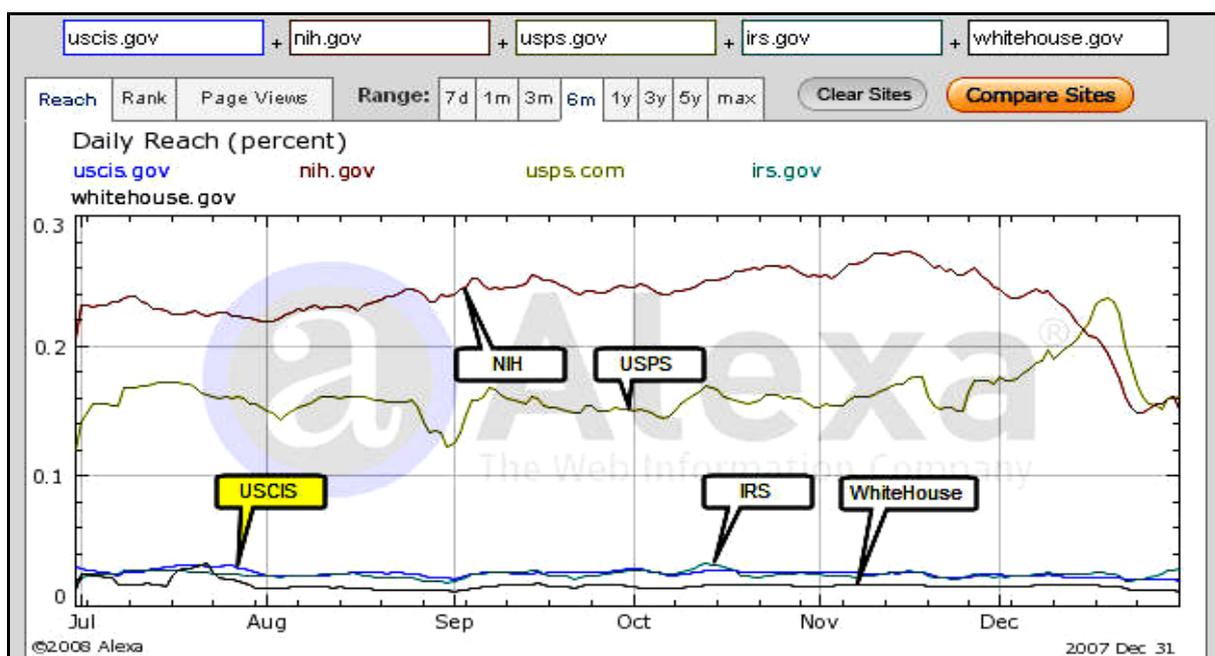
## USCIS.gov Traffic Compared to Federal Sites

The charts below display traffic to the USCIS.gov site compared to that of other federal sites over the past six months, according to statistics from Alexa.com, which tracks site visits by users of the Alexa toolbar. The "Reach" scale in the vertical axis refers to the percent of all global Internet visitors using the Alexa toolbar who visit a site during a particular time frame. (Each month, the chart at the bottom displays CSWP traffic compared to a rotating sample from among the six or seven most-visited federal Web sites – including USPS, NIH, Education, CDC, NASA, and IRS – plus one or two other well-known federal sites.)

### USCIS.gov Compared to Other DHS Web Sites:



### USCIS.gov Compared to Leading Federal Web Sites:



## USCIS.gov Top 20 Viewed Pages

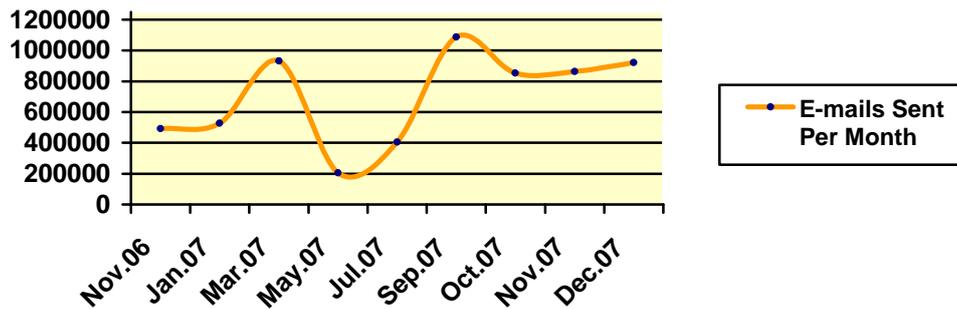
The following table shows the most viewed (most requested) pages on USCIS.gov for the month of December 2007. The numbers in parentheses indicate the page's ranking in the previous month. An asterisk (\*) indicates a page that was not in the previous month's Top 20 Viewed Pages.

	Top 20 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,478,731	27.27%
2	Immigration Forms (2)	1,687,939	7.10%
3	Lawful Permanent Residence ("Green Card") (3)	702,638	2.96%
4	Immigration Services and Benefits (4)	640,432	2.70%
5	Case Services While Your Case is Pending with USCIS (5)	583,074	2.45%
6	Advisory on Processing Times (8)	382,544	1.61%
7	Citizenship (6)	320,658	1.35%
8	Processing Times and Case Status (13)	271,632	1.14%
9	Laws, Regulations & Guides (9)	262,628	1.11%
10	Electronic Filing for Immigration Benefits (12)	223,339	0.94%
11	Petition for Alien Relative (14)	221,340	0.93%
12	Application for Naturalization (7)	219,983	0.93%
13	Contact Us (11)	210,972	0.89%
14	Naturalization (16)	180,848	0.76%
15	About Us (19)	172,363	0.73%
16	"How Do I?" Fact Sheets (20)	165,051	0.69%
17	Employment Eligibility Verification (10)	163,101	0.69%
18	Application to Replace Permanent Residence Card (15)	158,056	0.67%
19	Employment Authorization (18)	156,259	0.66%
20	Visit the US *	147,875	0.62%
		...	...
<b>Total Page Views in December 2007 &gt;</b>		<b>23,757,944</b>	<b>100.00%</b>

## GovDelivery Subscription Email System

As of January 1, 2008, there were over 136,000 active subscribers to at least one USCIS.gov page. More than 920,000 email notifications were sent to these subscribers in December 2007. From these emails, 13.6 percent of users clicked the link in the email and accessed the site to review the new content. This is on par with the average rate of 14 percent for other federal agencies using GovDelivery emails in a similar manner.

**Gov-Delivery E-Mails Distributed**



**Total Subscribers:** 136,721

**Total Page Subscriptions:** 487,169

**New Subscriptions Added in December:** 18,557

**Average Number of Subscriptions per User:** 3.6

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

**Percent of Click-Throughs in December from Links in Emails:** 13.6%

### 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 December 2007, and the page on USCIS.gov to which the traffic was directed.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	127,124	Home Page	Google search for "uscis"
2	27,006	Home Page	Google search for "ins"
3	22,318	Employment Eligibility Verification	Hiring Employees page on irs.gov
4	20,854	Immigration Classifications and Visa Categories	More Visa Types for Immigrants page on travel.state.gov
5	19,809	Immigration Forms	USCIS Customer Service Gateway
6	19,298	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov
7	18,164	Immigration Classifications and Visa Categories	Temporary Visitors of U.S. page of travel.state.gov
8	17,994	Home Page	Redirect from old links/bookmarks to "usdoj.gov/ins/"
9	17,867	Home Page	Google search for "uscis.gov"
10	16,067	Home Page	Yahoo search for "uscis"
11	13,618	Home Page	Google search for "immigration"
12	12,352	Immigration Forms	Immigration page on dhs.gov
13	12,003	Home Page	Google search for "USCIS"
14	9,721	Home Page	Yahoo search for "ins"
15	9,131	Home Page	Yahoo search for "www.uscis.gov"
16	9,019	Home Page	MSN search for "uscis"
17	8,877	Home Page	Yahoo search for "us citizenship and immigration services uscis"
18	8,424	E-Verify	E-Verify page on dhs.gov
19	8,408	Home Page	Yahoo search for "uscis.gov"
20	7,932	Home Page	USCIS page on senate.gov/~Schumer site

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

The following results, from research conducted January 2, 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 latest results are virtually unchanged from last month. One significant change in the results was triggered by our recent contact with Yahoo's technical staff. Yahoo search results for "naturalization" and a few other terms no longer point incorrectly to pages that were in the legacy version (pre-November 2006) of the USCIS site that are no longer active.

Search Term	USCIS.gov Page Rankings in Searches on ...	
	Google	Yahoo
uscis	1	1
uscis.gov	1	1
immigration	1	3
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	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 USCIS.gov Web site. This information is based on traffic during the month of December 2007.

Phrase	Referrals
uscis	360,175
ins	116,089
uscis.gov	92,721
www.uscis.gov	75,833
immigration	67,853
us immigration	32,520
i-9	20,191
green card	17,709
i-9 form	17,582
us citizenship and immigration services uscis	12,719
us citizenship	11,105
ins.gov	10,389
immigration and naturalization	9,553
form i-9	9,263
uscis gov	9,086
citizenship	8,271
www.ins.gov	8,169
bcis	8,074
immigration forms	7,858
i9	6,419
naturalization	6,263
immigration and naturalization service	5,752
cis	5,581
i9 form	5,548
immigration laws	5,461
immigration services	5,080

Phrase	Referrals
ins forms	4,915
uscis.com	4,334
i-130	4,293
i-485	4,240
i-9 forms	4,143
us department of immigration	3,682
www.uscis.com	3,659
uscis forms	3,405
n-400	3,404
us citizenship and immigration services	3,402
e-verify	3,148
i-765	3,140
usa immigration	3,123
immigration and naturalization services	3,055
i-134	3,045
affidavit of support	2,988
i-864	2,945
uscis case status	2,862
usci	2,556
i-751	2,504
i-131	2,342
www.uscis.gov.	2,330
us immigration service	2,314
us official immigration website	2,236

## Page Surveys as Partial Measure of User Satisfaction

Several pages on USCIS.gov contain a short survey that provides users the option to rate the page's usefulness. Results from this survey, though not statistically valid, provide some insight into user satisfaction for specific pages of the site.

**This application was not working properly in December 2007, and as a result no new data was collected.** The application has been repaired and will be deployed to the CSWP in mid-January 2008.

The following chart is based on data collected in **November 2007**:

**Results for Pages That Triggered the Most Surveys in Nov. 2007**

