



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

May 15, 2009

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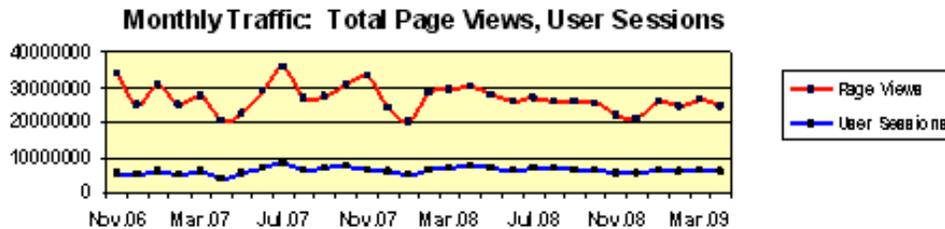
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Executive Summary

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

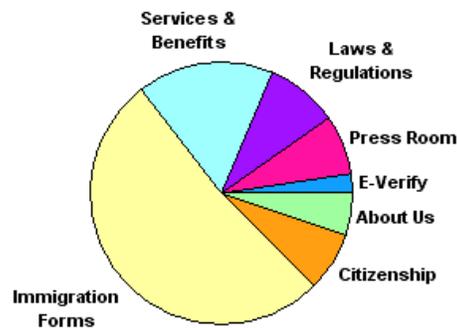
► Traffic Volume Was Unchanged

There were no significant changes in traffic levels this month. Overall traffic decreased about 6 percent. (See page 2).



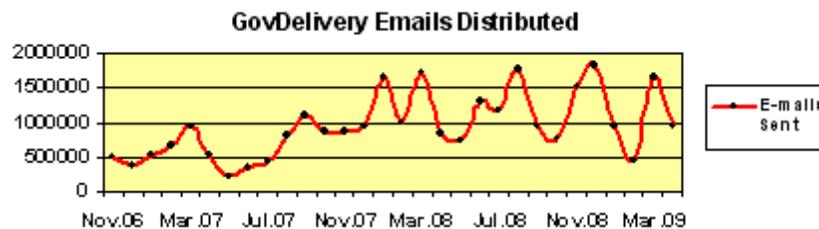
► Immigration Forms Continue to Attract Half of All Visits

Distribution of traffic to the site's primary content areas was largely unchanged. (See page 7.)



► GovDelivery Emails Decreased 42 Percent

Over 940,000 email notifications were distributed this month, a decrease of 42 percent due to fewer changes made to the site's content pages. (See page 10.)



► State Dept's Consular Affairs Web Site is Referring Increased Traffic to CSWP

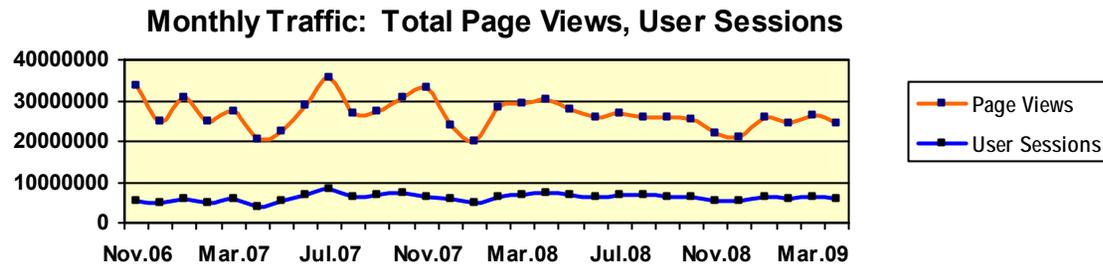
A growing number of referrals are coming to USCIS.gov from the State Department's Consular Affairs web site at Travel.State.gov. These referrals, and searches on Google and Yahoo, comprise the majority of the top 25 sources that send traffic to USCIS.gov. (See page 11).

USCIS.gov CSWP Visitor Traffic

► **Notable changes this month:** None. Overall traffic decreased about 6 percent.

Metric	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09
OVERALL										
User Sessions (Visits)	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607
Average Weekday User Sessions	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627	235,275
Average Session Length (min.)	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22	5:09
Unique Visitors	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666
One-Time Visitors	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419
Repeat Visitors	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999	869,247
Page Views	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327
SESSIONS BY CONTENT AREA**										
About Us	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533	125,837
Citizenship	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796	181,602
Immigration Forms	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399
Services & Benefits	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750	422,478
Laws & Regulations	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692	214,995
Press Room	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553	177,940
E-Verify	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224	53,394

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



USCIS.gov CSWP Visitor Traffic (cont.)

Metric	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08
OVERALL										
User Sessions (Visits)	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	6,516,205
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998	260,205
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07	5:03
Unique Visitors	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	3,102,912
One-Time Visitors	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	2,196,828
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723	906,084
Page Views	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	25,936,340
SESSIONS BY CONTENT AREA**										
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454	140,501
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074	227,304
Immigration Forms	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	1,249,485
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124	473,686
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773	215,500
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584	190,372
E-Verify		38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543	78,978

* 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	May 07	Jun.07	Jul.07	Aug.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	6,512,486
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510	246,209
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38	4:57
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	2,799,902
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	1,888,909
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153	910,993
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	26,721,990
SESSIONS BY CONTENT AREA**										
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016	161,335
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522	232,039
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	1,223,194
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264	512,733
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115	232,354
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576	261,337
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

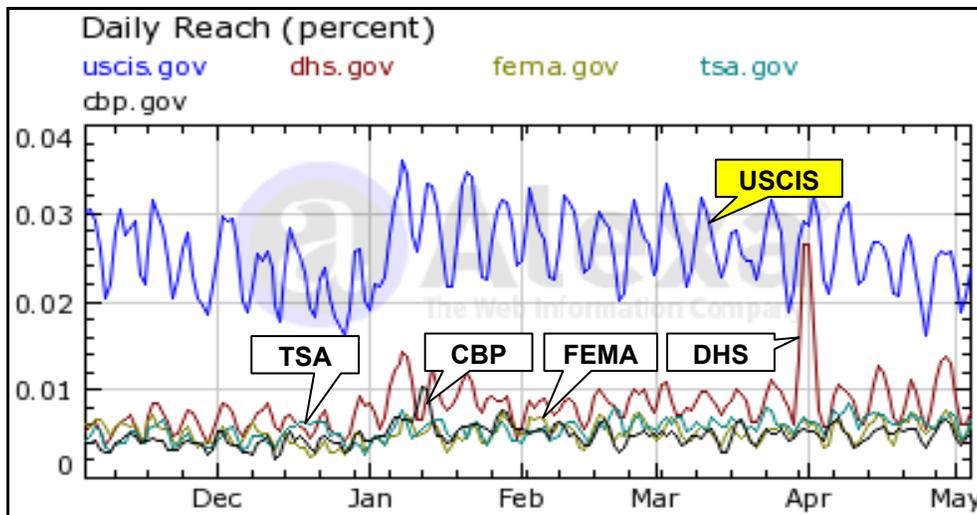
**Total user sessions that included views of these top-level landing pages.

USCIS.gov Traffic Compared to Federal Sites

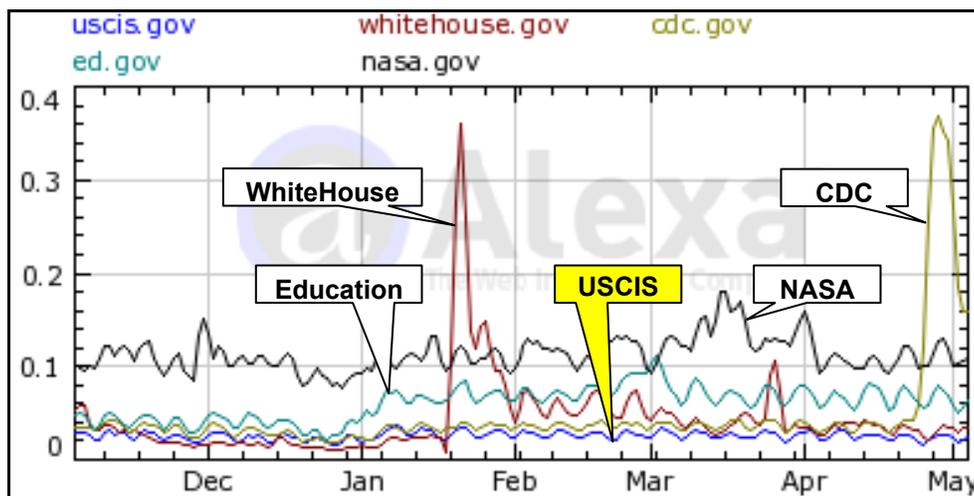
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites* according to Alexa.com. The “Daily Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **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



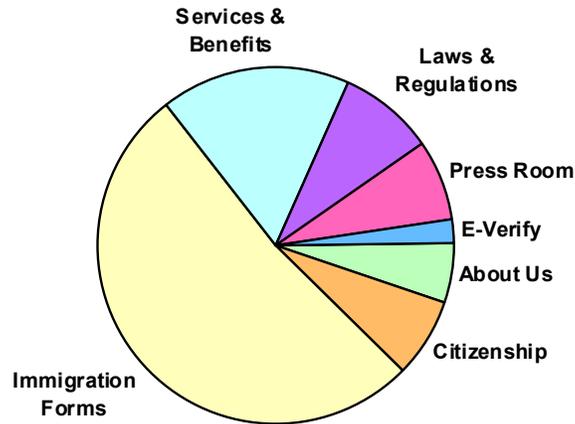
* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal 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 2-4 for tables of data on Sessions by Content Area going back to November 2006.)

► **Notable changes this month:** None.

Content Area Landing Page	User Sessions
Immigration Forms	1,258,399
Services & Benefits	422,478
Citizenship	181,602
Laws & Regulations	214,995
Press Room	177,940
About Us	125,837
E-Verify	53,394
Total Sessions to These Pages >	2,434,645



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
Traffic to Landing Page:				
Successful requests for pages	11,946	11,804	13,543	14,598
Distinct hosts served	5,098	4,908	5,406	4,983
Total data transferred (MB)	61.4	62.1	71.2	80.2
Submission of Transactions:				
Successful requests for pages	12,398	11,808	13,543	14,787
Distinct hosts served	3,862	3,755	4,123	4,933
Total data transferred (MB)	62.7	59.8	69.3	77.3

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:** The Immigration Forms landing page and three forms-related subpages – Citizenship & Naturalization Based, Green Card Based, and Family Based – are all in the top 25. The New Naturalization Test page continues to attract a sizeable volume of traffic. Otherwise, there were only minor changes among the top 25 viewed pages compared to the past several months.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,511,388	22.80%
2	Immigration Forms (2)	2,155,069	8.92%
3	Services and Benefits (3)	619,252	2.56%
4	Employment Eligibility Verification (9)	441,812	1.83%
5	Lawful Permanent Residence ("Green Card") (4)	432,296	1.79%
6	Case Services While Your Case is Pending with USCIS (5)	408,565	1.69%
7	Application for Naturalization (10)	374,192	1.55%
8	Laws, Regulations & Guides (7)	299,257	1.24%
9	Citizenship (6)	285,728	1.18%
10	USCIS Processing Time Goals (*)	285,118	1.18%
11	Petition for Alien Relative (8)	276,526	1.14%
12	Press Room (15)	239,139	0.99%
13	New Naturalization Test (11)	238,743	0.99%
14	Contact Us (12)	222,118	0.92%
15	Citizenship & Naturalization Based Forms (23)	196,416	0.81%
16	Green Card Based Forms (22)	190,459	0.79%
17	Electronic Filing for Immigration Benefits (13)	177,190	0.73%
18	Processing Times and Case Status (20)	170,453	0.71%
19	About Us (16)	166,461	0.69%
20	Affidavit of Support Under Section 213A of the Act (17)	165,601	0.69%
21	Family Based Forms (*)	156,672	0.65%
22	Naturalization (19)	156,231	0.65%
23	Application to Register Perm. Residence or Adjust Status (14)	155,085	0.64%
24	Application to Replace Permanent Residence Card (18)	151,223	0.63%
25	"How Do I?" Customer Guides (21)	142,326	0.59%
	
	Total Page Views this Month >	24,169,327	100.00%

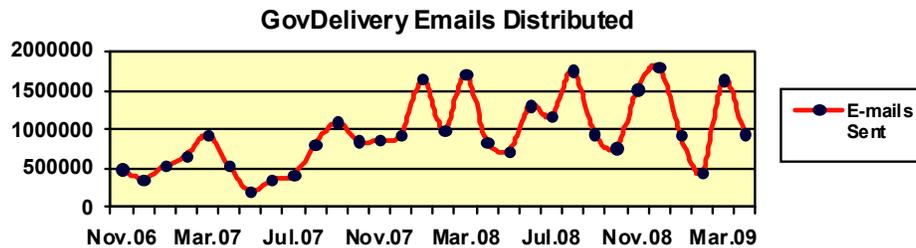
A number in parentheses indicates a page's ranking in the previous month.

* 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 42 percent decrease this month in the number of email notifications sent to those who subscribe to CSWP pages. As of May 1, 2009, there were over 259,000 active subscribers to at least one CSWP page. The click-through rate was 16.7 percent, which is about 30 percent higher than the average rate over the past 18 months.



Total Emails Sent to Subscribers This Month: 940,532

Total Subscribers: 259,513

Total Page Subscriptions: 851,925 (up 2.8% from last month)

Net* New Subscriptions Added This Month: 23,204

Average Number of Subscriptions per User: 3.3

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

Percent of Click-Throughs This Month from Links in Emails: 16.7 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 USCIS.gov

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:** A growing number of referrals are coming to USCIS.gov from the State Department's Consular Affairs web site at Travel.State.gov. These referrals, and searches on Google and Yahoo, comprise the majority of the top 25 sources that send traffic to USCIS.gov.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	101,067	Home Page	Google search for "uscis"
2	50,627	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	20,730	Employment Eligibility Verification	Hiring Employees page on irs.gov (3)
4	16,380	Home Page	Google search for "uscis.gov" (6)
5	15,117	Home Page	Yahoo search for "uscis" (5)
6	13,436	Home Page	Home page on dhs.gov (7)
7	11,713	Form I-134	Affidavit of Support page on immihelp.com (11)
8	11,404	Poverty Guidelines	Affidavit of Support page on travel.state.gov (*)
9	11,041	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (8)
10	9,586	Home Page	Google search for "immigration" (13)
11	9,555	Immigration Forms	USCIS Customer Service Gateway (8)
12	9,471	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (4)
13	9,296	Immigration Forms	Immigration page on dhs.gov (12)
14	8,814	Home Page	Yahoo search for "uscis.gov" (10)
15	8,716	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (14)
16	8,622	Home Page	Google search for "ins" (15)
17	8,494	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (16)
18	7,990	Petition for Alien Fiance(s)	Non-Immigrant Visa for a Fiancé(e) (K-1) page on travel.state.gov (17)
19	7,775	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (22)
20	7,739	Employment Eligibility Verification	Home page on dhs.gov (*)
21	7,178	About Us	Career Opportunity Areas on dhs.gov (18)
22	6,922	Immigration Forms	Visa Application Forms page on travel.state.gov (23)
23	6,894	Home Page	Yahoo search for "us citizenship and immigration services uscis" (24)
24	6,761	Home Page	Yahoo search for "ins" (25)
25	6,471	Immigration Forms	Fees for Visa Services page on travel.state.gov (*)

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 USCIS.gov 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	4

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-130) 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	243,732
uscis.gov	56,997
ins	51,609
immigration	35,781
www.uscis.gov	29,427
us immigration	18,374
i-9	10,886
uscis gov	10,097
us citizenship and immigration services uscis	9,966
immigration and naturalization	9,496
green card	9,153
i-9 form	8,381
us citizenship	5,814
immigration forms	5,496
form i-9	5,089
ins.gov	4,972
uscis forms	4,756
citizenship	4,734
i9	3,894
i-130	3,775
i-485	3,515
h1b	3,053
naturalization	2,911
www.ins.gov	2,900
federal i-9 form	2,893

Phrase	Referrals
bcis	2,851
immigration and naturalization service	2,763
i-765	2,659
i9 form	2,570
n-400	2,399
affidavit of support	2,393
i-134	2,392
immigration laws	2,123
i-864	2,006
cis	1,984
us citizenship application	1,979
e-verify	1,978
i-131	1,976
i-751	1,902
ins forms	1,886
citizenship application	1,823
usa immigration	1,815
immigration and nationality act	1,798
uscis case status	1,755
immigration services	1,661
i-539	1,567
us immigration and naturalization	1,537
work permit	1,444
g-325a	1,423
n400	1,412

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 9	13998
green card	10828
i 130	10415
infopass	9908
h1b	9325
forms	8971
i 90	8530
n 400	7807
i 751	7124
i 485	6823
i 9 form	6386
case status	6317
marriage	5737
i 131	5543
citizenship	5344
i 94	5317
g 325a	5288
i 765	5280
n400	5092
i 864	5026
visa	4887
i9	4768
ds 230	4679
passport	4678
m 476	4672

Phrase	Count
visa bulletin	4477
i 539	4368
ar 11	4363
i 551	4056
naturalization	3985
i 797	3967
change of address	3956
civil surgeon	3946
tps	3898
i 134	3793
opt	3690
form i 9	3675
info pass	3528
status	3402
affidavit of support	3385
form i 90	3334
appointment	3289
fees	3275
h 1b	3075
i130	3072
reentry permit	2806
asylum	2756
n 600	2722
processing times	2665
dual citizenship	2656

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" rose slightly to 50 percent among the six pages that got the most survey results (see chart below). This is primarily due to positive ratings for Immigration Forms, Citizenship, and If Your Case is Pending. The average ratings across all six of the most surveyed pages were:

- Useful – 50.5 percent
- Slightly Useful – 9.3 percent
- Don't Know – 9.7 percent
- Not Useful – 30.5 percent

