



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

**December 12, 2008**



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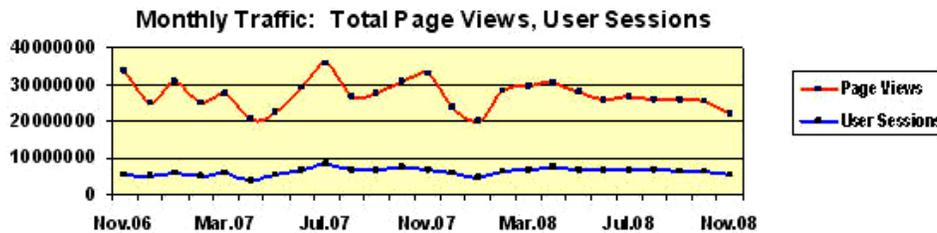
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## Executive Summary

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

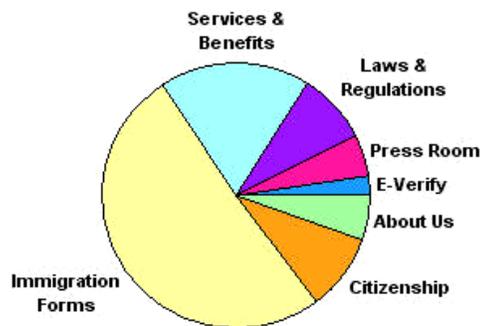
### ► Overall Traffic Volume Down 15 Percent from Last Month

Overall traffic decreased about 15 percent from last month, perhaps due to a seasonal downturn such as occurred over the past two years. (See page 2).



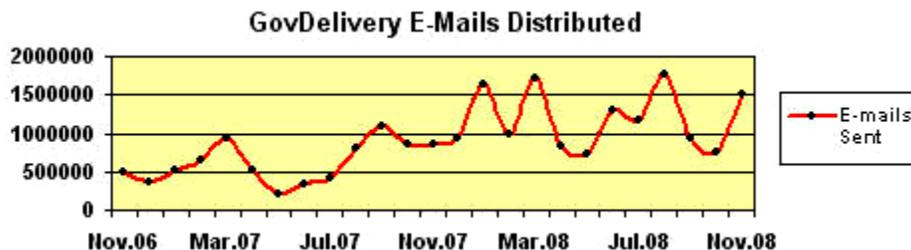
### ► Traffic to E-Verify Up 25 Percent from Last Month

Traffic to the E-Verify landing page increased 25 percent this month, even though traffic elsewhere throughout the site decreased about 15 percent. (See page 7.)



### ► GovDelivery Emails Up 100 Percent from Last Month

Over 1,500,000 email notifications were distributed this month, twice as many as last month. Notification volume fluctuates from month to month based on the number of changes to the site's content pages. (See page 10.)



### ► Traffic to FOIA Status Check

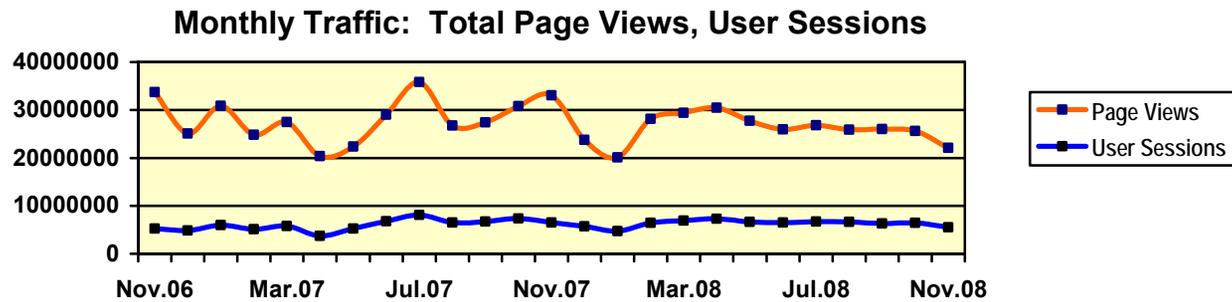
Visits and transaction activity decreased 10 percent compared to last month. (See page 8).

## USCIS.gov CSWP Visitor Traffic

► **Notable changes this month:** Overall traffic was down about 15 percent from last month, perhaps due to a seasonal downturn such as occurred over the past two years. The exception is that traffic to the E-Verify area increased 25 percent (see page 7).

Metric	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08
<b>OVERALL</b>									
User Sessions (Visits)	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612
Average Weekday User Sessions	265,017	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952
Average Session Length (min.)	5:15	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11
Unique Visitors	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046
One-Time Visitors	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058
Repeat Visitors	962,568	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988
Page Views	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	159,086	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674
Citizenship	276,387	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979
Immigration Forms	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504
Services & Benefits	524,094	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731
Laws & Regulations	238,908	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239
Press Room	192,065	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081
E-Verify	28,142	54,780	54,543	78,978	48,537	41,348	40,294	38,083	47,713

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



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

Metric	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08*	Feb.08
<b>OVERALL</b>									
User Sessions (Visits)	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469
Average Weekday User Sessions	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291	254,916
Average Session Length (min.)	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23	5:18
Unique Visitors	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970
One-Time Visitors	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298
Repeat Visitors	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672
Page Views	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168	162,638
Citizenship	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768	273,281
Immigration Forms	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140
Services & Benefits	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918	524,183
Laws & Regulations	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627	242,130
Press Room	163,819	288,576	261,337	227,123	162,919	123,607	92,657	87,572	147,438
E-Verify	--	--	--		38,302	34,571	29,467	27,676	29,931

\* 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
<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
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037
<b>SESSIONS BY CONTENT AREA**</b>							
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884
E-Verify	--	--	--	--	--	--	--

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

**Legacy Data:**

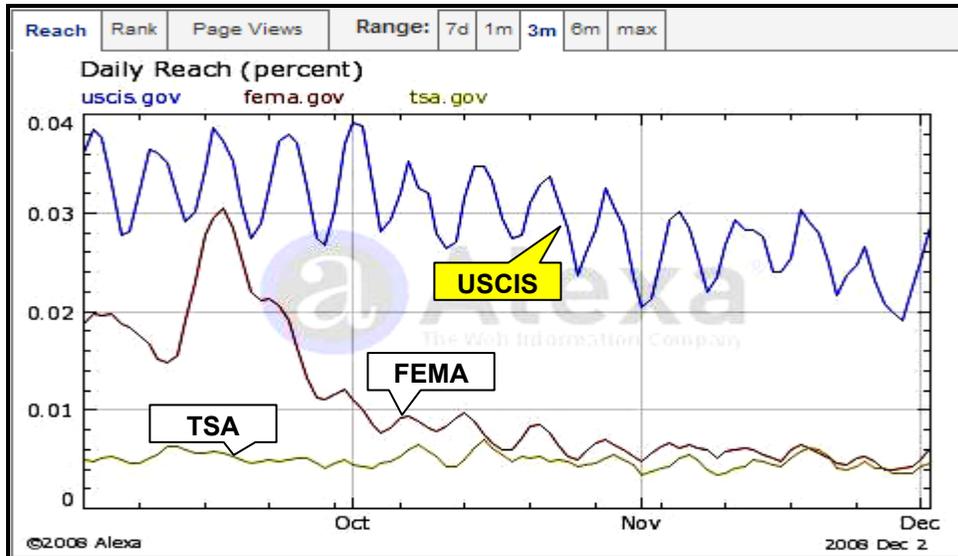
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535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

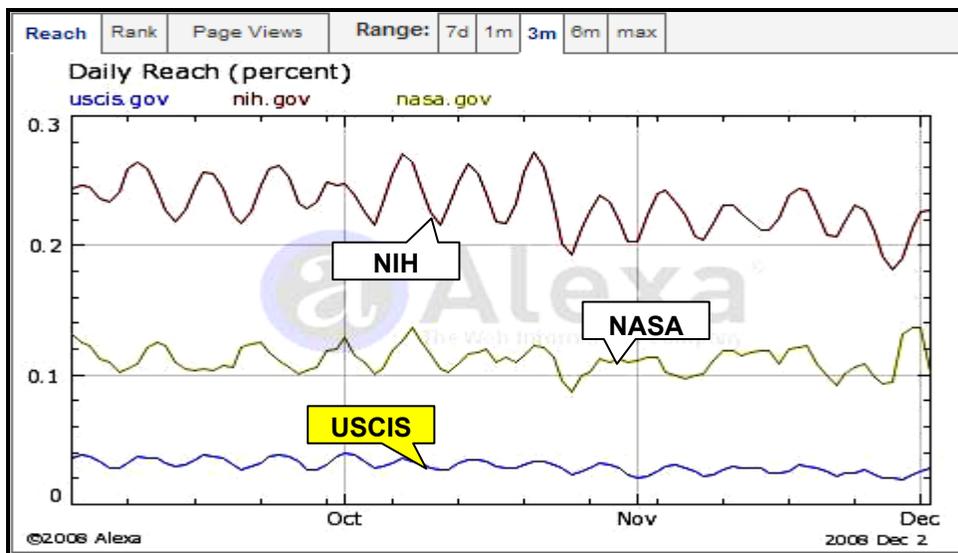
The charts below report traffic to the USCIS.gov site over the past three months, compared to that of other federal sites\* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **Notable changes this month:** None. USCIS.gov continues to be 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



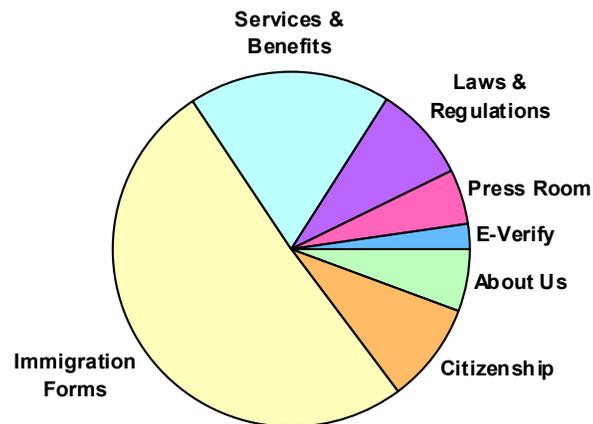
\* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample from among the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal 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 25 percent this month, even though traffic elsewhere throughout the site decreased about 15 percent.

Content Area Landing Page	User Sessions
Immigration Forms	1,097,504
Services & Benefits	392,731
Citizenship	195,979
Laws & Regulations	188,239
Press Room	107,081
About Us	118,674
E-Verify	47,713
Total Sessions to These Pages >	2,147,921



## 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 and transaction numbers decreased about 10 percent from last month.

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

## 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)	5,645,340	25.57%
2	Immigration Forms (2)	1,994,176	9.03%
3	Lawful Permanent Resident (3)	680,867	3.08%
4	Services and Benefits (4)	590,753	2.68%
5	Case Services While Your Case is Pending with USCIS (5)	446,744	2.02%
6	Citizenship (6)	321,739	1.46%
7	Application for Naturalization (7)	282,337	1.28%
8	Petition for Alien Relative (9)	265,624	1.20%
9	Laws, Regulations & Guides (8)	260,235	1.18%
10	Application for Employment Authorization (10)	242,982	1.10%
11	Contact Us (11)	201,234	0.91%
12	Employment Authorization (12)	199,123	0.90%
13	Processing Times and Case Status (13)	176,065	0.80%
14	Electronic Filing for Immigration Benefits (14)	172,071	0.78%
15	Naturalization (16)	168,171	0.76%
16	About Us (17)	161,856	0.73%
17	How Do I?" Customer Guides (18)	156,238	0.71%
18	Application to Register Perm. Residence or Adjust Status (19)	155,835	0.71%
19	Press Room (21)	152,913	0.69%
20	Education & Resources (20)	147,980	0.67%
21	Affidavit of Support Under Section 213A of the Act (22)	140,741	0.64%
22	Application to Replace Permanent Resident Card (23)	124,844	0.57%
23	Redesigned (New) Naturalization Test (15)	108,257	0.49%
24	Application for Travel Document (24)	107,426	0.49%
25	Visit the U.S. (*)	105,185	0.48%
		...	...
Total Page Views this Month >		22,074,737	100.00%

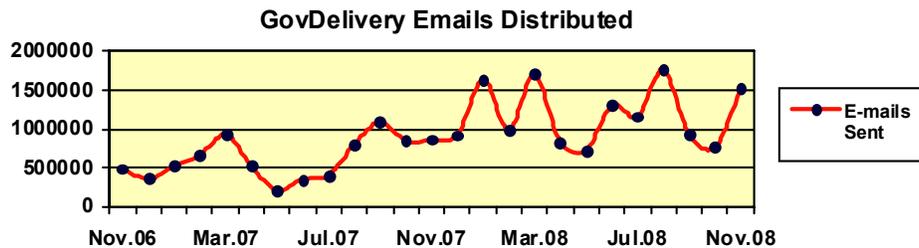
A number in parentheses indicates a page's ranking in the previous month.

\* 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 December 1, 2008, there were over 230,000 active subscribers to at least one CSWP page.

► **Notable changes this month:** More than twice as many email notifications were sent this month to those who subscribe to CSWP pages, due to a much higher than average number of content changes. The click-through rate was 14.9 percent, up slightly from the average rate for CSWP emails over the past 18 months. In September and October 2008, the rate had been much lower than average due to a data loss problem at the GovDelivery organization.



**Total Emails Sent to Subscribers This Month:** 1,519,233

**Total Subscribers:** 233,399

**Total Page Subscriptions:** 743,495 (up 2.7% from last month)

**Net\* New Subscriptions Added This Month:** 19,831

**Average Number of Subscriptions per User:** 3.2

**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:** 14.9 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 this month and the page on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** Most referrals are repeats from the past several months. 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	54,085	Home Page	Google search for "uscis" (1)
2	30,811	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	20,643	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (3)
4	14,664	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (4)
5	14,112	Immigration Forms	USCIS Customer Service Gateway (5)
6	13,509	Home Page	Yahoo search for "uscis" (7)
7	12,399	Employment Eligibility Verification	Hiring Employees page on irs.gov (8)
8	11,886	Home Page	Google search for "ins" (12)
9	7,837	Home Page	Google search for "immigration" (15)
10	7,756	Home Page	Yahoo search for "uscis.gov" (13)
11	7,709	Immigration Forms	Immigration page on dhs.gov (10)
12	7,470	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov (17)
13	7,468	Home Page	Immigration Review page on doj.gov (23)
14	7,211	Home Page	Yahoo search for "www.uscis.gov" (16)
15	7,100	Home Page	Infopass start page (11)
16	6,896	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (14)
17	6,225	Home Page	Home page on uscis.gov.com (20)
18	6,205	About Us	Career Opportunities page on dhs.gov (18)
19	6,143	Home Page	Yahoo search for "ins" (19)
20	5,688	Form I-134	Affidavit of Support page on immihelp.com (24)
21	5,518	Home Page	Yahoo search for "us citizenship and immigration services uscis" (21)
22	5,131	Home Page	Google search for "uscis.gov" (22)
23	5,124	Home Page	Yahoo search for "uscis gov" (25)
24	4,864	Home Page	Visa News page on unitedstatesvisas.gov (*)
25	4,844	Home Page	Immigration page on dhs.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 are virtually unchanged 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 bulk 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	214,498
ins	60,744
uscis.gov	49,386
immigration	37,412
www.uscis.gov	37,238
us immigration	24,227
green card	16,823
i-9	8,953
i-9 form	8,374
us citizenship and immigration services uscis	8,325
uscis gov	7,666
us citizenship	7,607
i9	4,834
ins.gov	4,781
immigration forms	4,514
citizenship	4,298
naturalization	3,893
immigration and naturalization	3,799
uscis forms	3,743
i-485	3,566
form i-9	3,548
bcis	3,427
i-130	3,414
www.ins.gov	3,213
pdf	3,163

Phrase	Referrals
i-765	2,981
immigration and naturalization service	2,797
ins forms	2,737
usa immigration	2,690
immigration laws	2,479
affidavit of support	2,356
i9 form	2,321
greencard	2,178
n-400	2,130
i-864	2,006
uscis case status	1,946
immigration services	1,909
e-verify	1,887
i-134	1,821
uscis i-129	1,815
us citizenship application	1,806
i-131	1,687
citizenship application	1,679
immigration and nationality act	1,669
tps	1,456
green card renewal	1,391
i-539	1,357
g-325a	1,319
us cis	1,312
us immigration and naturalization	1,298

## 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 decisions for making the most requested information easy to find. (Usability testing across a wide range of Web sites shows that about half of Internet visitors prefer to use a site's search engine to find what they want, while the other half prefers to use a site's navigation links to find the same information.)

► **Notable changes this month:** Searches for forms continue to account for about half of the top 50 search terms. Searches for "tps" (Temporary Protected Status), the second most requested term, continued very high for the second straight month.

Phrase	Count
forms	10962
tps	9600
citizenship	8710
infopass	8631
i 130	7540
n 400	7426
green card	7239
lottery	7142
i 9	6310
naturalization	5990
n400	5902
i 90	5717
case status	5456
i 765	4848
marriage	4840
h1b	4676
i 485	4602
i 94	4566
visa	4439
visa bulletin	4393
green card lottery	4250
ds 230	3950
citizenship test	3819
i 751	3783
m 476	3706

Phrase	Count
passport	3598
i 9 form	3546
i 131	3492
change of address	3421
opt	3240
fees	3102
asylum	3046
naturalization test	3002
appointment	2955
affidavit of support	2930
ar 11	2930
i 864	2900
civil surgeon	2866
i130	2850
i 797	2731
status	2695
i 551	2689
test	2660
dv lottery	2651
info pass	2630
i 539	2584
ds230	2562
dual citizenship	2547
form i 9	2546
n 600	2448

## 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, 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. The average ratings across all six most-surveyed pages were:

- Useful – 44.4 percent
- Slightly Useful – 8.0 percent
- Don't Know – 10.2 percent
- Not Useful – 37.4 percent

