



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

**January 12, 2009**



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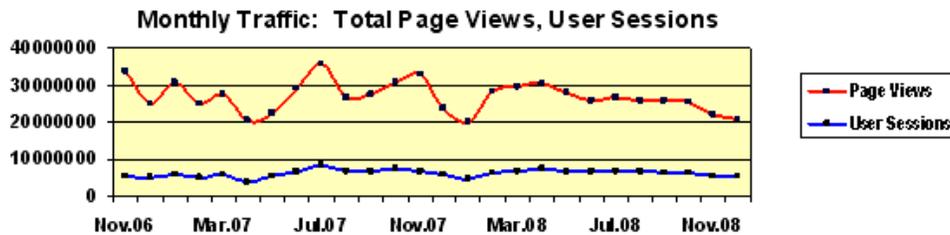
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## Executive Summary

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

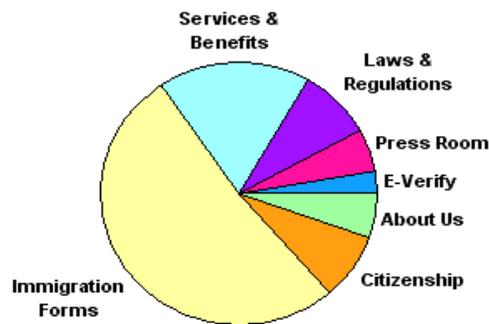
### ► Overall Traffic Volume Decreased 5 Percent

Overall traffic decreased about 5 percent from last month, perhaps part of a seasonal cycle such as occurred over the past two years. (See page 2).



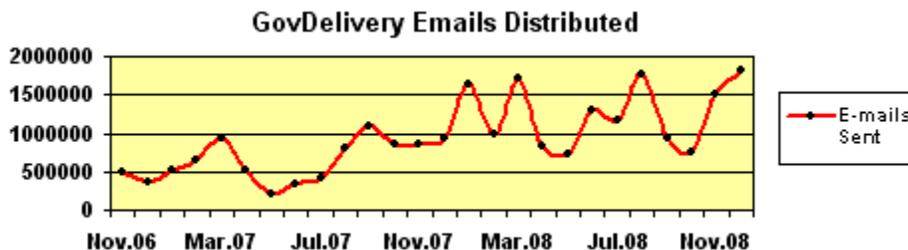
### ► E-Verify Traffic Increased Slightly

Traffic volume to the E-Verify landing page increased 7 percent this month, whereas traffic elsewhere throughout the site decreased about 5 percent. (See page 7.)



### ► GovDelivery Emails Up 19 Percent

Over 1.8 million email notifications were distributed this month, up about 19 percent from last month. Notification volumes fluctuate from month to month based on the number of changes made to the site's content pages. (See page 10.)



### ► Traffic to FOIA Status Check

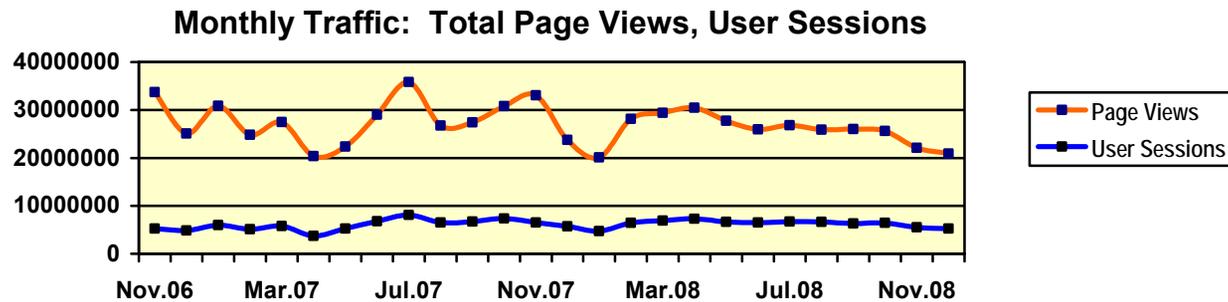
Visits and transaction activity stayed at about the same levels as last month. (See page 8).

## USCIS.gov CSWP Visitor Traffic

► **Notable changes this month:** Overall traffic was about 5 percent lower than last month, perhaps part of a seasonal cycle such as occurred over the past two years. The exception is that traffic to the E-Verify area increased 7 percent (see page 7).

Metric	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
<b>OVERALL</b>								
User Sessions (Visits)	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902
Average Weekday User Sessions	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327
Average Session Length (min.)	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10
Unique Visitors	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999
One-Time Visitors	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756
Repeat Visitors	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243
Page Views	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487
<b>SESSIONS BY CONTENT AREA**</b>								
About Us	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278
Citizenship	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232
Immigration Forms	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292
Services & Benefits	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826
Laws & Regulations	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197
Press Room	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231
E-Verify	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051

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



**USCIS.gov CSWP Visitor Traffic** (cont.)

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

\* 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
<b>OVERALL</b>									
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
<b>SESSIONS BY CONTENT AREA**</b>									
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:**

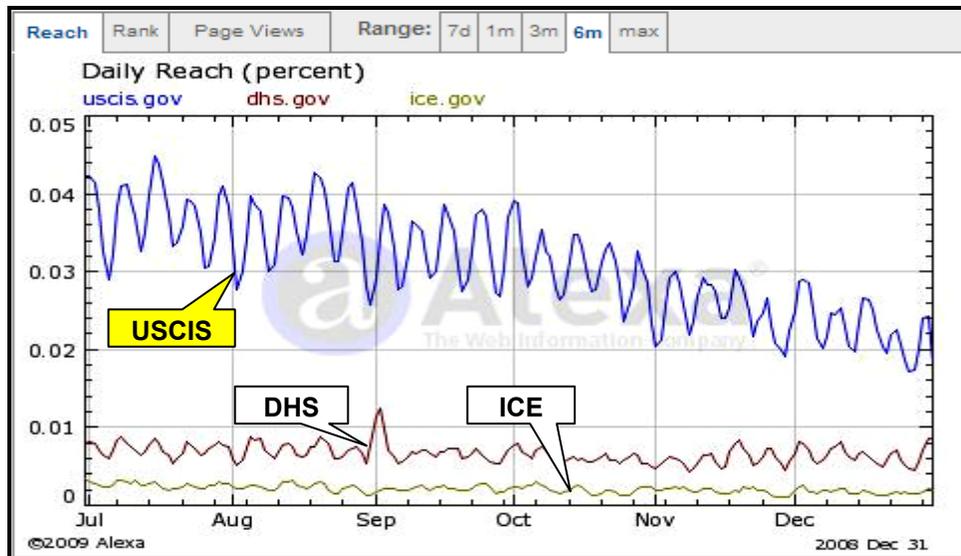
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535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

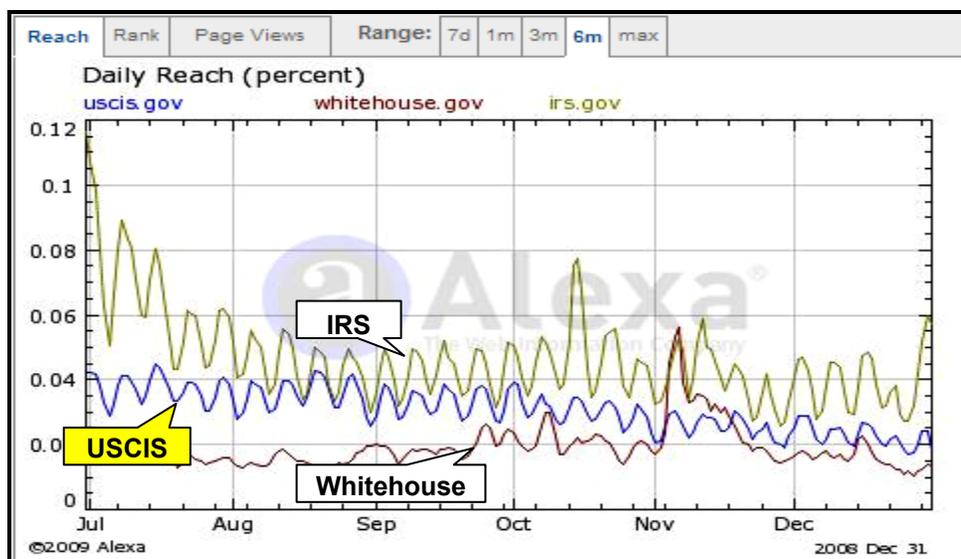
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites\* according to Alexa.com. The “Daily Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

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

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



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



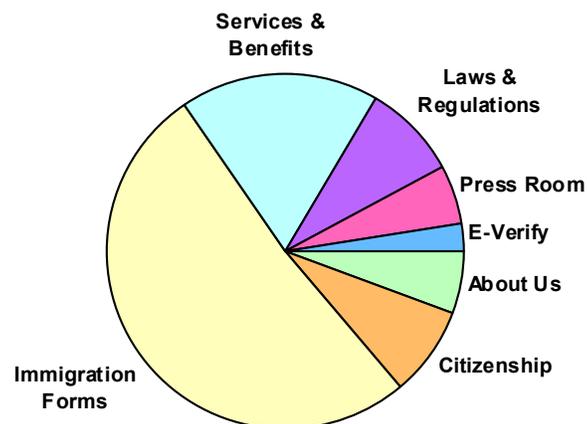
\* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal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

► **Notable changes this month:** Traffic to the E-Verify landing page increased about 7 percent this month, whereas traffic elsewhere throughout the site decreased about 5 percent.

Content Area Landing Page	User Sessions
Immigration Forms	1,049,292
Services & Benefits	367,826
Citizenship	167,232
Laws & Regulations	176,197
Press Room	105,231
About Us	110,278
E-Verify	51,051
Total Sessions to These Pages >	2,027,107



## 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:** None. Traffic and transaction numbers stayed at about the same levels as last month.

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08
<b>Traffic to Landing Page:</b>							
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
<b>Submission of Transactions:</b>							
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:** None.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,414,635	25.93%
2	Immigration Forms (2)	1,910,747	9.15%
3	Lawful Permanent Resident (3)	593,460	2.84%
4	Services and Benefits (4)	557,474	2.67%
5	Case Services While Your Case is Pending with USCIS (5)	411,683	1.97%
6	Citizenship (6)	274,258	1.31%
7	Application for Naturalization (7)	252,443	1.21%
8	Petition for Alien Relative (8)	250,420	1.20%
9	Laws, Regulations & Guides (9)	243,892	1.17%
10	Application for Employment Authorization (10)	231,030	1.11%
11	Contact Us (11)	193,300	0.93%
12	Electronic Filing for Immigration Benefits (14)	185,611	0.89%
13	Employment Authorization (12)	185,051	0.89%
14	Processing Times and Case Status (13)	161,109	0.77%
15	Application to Register Perm. Residence or Adjust Status (18)	157,791	0.76%
16	About Us (16)	150,536	0.72%
17	Press Room (19)	146,526	0.70%
18	How Do I?" Customer Guides (17)	142,971	0.68%
19	Naturalization (15)	141,083	0.68%
20	Education & Resources (20)	137,286	0.66%
21	Affidavit of Support Under Section 213A of the Act (21)	134,746	0.65%
22	Application to Replace Permanent Resident Card (22)	133,067	0.64%
23	Application for Travel Document (24)	105,028	0.50%
24	Employment Eligibility Verification (*)	102,887	0.49%
25	Visit the U.S. (25)	94,493	0.45%
		...	...
Total Page Views this Month >		20,883,487	100.00%

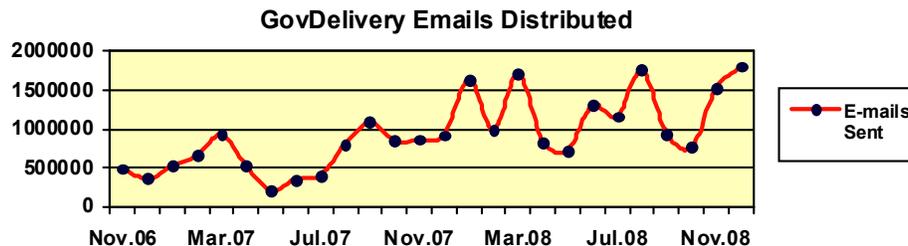
A number in parentheses indicates a page's ranking in the previous month.

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

## GovDelivery Subscription Email System

Email volumes often fluctuate from month to month as the need to change content on the site dictates. As of January 1, 2009, there were over 230,000 active subscribers to at least one CSWP page.

► **Notable changes this month:** There was a 19 percent increase this month in the number of email notifications sent to those who subscribe to CSWP pages. Email notification levels vary from month to month based on the number of changes made to CSWP content pages. The click-through rate was 12.6 percent, a level consistent with the average click-through rate from CSWP emails over the past 18 months.



**Total Emails Sent to Subscribers This Month:** 1,807,351

**Total Subscribers:** 230,481

**Total Page Subscriptions:** 764,486 (up 2.8% from last month)

**Net\* New Subscriptions Added This Month:** 20,991

**Average Number of Subscriptions per User:** 3.3

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

**Percent of Click-Throughs This Month from Links in Emails:** 12.6 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:** None. As indicated by the numbers in parentheses, the order of top referrals changed relatively little compared to last month.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	55,397	Home Page	Google search for "uscis" (1)
2	31,634	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	17,946	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (3)
4	16,980	Employment Eligibility Verification	Hiring Employees page on irs.gov (7)
5	15,885	Immigration Forms	USCIS Customer Service Gateway (5)
6	14,088	Home Page	Yahoo search for "uscis" (6)
7	11,893	Home Page	Home page on dhs.gov (*)
8	8,133	Immigration Forms	Immigration page on dhs.gov (11)
9	7,567	Home Page	Google search for "ins" (8)
10	7,565	Home Page	Google search for "immigration" (9)
11	7,496	Home Page	Yahoo search for "uscis.gov" (10)
12	7,476	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (4)
13	7,195	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (16)
14	7,144	Form I-134	Affidavit of Support page on immihelp.com (20)
15	6,907	Home Page	Infopass start page (15)
16	6,847	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov (12)
17	6,447	Home Page	Yahoo search for "www.uscis.gov" (14)
18	6,423	About Us	Career Opportunities page on dhs.gov (18)
19	6,054	Home Page	Home page on uscis.gov.com (17)
20	5,663	Home Page	Yahoo search for "ins" (19)
21	5,296	Home Page	Google search for "uscis.gov" (22)
22	5,180	Home Page	INS redirect page on usdoj.gov (13)
23	4,948	Home Page	Yahoo search for "us citizenship and immigration services uscis" (21)
24	4,762	Home Page	Immigration page on dhs.gov (25)
25	4,203	Petition for Alien Relative	Immigrant Visa for a Spouse 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. The results on this page change little if at all from month to month. As such, this report page may no longer be necessary.

### 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	2
ins	1	1
naturalization	1	1
green card	1	1
asylum	2	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-495) 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	203,563
ins	53,660
uscis.gov	45,171
immigration	33,120
www.uscis.gov	32,923
us immigration	22,194
green card	10,442
i-9	9,983
i-9 form	9,110
us citizenship and immigration services uscis	7,533
uscis gov	6,376
us citizenship	6,187
i9	5,168
ins.gov	4,774
form i-9	4,413
immigration forms	4,376
citizenship	3,906
uscis forms	3,901
www.ins.gov	3,379
i-485	3,276
i-130	3,252
naturalization	3,126
bcis	3,104
immigration and naturalization	3,090
immigration and naturalization service	2,835

Phrase	Referrals
i-765	2,594
i9 form	2,432
e-verify	2,401
affidavit of support	2,268
usa immigration	2,150
ins forms	2,094
immigration laws	2,051
n-400	1,996
i-134	1,808
i-864	1,770
cis	1,728
immigration services	1,704
uscis case status	1,630
i-131	1,600
tps	1,584
us citizenship application	1,571
pdf	1,527
immigration and nationality act	1,381
usics	1,368
green card renewal	1,333
i-9 forms	1,309
citizenship application	1,306
us cis	1,290
us immigration and naturalization	1,230
i-539	1,214

## 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:** Searches for “tps” (Temporary Protected Status), the most requested term, were very frequent for the third straight month. Searches for forms continue to account for about half of the top 50 search terms.

Phrase	Count
tps	12960
forms	10519
infopass	9259
i 9	8681
citizenship	7418
i 130	6901
n 400	6575
i 90	5870
green card	5434
naturalization	5403
i 9 form	5205
n400	5149
case status	5100
marriage	4924
h1b	4660
i 485	4515
i 94	4438
i 765	4370
visa bulletin	4185
i 751	4096
visa	3877
form i 9	3611
m 476	3546
passport	3496
ds 230	3486

Phrase	Count
change of address	3383
i 131	3314
info pass	3173
opt	3103
ar 11	3056
fees	3038
i 864	3008
i9	2992
appointment	2878
tps el salvador	2837
citizenship test	2803
civil surgeon	2749
i130	2704
i 551	2693
i 797	2686
asylum	2662
i 539	2639
status	2517
i 134	2478
affidavit of support	2451
form i 90	2421
reentry permit	2365
lottery	2302
naturalization test	2300
g 325a	2217

## Page Surveys as Partial Measure of User Satisfaction

Many pages on USCIS.gov contain a short survey that provides users the option to rate the usefulness of the page's information. Results from these surveys, though not statistically reliable, may provide insight into user satisfaction and suggest that further data gathering may be useful.

► **Notable changes this month:** None. The average ratings across all six of the most-surveyed pages were:

- Useful – 43.7 percent
- Slightly Useful – 7.8 percent
- Don't Know – 10.6 percent
- Not Useful – 37.9 percent

