



Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

June 12, 2009

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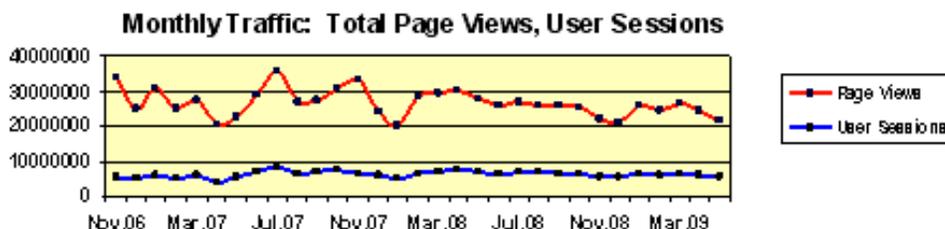
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) Web metrics and related analysis for May 2009. Highlights in this report:

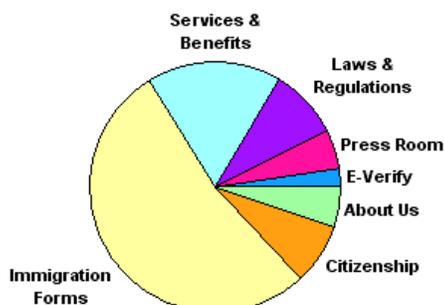
► Traffic Volume Decreased by 11 Percent

Traffic levels decreased for the second straight month. (See page 2).



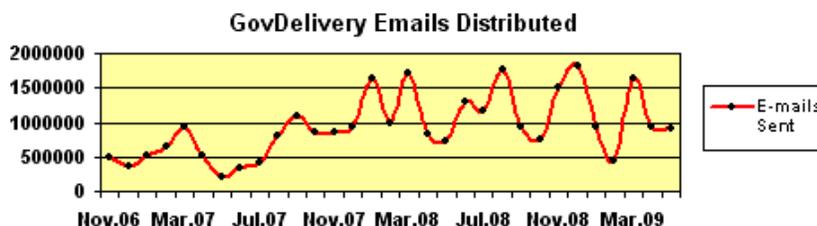
► Immigration Forms Continue to Attract Half of All Visits

Distribution of traffic to the site's primary content areas was largely unchanged. (See page 8.)



► GovDelivery Emails Distributed Decreased by 2 Percent

Over 918,000 email notifications were distributed this month. (See page 11.)



► Social Media Activity on CSWP Pages

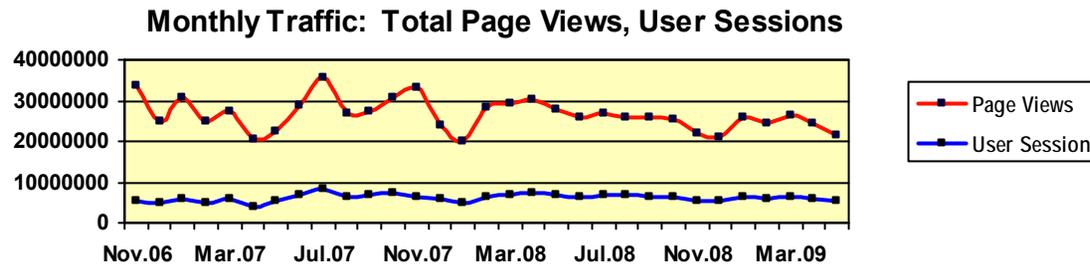
In April 2009, the CSWP began offering a social media option on many of its pages. By clicking a page's "Share This Page" button, visitors are able to email, bookmark, and share the page through a wide range of social networking websites, including StumbleUpon, Facebook, and Twitter. May 2009 was the first full month when this option was available. (See page 17).

CSWP Visitor Traffic

► **Notable changes this month:** Overall traffic decreased about 11 percent.

| Metric | Sep.08 | Oct.08 | Nov.08 | Dec.08 | Jan.09 | Feb.09 | Mar.09 | Apr.09 | May09 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| OVERALL | | | | | | | | | |
| User Sessions (Visits) | 6,314,355 | 6,444,805 | 5,477,612 | 5,253,902 | 6,436,596 | 6,001,502 | 6,284,818 | 5,997,607 | 5,298,380 |
| Average Weekday User Sessions | 243,834 | 240,273 | 217,952 | 194,327 | 241,772 | 249,722 | 238,627 | 235,275 | 207,627 |
| Average Session Length (min.) | 5:17 | 5:08 | 5:11 | 5:10 | 5:18 | 5:18 | 5:22 | 5:09 | 5:15 |
| Unique Visitors | 2,991,933 | 3,099,907 | 2,732,046 | 2,582,999 | 3,229,461 | 3,092,075 | 3,229,036 | 3,133,666 | 2,744,487 |
| One-Time Visitors | 2,103,885 | 2,224,097 | 1,954,058 | 1,839,756 | 2,296,901 | 2,216,806 | 2,317,036 | 2,264,419 | 1,979,870 |
| Repeat Visitors | 888,048 | 875,810 | 777,988 | 743,243 | 932,560 | 875,269 | 911,999 | 869,247 | 764,617 |
| Page Views | 26,030,429 | 25,578,188 | 22,074,737 | 20,883,487 | 26,021,067 | 24,208,887 | 26,159,124 | 24,169,327 | 21,437,157 |
| SESSIONS BY CONTENT AREA** | | | | | | | | | |
| About Us | 144,215 | 141,194 | 118,674 | 110,278 | 140,908 | 131,997 | 140,533 | 125,837 | 116,936 |
| Citizenship | 243,852 | 223,548 | 195,979 | 167,232 | 248,238 | 214,824 | 211,796 | 181,602 | 164,469 |
| Immigration Forms | 1,298,861 | 1,290,816 | 1,097,504 | 1,049,292 | 1,338,197 | 1,294,736 | 1,421,989 | 1,258,399 | 1,151,667 |
| Services & Benefits | 476,112 | 455,531 | 392,731 | 367,826 | 482,207 | 458,234 | 478,750 | 422,478 | 381,692 |
| Laws & Regulations | 223,081 | 231,771 | 188,239 | 176,197 | 233,508 | 224,862 | 235,692 | 214,995 | 195,640 |
| Press Room | 116,718 | 123,728 | 107,081 | 105,231 | 100,502 | 110,476 | 136,553 | 177,940 | 107,841 |
| E-Verify | 40,294 | 38,083 | 47,713 | 51,051 | 75,517 | 89,242 | 60,224 | 53,394 | 46,486 |

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



CSWP Visitor Traffic (cont.)

| Metric | Dec.07 | Jan.08* | Feb.08 | Mar.08 | Apr.08 | May 08 | Jun.08 | Jul.08 | Aug.08 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| OVERALL | | | | | | | | | |
| User Sessions (Visits) | 5,723,607 | 4,692,568 | 6,444,469 | 6,873,150 | 7,296,527 | 6,604,286 | 6,516,205 | 6,686,017 | 6,630,094 |
| Average Weekday User Sessions | 215,807 | 180,291 | 254,916 | 265,017 | 283,576 | 251,998 | 260,205 | 251,248 | 260,080 |
| Average Session Length (min.) | 5:05 | 5:23 | 5:18 | 5:15 | 5:08 | 5:07 | 5:03 | 5:03 | 4:58 |
| Unique Visitors | 2,662,821 | 2,342,869 | 3,020,970 | 3,152,243 | 3,220,610 | 3,066,103 | 3,102,912 | 3,128,981 | 2,973,973 |
| One-Time Visitors | 1,861,921 | 1,651,133 | 2,105,298 | 2,189,675 | 2,155,914 | 2,152,380 | 2,196,828 | 2,187,199 | 2,068,695 |
| Repeat Visitors | 800,900 | 691,736 | 915,672 | 962,568 | 996,329 | 913,723 | 906,084 | 941,782 | 905,278 |
| Page Views | 23,757,944 | 20,104,597 | 28,158,130 | 29,404,570 | 30,454,413 | 27,748,920 | 25,936,340 | 26,784,945 | 25,890,816 |
| SESSIONS BY CONTENT AREA** | | | | | | | | | |
| About Us | 127,043 | 113,168 | 162,638 | 159,086 | 161,904 | 148,454 | 140,501 | 145,354 | 141,603 |
| Citizenship | 189,115 | 188,768 | 273,281 | 276,387 | 259,033 | 245,074 | 227,304 | 238,600 | 226,217 |
| Immigration Forms | 962,421 | 895,197 | 1,278,140 | 1,330,849 | 1,298,301 | 1,261,846 | 1,249,485 | 1,311,952 | 1,242,294 |
| Services & Benefits | 414,026 | 375,918 | 524,183 | 524,094 | 531,879 | 492,124 | 473,686 | 490,004 | 472,220 |
| Laws & Regulations | 187,927 | 170,627 | 242,130 | 238,908 | 239,878 | 220,773 | 215,500 | 217,826 | 209,289 |
| Press Room | 92,657 | 87,572 | 147,438 | 192,065 | 385,116 | 217,584 | 190,372 | 139,343 | 127,621 |
| E-Verify | 29,467 | 27,676 | 29,931 | 28,142 | 54,780 | 54,543 | 78,978 | 48,537 | 41,348 |

* 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.

CSWP Visitor Traffic (cont.)

| Metric | Mar.07 | Apr.07 | May 07 | Jun.07 | Jul.07 | Aug.07 | Sep.07 | Oct.07 | Nov.07 |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| OVERALL | | | | | | | | | |
| 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 |
| Average Weekday User Sessions | 215,892 | 149,707 | 198,855 | 267,605 | 310,510 | 246,209 | 268,492 | 273,893 | 249,747 |
| Average Session Length (min.) | 5:38 | 5:11 | 5:08 | 5:10 | 5:38 | 4:57 | 4:58 | 5:00 | 5:11 |
| 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 |
| 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 |
| Repeat Visitors | 830,662 | 548,510 | 760,821 | 969,483 | 1,171,153 | 910,993 | 942,537 | 1,019,208 | 909,660 |
| 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 |
| SESSIONS BY CONTENT AREA** | | | | | | | | | |
| About Us | 189,575 | 107,418 | 146,569 | 182,544 | 224,016 | 161,335 | 162,743 | 177,982 | 158,623 |
| Citizenship | 318,294 | 166,614 | 253,079 | 324,840 | 518,522 | 232,039 | 239,350 | 264,313 | 233,916 |
| 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 |
| Services & Benefits | 585,754 | 334,303 | 459,238 | 597,038 | 741,264 | 512,733 | 518,399 | 563,142 | 495,058 |
| Laws & Regulations | 262,045 | 145,592 | 207,185 | 259,482 | 284,115 | 232,354 | 232,909 | 254,516 | 230,635 |
| Press Room | 121,579 | 182,934 | 167,884 | 163,819 | 288,576 | 261,337 | 227,123 | 162,919 | 123,607 |
| E-Verify | -- | -- | -- | -- | -- | -- | -- | 38,302 | 34,571 |

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

CSWP Visitor Traffic (cont.)

| Metric | Nov.06 | Dec.06 | Jan.07 | Feb.07 |
|-----------------------------------|------------|------------|------------|------------|
| OVERALL | | | | |
| 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 |
| SESSIONS BY CONTENT AREA** | | | | |
| 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 |
|----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| OVERALL | | | | | | | | | | | |
| User Sessions (Visits) | 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 |
| Ave. Weekday Sessions | 197,087 | 177,535 | 216,748 | 214,550 | 238,746 | 209,501 | 233,824 | 247,748 | 243,423 | 243,762 | |
| Ave. Session Length (min.) | 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, 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 |

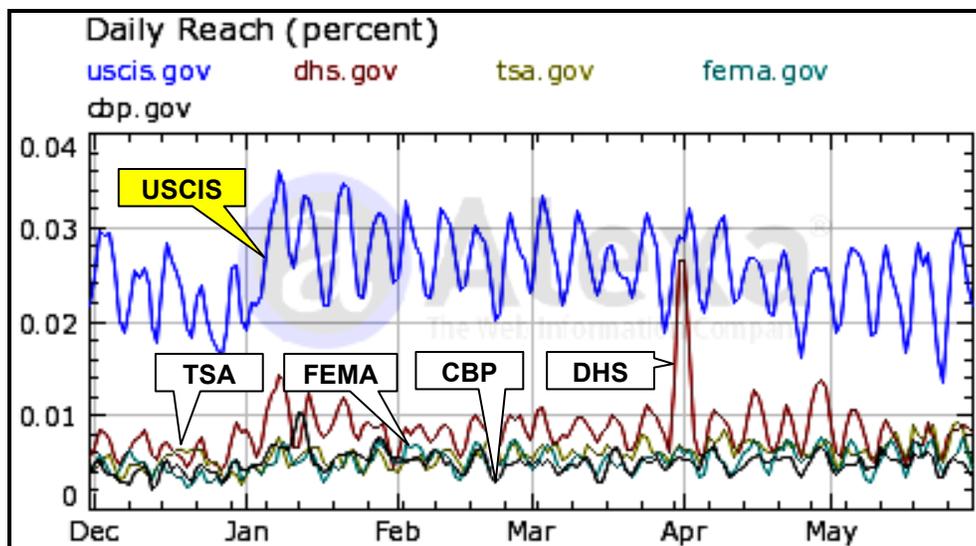
**Total user sessions that included views of these top-level landing pages.

CSWP Traffic Compared to Federal Sites

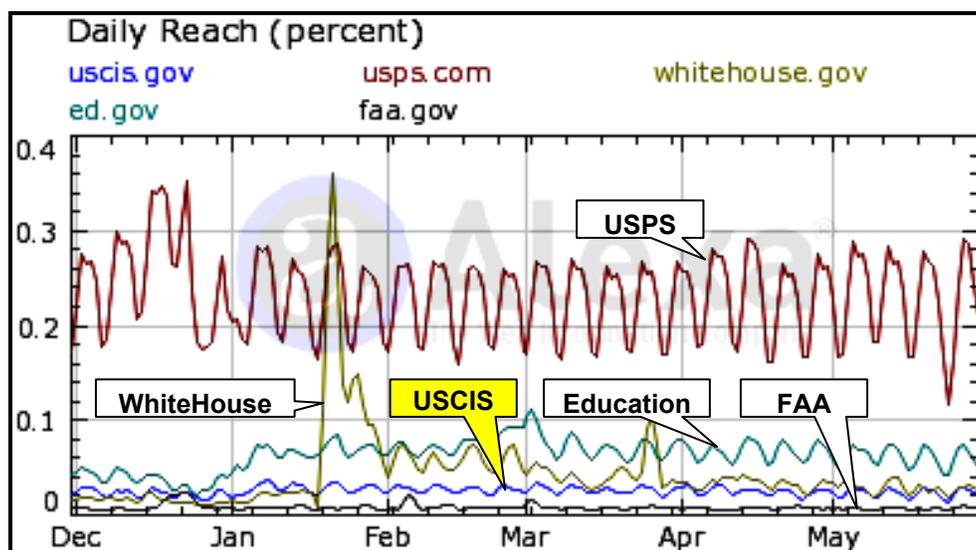
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites* according to Alexa.com. The “Daily Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **Notable changes this month:** None. USCIS.gov continues to be the most visited Department of Homeland Security (DHS) site and one of the top 10 most visited federal sites.

USCIS.gov Compared to Other DHS Web Sites



USCIS.gov Compared to Leading Federal Web Sites



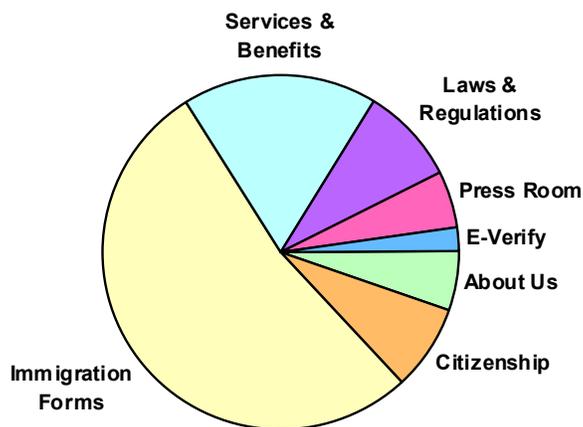
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal 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. About half of all visitors to the major landing pages continue to view the Immigration Forms page during their visits to USCIS.gov. (See pages 2-5 for tables of data on Sessions by Content Area going back to November 2006.)

► **Notable changes this month:** None. While overall traffic volume decreased by 11 percent, distribution of traffic by major content area was unchanged.

| Content Area Landing Page | User Sessions |
|---------------------------------|---------------|
| Immigration Forms | 1,151,667 |
| Services & Benefits | 381,692 |
| Citizenship | 164,469 |
| Laws & Regulations | 195,640 |
| Press Room | 107,841 |
| About Us | 116,936 |
| E-Verify | 46,486 |
| Total Sessions to These Pages > | 2,164,731 |



Distribution of Traffic – FOIA Status Check

The tables on this page reflect traffic to the FOIA Status Check landing page and the number of transactions submitted to the application.

► **Notable changes this month:** Traffic increased about 8 percent this month.

| 2009 | Jan.09 | Feb.09 | Mar.09 | Apr.09 | May09 |
|------------------------------------|---------------|---------------|---------------|---------------|--------------|
| Traffic to Landing Page: | | | | | |
| Successful requests for pages | 11,946 | 11,804 | 13,543 | 14,598 | 15,717 |
| Distinct hosts served | 5,098 | 4,908 | 5,406 | 4,983 | 5,238 |
| Total data transferred (MB) | 61.4 | 62.1 | 71.2 | 80.2 | 102.8 |
| Submission of Transactions: | | | | | |
| Successful requests for pages | 12,398 | 11,808 | 13,543 | 14,787 | 13,991 |
| Distinct hosts served | 3,862 | 3,755 | 4,123 | 4,933 | 4,042 |
| Total data transferred (MB) | 62.7 | 59.8 | 69.3 | 77.3 | 79.5 |

| 2008 | Jun.08 | Jul.08 | Aug.08 | Sep.08 | Oct.08 | Nov.08 | Dec.08 |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Traffic to Landing Page: | | | | | | | |
| Successful requests for pages | 3,509 | 15,599 | 9,014 | 10,025 | 11,277 | 9,996 | 10,174 |
| Distinct hosts served | 1,379 | 6,898 | 3,904 | 4,289 | 4,535 | 4,176 | 4,234 |
| Total data transferred (MB) | 20.6 | 87.5 | 50.5 | 52.5 | 58.4 | 51.9 | 51.9 |
| Submission of Transactions: | | | | | | | |
| Successful requests for pages | 3,952 | 12,398 | 9,549 | 10,573 | 11,783 | 10,536 | 10,477 |
| Distinct hosts served | 761 | 3,416 | 2,582 | 3,038 | 3,386 | 3,227 | 3,166 |
| Total data transferred (MB) | 20.0 | 64.8 | 49.7 | 54.6 | 61.2 | 54.5 | 53.8 |

Top 25 Viewed Pages

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

► **Notable changes this month:** No change. The Immigration Forms landing page and three forms-related subpages – Citizenship & Naturalization Based, Green Card Based, and Family Based – continue to rank in the top 25.

| | Top 25 Viewed Pages | Page Views | % of All Views |
|----|---|------------|----------------|
| 1 | Home Page (1) | 4,936,532 | 23.03% |
| 2 | Immigration Forms (2) | 1,936,291 | 9.03% |
| 3 | Services and Benefits (3) | 551,662 | 2.57% |
| 4 | Case Services While Your Case is Pending with USCIS (6) | 411,162 | 1.92% |
| 5 | Lawful Permanent Residence ("Green Card") (5) | 403,275 | 1.88% |
| 6 | Application for Naturalization (7) | 320,883 | 1.50% |
| 7 | Laws, Regulations & Guides (8) | 267,001 | 1.25% |
| 8 | Citizenship (9) | 255,497 | 1.19% |
| 9 | Employment Eligibility Verification (4) | 248,845 | 1.16% |
| 10 | Petition for Alien Relative (11) | 248,368 | 1.16% |
| 11 | USCIS Processing Time Goals (10) | 222,496 | 1.04% |
| 12 | New Naturalization Test (13) | 210,939 | 0.98% |
| 13 | Contact Us (14) | 208,903 | 0.97% |
| 14 | Citizenship & Naturalization Based Forms (15) | 181,185 | 0.85% |
| 15 | Green Card Based Forms (16) | 178,651 | 0.83% |
| 16 | Processing Times and Case Status (18) | 173,394 | 0.81% |
| 17 | Electronic Filing for Immigration Benefits (17) | 171,313 | 0.80% |
| 18 | Affidavit of Support Under Section 213A of the Act (20) | 157,459 | 0.73% |
| 19 | About Us (19) | 152,456 | 0.71% |
| 20 | Family Based Forms (21) | 147,881 | 0.69% |
| 21 | Application to Replace Permanent Residence Card (24) | 144,316 | 0.67% |
| 22 | Naturalization (22) | 140,353 | 0.65% |
| 23 | Application to Register Perm. Residence or Adjust Status (23) | 140,260 | 0.65% |
| 24 | Press Room (12) | 139,155 | 0.65% |
| 25 | "How Do I?" Customer Guides (25) | 129,255 | 0.60% |
| | | ... | ... |
| | Total Page Views this Month > | 21,437,157 | 100.00% |

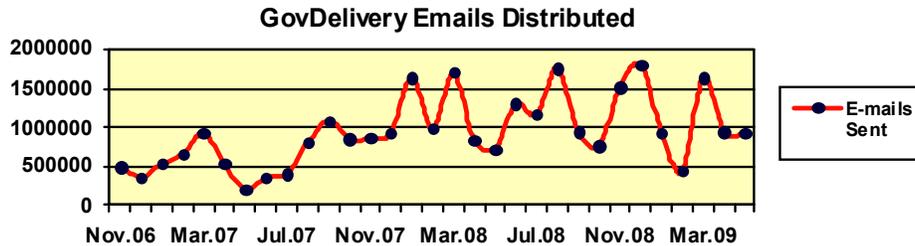
A number in parentheses indicates a page's ranking in the previous month.

* Indicates a page that was not in the previous month's Top 25 Viewed Pages.

GovDelivery Subscription Email System

Email volumes fluctuate from month to month based on the number of times that changes are made to subscribable CSWP pages.

► **Notable changes this month:** There was a 2 percent decrease this month in the number of email notifications sent to those who subscribe to CSWP pages. As of June 1, 2009, there were over 264,000 active subscribers to at least one CSWP page. The click-through rate was 15 percent, which is about 25 percent higher than the average rate over the past 18 months.



Total Emails Sent to Subscribers This Month: 918,354

Total Subscribers: 264,165

Total Page Subscriptions: 867,059 (up 1.8% from last month)

Net* New Subscriptions Added This Month: 15,134

Average Number of Subscriptions per User: 3.5

Top Subscribed Pages: Home Page, Form Updates, Monthly Newsletter, Federal Register Announcements

Percent of Click-Throughs This Month from Links in Emails: 15 percent

* New subscriptions include new user sign-up, plus the return of any groups that had been temporarily removed, minus those subscriptions ended (either voluntarily, removed because email addresses were no longer valid, or stopped because a subscribed page was removed from the CSWP).

Top 25 Referring Pages Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites, and the page on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** Google searches for Form I-485 jumped into the top 25 as the 5th most frequent referral. Otherwise, there were only minor changes to the list of top referrals.

| | Referrals | Destination Page on USCIS.gov | Referring Page |
|----|-----------|---|--|
| 1 | 66,186 | Home Page | Google search for "uscis" (1) |
| 2 | 45,101 | Affidavit of Support Under Section 213A of the Act | Affidavit of Support page on travel.state.gov (2) |
| 3 | 15,384 | Employment Eligibility Verification | Hiring Employees page on irs.gov (3) |
| 4 | 14,861 | Home Page | Google search for "uscis.gov" (4) |
| 5 | 13,781 | Form I-485 | Google search for "form 485" (*) |
| 6 | 12,539 | Home Page | Home page on dhs.gov (6) |
| 7 | 12,510 | Home Page | Yahoo search for "uscis" (5) |
| 8 | 10,060 | Poverty Guidelines | Affidavit of Support page on travel.state.gov (8) |
| 9 | 9,534 | Contract Between Sponsor and Household Member | Affidavit of Support page on travel.state.gov (9) |
| 10 | 9,272 | Form I-134 | Affidavit of Support page on immihelp.com (7) |
| 11 | 9,093 | Immigration Classifications and Visa Categories | Temporary Visitors to the U.S. page on travel.state.gov (12) |
| 12 | 9,010 | Immigration Classifications and Visa Categories: Immigrants | Visa Types for Immigrants page on travel.state.gov (17) |
| 13 | 8,313 | Immigration Forms | Immigration page on dhs.gov (13) |
| 14 | 8,252 | Immigration Forms | USCIS Customer Service Gateway (11) |
| 15 | 8,164 | Affidavit of Support Under Section 213A of the Act | Visa Application Forms page on travel.state.gov (15) |
| 16 | 7,984 | Petition for Alien Fiance(s) | Non-Immigrant Visa for a Fiancé(e) (K-1) page on travel.state.gov (18) |
| 17 | 7,962 | Home Page | Google search for "immigration" (10) |
| 18 | 7,298 | Home Page | Google search for "ins" (16) |
| 19 | 6,903 | Home Page | Yahoo search for "uscis.gov" (14) |
| 20 | 6,824 | About Us | Career Opportunity Areas on dhs.gov (21) |
| 21 | 6,749 | Immigration Forms | Visa Application Forms page on travel.state.gov (22) |
| 22 | 6,737 | Intending Immigrant's Affidavit of Support Exemption | Affidavit of Support page on travel.state.gov (19) |
| 23 | 6,333 | Immigration Forms | Fees for Visa Services page on travel.state.gov (25) |
| 24 | 6,310 | Home Page | Yahoo search for "us citizenship and immigration services uscis" (23) |
| 25 | 5,968 | Home Page | Yahoo search for "ins" (24) |

A number in parentheses indicates a ranking in the previous month for the same referring page and destination page.
 * Indicates a page that was not in the previous month's Top 25 Referring Pages.

Ranking of CSWP Pages in Google and Yahoo Searches

The following results indicate how highly 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.

Ranking of CSWP Pages in Search Requests on Google and Yahoo

| Search Terms | Google | Yahoo |
|--|--------|-------|
| uscis | 1 | 1 |
| uscis.gov | 1 | 1 |
| immigration | 1 | 1 |
| immigration and naturalization service | 1 | 1 |
| immigration forms | 1 | 1 |
| citizenship | 1 | 3 |
| ins | 1 | 1 |
| naturalization | 1 | 1 |
| green card | 1 | 2 |
| asylum | 3 | 5 |

Top 50 Search Terms from Referring External Search Engines

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

► **Notable changes this month:** None. Searches for the agency name (e.g., uscis, ins), immigration, and forms (e.g., I-9, I-485) account for the majority of the top 50 requests. The relative order and volume of traffic from the various terms remain virtually unchanged from month to month.

| Phrase | Referrals |
|---|-----------|
| uscis | 181,313 |
| uscis.gov | 47,103 |
| ins | 40,697 |
| immigration | 27,492 |
| www.uscis.gov | 25,992 |
| us immigration | 15,043 |
| form 485 | 13,813 |
| us citizenship and immigration services uscis | 8,957 |
| uscis gov | 8,525 |
| green card | 7,928 |
| immigration and naturalization | 7,872 |
| i-9 | 6,311 |
| i-9 form | 4,854 |
| us citizenship | 4,606 |
| immigration forms | 4,354 |
| ins.gov | 4,030 |
| form i-9 | 3,839 |
| uscis forms | 3,719 |
| citizenship | 3,568 |
| i-130 | 3,187 |
| cis | 3,130 |
| i-485 | 2,906 |
| bcis | 2,484 |
| naturalization | 2,361 |
| i-765 | 2,200 |

| Phrase | Referrals |
|---|-----------|
| immigration and naturalization service | 2,191 |
| e-verify | 2,176 |
| affidavit of support | 2,158 |
| i-134 | 2,128 |
| usics | 2,051 |
| n-400 | 1,993 |
| i-864 | 1,900 |
| us citizenship application | 1,871 |
| www.ins.gov | 1,731 |
| ins forms | 1,687 |
| usa immigration | 1,660 |
| i-751 | 1,617 |
| uscis case status | 1,550 |
| i-131 | 1,503 |
| i9 | 1,498 |
| immigration laws | 1,492 |
| work permit | 1,459 |
| citizenship application | 1,416 |
| i9 form | 1,412 |
| g-325a | 1,382 |
| i-539 | 1,324 |
| n400 | 1,268 |
| immigration services | 1,142 |
| us immigration and naturalization | 1,084 |
| us citizenship and immigration services uscis forms | 1,061 |

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine indicate what is most important to CSWP visitors. This data can help drive site design and content coding decisions for making the most requested content easy to find.

► **Notable changes this month:** None. Searches related to forms continue to account for about half of the top 50 terms.

| Phrase | Count |
|-------------|-------|
| i 130 | 11863 |
| infopass | 11835 |
| green card | 10382 |
| i 90 | 9291 |
| i 751 | 7936 |
| i 485 | 7691 |
| n 400 | 7580 |
| i 9 | 7542 |
| case status | 7395 |
| forms | 7034 |
| i 864 | 6223 |
| g 325a | 5992 |
| i 94 | 5918 |
| i 131 | 5721 |
| h1b | 5628 |
| i 765 | 5563 |
| marriage | 5451 |
| ds 230 | 5384 |
| i 551 | 5228 |
| citizenship | 4846 |
| visa | 4793 |
| passport | 4706 |
| m 476 | 4524 |
| ar 11 | 4520 |
| i 797 | 4422 |

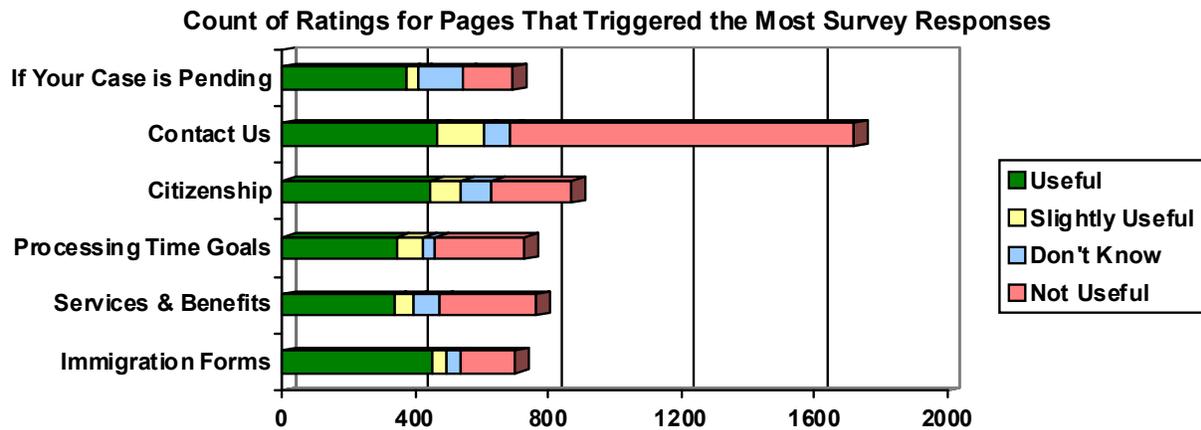
| Phrase | Count |
|----------------------|-------|
| i 539 | 4270 |
| change of address | 4172 |
| visa bulletin | 4139 |
| n400 | 4124 |
| i 134 | 3841 |
| form i 90 | 3815 |
| info pass | 3750 |
| status | 3688 |
| naturalization | 3550 |
| appointment | 3348 |
| civil surgeon | 3318 |
| fees | 3254 |
| i130 | 3094 |
| i 9 form | 3084 |
| case status online | 2934 |
| n 600 | 2888 |
| opt | 2867 |
| affidavit of support | 2781 |
| deportation | 2638 |
| tps | 2485 |
| processing times | 2381 |
| form i 130 | 2358 |
| i9 | 2349 |
| i 129 | 2345 |
| g 325 | 2311 |

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, suggest levels of user satisfaction and areas where further data gathering may be useful.

► **Notable changes this month:** The percent of ratings of "Useful" decreased from 50 to 44 percent across the six pages that got the most survey results (see chart below). This change is primarily due to an increase in ratings of "Not Useful" for the Contact Us page. The average ratings across all six of the most surveyed pages were:

- Useful – 44.2 percent
- Slightly Useful – 8.1 percent
- Don't Know – 8.4 percent
- Not Useful – 39.3 percent



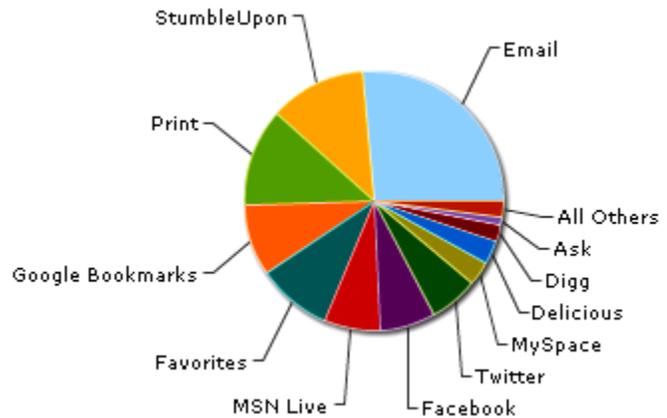
Social Media Activity on CSWP Pages

In April 2009, the CSWP began offering a social media option on many of its pages. By clicking a page's "Share This Page" button, visitors are able to email, bookmark, and share the page through a wide range of social networking websites, including StumbleUpon, Facebook, and Twitter. The tables below reflect the counts of visitors' usage of one or more social media options throughout the site.



► **Notable changes this month:** May 2009 was the first full month when a social media option was available.

| Service | Count | Share |
|------------------|-------|-------|
| Email | 2051 | 27% |
| StumbleUpon | 989 | 12% |
| Print | 934 | 12% |
| Google Bookmarks | 744 | 9% |
| Favorites | 725 | 9% |
| MSN Live | 595 | 7% |
| Facebook | 584 | 7% |
| Twitter | 472 | 6% |
| MySpace | 263 | 3% |
| Delicious | 238 | 3% |
| Digg | 171 | 2% |
| All Others | 123 | 2% |
| Ask | 85 | 1% |
| Total | 6097 | 100% |



| Top Ten Pages with Social Media Activity | Count |
|--|-------|
| Processing Times and Case Status | 266 |
| Immigration Forms | 261 |
| New Naturalization Test | 140 |
| Naturalization | 140 |
| If your case was approved... | 128 |
| Permanent Resident (Green Card) | 113 |
| If Your Case is Pending | 109 |
| Services and Benefits | 107 |
| I-130, Petition for Alien Relative | 105 |
| USCIS Processing Time Goals | 97 |