

**A Deliverable to the  
U.S. Citizenship and Immigration Services**

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**Information Technology Sustainment and Security Remediation**



**January 2011 Monthly Web Metrics Report  
Customer Service Web Portal (CSWP)**



## Table of Contents

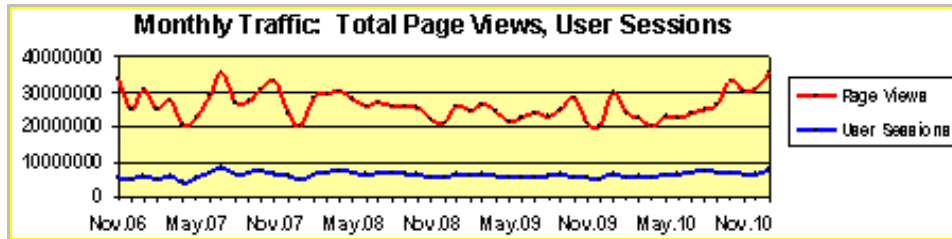
<b>Executive Summary .....</b>	<b>1</b>
<b>CSWP Visitor Traffic .....</b>	<b>2</b>
<b>CSWP Traffic Compared to Federal Sites .....</b>	<b>7</b>
USCIS.gov Compared to Other DHS Web Sites.....	7
USCIS.gov Compared to Leading Federal Web Sites.....	7
<b>Distribution of Traffic by Major Content Area.....</b>	<b>8</b>
<b>FOIA Status Check .....</b>	<b>9</b>
<b>Top 25 Viewed Pages.....</b>	<b>10</b>
<b>Top 25 Downloaded Files .....</b>	<b>11</b>
<b>Top 25 Referring Pages Sending Traffic to CSWP .....</b>	<b>12</b>
<b>Ranking of CSWP Pages in Top Three Search Engines .....</b>	<b>13</b>
<b>Top 50 Search Terms from Referring External Search Engines .....</b>	<b>14</b>
<b>Top 50 Search Terms Entered into the CSWP Search Engine .....</b>	<b>15</b>
<b>Surveys of User Satisfaction.....</b>	<b>16</b>
<b>Social Media Activity Using Links on CSWP Pages.....</b>	<b>17</b>
<b>GovDelivery Subscription Messages .....</b>	<b>18</b>
<b>USCIS-ES Visitor Traffic .....</b>	<b>19</b>
<b>Top 25 Viewed USCIS-ES Pages .....</b>	<b>20</b>

## Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for January 2011. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

► **Overall Traffic Volume Increased About 17 Percent**

Page views, a key indicator of traffic volume, increased 17 percent. User sessions increased 22 percent. (See page 2.)



► **Citizenship and Green Card Areas Had Larger Than Average Increases**

The Citizenship and Green Card areas had the greatest relative increases in traffic from last month, up 72 percent and 49 percent, respectively. Otherwise, the distribution of traffic to major content areas was largely unchanged. (See page 8.)



► **Petition for Nonimmigrant Worker (Form I-129) Continues as Most Downloaded File**

Form I-129 continued as the most frequently downloaded file. It was downloaded over 2.9 million times this month, an increase of over 700,000 from last month. (See page 11.)

► **USCIS and USCIS-ES Continue to Have High Customer Satisfaction Scores**

Satisfaction scores for the CSWP and USCIS-ES continued at 81 and 85, respectively. These scores are well above the average for federal government sites. (See page 16.)

USCIS	USCIS-ES	Federal Govt.
81	85	74

► **Increased Volume of Subscription Emails and Twitter Bulletins Issued This Month**

USCIS issued an increased volume of subscription emails and Twitter bulletins this month as part of its program to push information to interested parties. (See page 18.)

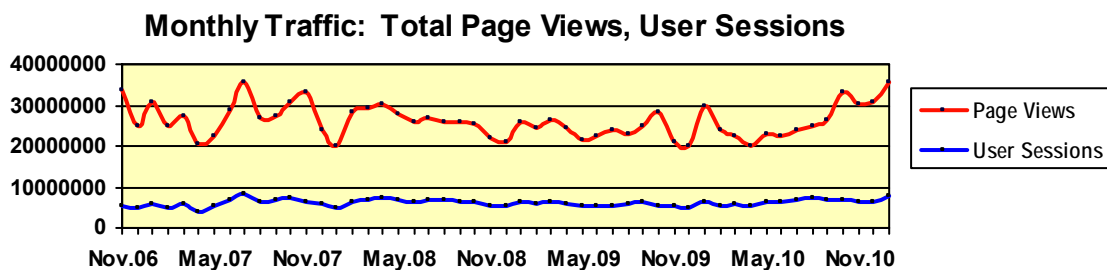
## CSWP Visitor Traffic

► **Notable changes this month:** Overall traffic volume increased about 17 percent. The key indicators of traffic volume – page views and user sessions – increased 17 and 22 percent respectively.

Metric	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
<b>Overall</b>							
User Sessions (Visits)	6,751,224	7,161,735	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865
Ave. Weekday User Sessions	255,985	271,581	265,128	264,060	255,144	232,727	298,594
Ave. Session Length (min.)	6:07	6:22	6:18	5:56	5:47	5:29	5:49
Unique Visitors	3,653,368	3,782,708	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165
One-Time Visitors	2,661,194	2,753,894	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138
Repeat Visitors	992,174	1,028,814	1,005,225	984,944	937,867	881,152	1,113,027
Page Views	24,051,793	25,013,138	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908
<b>Sessions by Content Area *</b>							
About Us	114,708	109,440	101,427	98,773	95,758	87,723	108,821
Citizenship	66,942	63,147	57,175	56,920	58,257	55,344	95,391
Forms	1,172,352	1,230,309	1,167,877	1,135,790	1,114,509	991,126	1,254,781
Services & Benefits/Topics	--	--	--	--	--	--	--
Outreach	108,366	75,634	69,001	68,237	65,636	59,977	74,130
Laws	145,823	135,496	130,363	127,799	123,795	111,104	137,484
News	200,039	200,278	182,290	174,488	165,384	145,577	180,481
E-Verify	105,700	89,738	80,944	79,720	78,707	93,701	108,765
Resources	178,192	174,069	162,453	159,486	147,966	131,331	172,571
Working in the U.S.	25,126	24,744	22,706	23,480	21,628	21,990	34,116
Family	28,433	27,162	26,203	26,142	24,342	24,190	33,909
Adoption	8,402	8,940	7,969	7,774	7,599	7,949	11,167
Green Card	181,797	181,266	174,656	201,522	168,637	168,976	252,585
Humanitarian	5,767	5,548	5,296	5,256	4,602	4,648	5,763
Visit the U.S.	22,735	21,916	20,078	19,826	19,573	19,083	27,287
Military	10,467	10,707	10,016	9,888	12,201	10,048	13,411
Where to Start **	16,376	12,176	19,621	15,015	10,296	11,336	19,944

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

\*\* Number of times a visitor clicked the Get Results button



## CSWP Visitor Traffic (cont.)

Metric	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10
<b>Overall</b>									
User Sessions (Visits)	5,196,257	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804
Ave. Weekday User Sessions	226,569	204,608	180,624	234,810	216,710	214,833	208,630	244,816	252,191
Ave. Session Length (min.)	4:57	4:51	4:54	5:20	6:40	6:40	6:28	6:13	6:07
Unique Visitors	2,984,828	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436
One-Time Visitors	2,028,157	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638
Repeat Visitors	956,671	839,536	782,310	995,087	801,494	875,616	800,550	936,250	969,798
Page Views	28,134,571	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447
<b>Sessions by Content Area *</b>									
About Us	109,752	89,859	81,596	103,769	95,240	103,178	94,151	106,041	111,864
Citizenship	79,053	63,211	48,197	67,866	59,213	61,260	55,321	61,374	58,716
Immigration Forms	1,041,113	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375
Services & Benefits /Topics	287,010	231,727	216,666	284,063	231,684	20,275	--	--	--
Outreach	--	--	--	--	--	--	90,488	100,533	104,236
Laws & Regulations	163,275	135,007	122,987	160,671	137,555	138,535	129,205	151,765	137,710
Press Room	161,045	127,746	126,476	170,202	138,273	180,215	174,936	187,917	186,974
E-Verify	80,879	69,616	56,744	62,792	61,467	71,499	83,081	96,768	93,473
Resources	186,097	150,560	144,691	187,523	170,010	171,707	155,870	173,036	171,966
Working in the U.S.	29,999	24,918	20,518	25,984	21,300	21,090	19,683	23,122	23,340
Family	38,173	31,816	23,042	34,239	30,517	29,363	24,715	27,355	24,857
Adoption	12,534	10,067	7,559	13,939	8,336	10,712	9,326	10,162	9,581
Green Card	138,178	108,233	120,181	159,491	136,008	151,395	132,567	163,530	171,313
Humanitarian	6,629	5,741	4,400	11,583	7,672	7,747	5,881	6,910	6,230
Visit the U.S.	17,584	15,311	15,138	20,587	17,735	20,995	21,346	23,926	23,250
Military	12,730	11,632	8,700	15,608	14,372	12,848	10,147	17,452	10,615
Where to Start **	--	--	--	--	16,741	12,613	9,550	8,917	8,884

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

\*\* Number of times a visitor clicked the Get Results button

**CSWP Visitor Traffic (cont.)**

Metric	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09
<b>Overall</b>										
User Sessions (Visits)	5,253,902	6,436,596	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572
Average Weekday User Sessions	194,327	241,772	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801
Average Session Length (min.)	5:10	5:18	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45
Unique Visitors	2,582,999	3,229,461	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076
One-Time Visitors	1,839,756	2,296,901	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997
Repeat Visitors	743,243	932,560	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079
Page Views	20,883,487	26,021,067	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410
<b>Sessions by Content Area *</b>										
About Us	110,278	140,908	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002
Citizenship	167,232	248,238	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670
Immigration Forms	1,049,292	1,338,197	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375
Services & Benefits	367,826	482,207	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679
Outreach	--	--	--	--	--	--	--	--	--	--
Laws & Regulations	176,197	233,508	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631
Press Room	105,231	100,502	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675
E-Verify	51,051	75,517	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133
Metric	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08
<b>Overall</b>										
User Sessions (Visits)	6,444,469	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	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834	240,273	217,952
Average Session Length (min.)	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17	5:08	5:11
Unique Visitors	3,020,970	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	2,105,298	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	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048	875,810	777,988
Page Views	28,158,130	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	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215	141,194	118,674
Citizenship	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852	223,548	195,979
Immigration Forms	1,278,140	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	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112	455,531	392,731
Outreach	--	--	--	--	--	--	--	--	--	--
Laws & Regulations	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081	231,771	188,239
Press Room	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718	123,728	107,081
E-Verify	29,931	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.

**CSWP Visitor Traffic (cont.)**

Metric	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.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
Average Weekday User Sessions	267,605	310,510	246,209	268,492	273,893	249,747	215,807	180,291
Average Session Length (min.)	5:10	5:38	4:57	4:58	5:00	5:11	5:05	5:23
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
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
Repeat Visitors	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900	691,736
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
<b>Sessions by Content Area *</b>								
About Us	182,544	224,016	161,335	162,743	177,982	158,623	127,043	113,168
Citizenship	324,840	518,522	232,039	239,350	264,313	233,916	189,115	188,768
Immigration Forms	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197
Services & Benefits	597,038	741,264	512,733	518,399	563,142	495,058	414,026	375,918
Laws & Regulations	259,482	284,115	232,354	232,909	254,516	230,635	187,927	170,627
Press Room	163,819	288,576	261,337	227,123	162,919	123,607	92,657	87,572
E-Verify	--	--	--	--	38,302	34,571	29,467	27,676
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.

\*\* Jan.08 numbers artificially low because 1/3 of month's data was lost by Akamai.



**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>											
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
<b>Sessions 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, 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

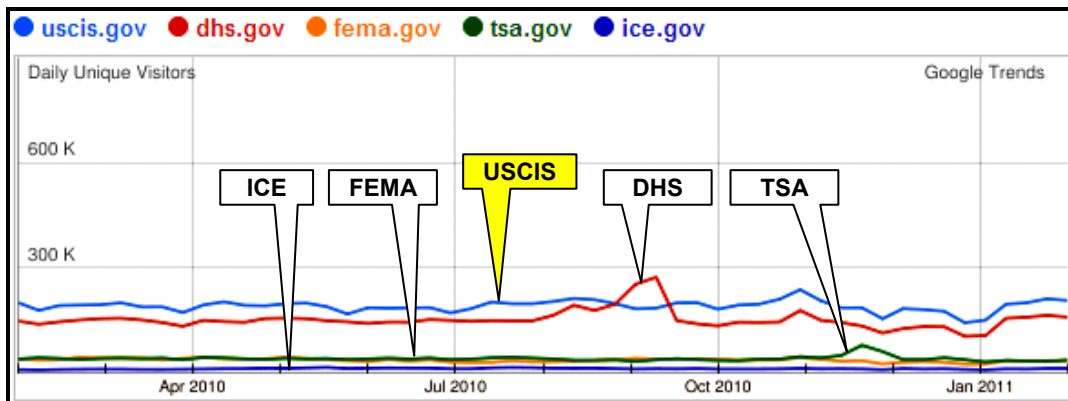
\*Total user sessions that included views of these top-level landing pages.

## CSWP Traffic Compared to Federal Sites

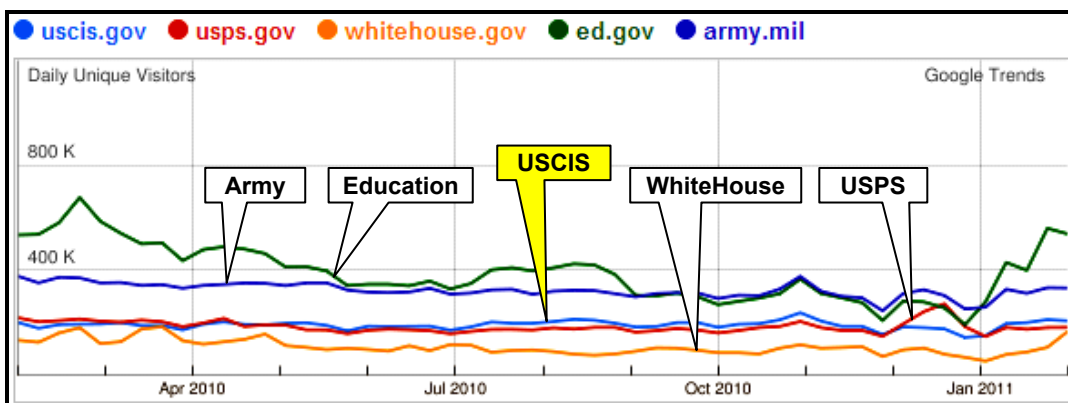
The charts below reflect Google Trends estimates of daily unique visitors to the CSWP over the past 12 months compared to that of other federal sites.\*

► **Notable changes this month:** None. Traffic to the CSWP continues at a high level compared to other DHS sites and to top sites throughout federal government.

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



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



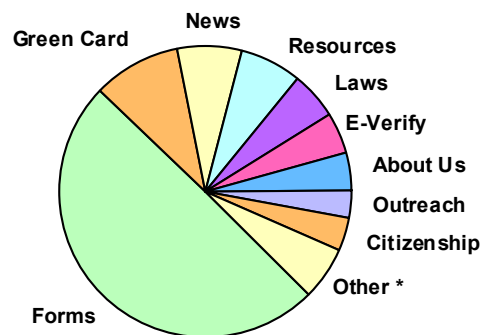
\* The first chart compares USCIS traffic to that of DHS and three DHS agencies. The second chart compares USCIS to a rotating sample of four federal Web sites from among 10 sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, State, and IRS – as well as other well-known federal sites.

## Distribution of Traffic by Major Content Area

The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table and chart below reflect counts of user sessions to 15 key landing pages and the times that users selected the Where to Start option on the Home Page. (See pages 2-5 for tables of data on Sessions by Content Area from November 2006 to the present.)

► **Notable changes this month:** The Citizenship and Green Card areas had the greatest relative increases in traffic from last month, up 72 percent and 49 percent respectively. Otherwise, the distribution of traffic to major content areas was largely unchanged.

Content Area Landing Page	User Sessions
Forms	1,254,781
Green Card	252,585
News	180,481
Resources	172,571
Laws	137,484
About Us	108,821
E-Verify	108,765
Citizenship	95,391
Outreach	74,130
Working in the U.S.	34,116
Family	33,909
Visit the U.S.	27,287
Where to Start	19,944
Military	13,411
Adoption	11,167
Humanitarian	5,763
Total Sessions to These Pages >	2,530,606



\* "Other" in chart includes Family, Working in the U.S., Visit the U.S., Where to Start, Military, Adoption, and Humanitarian.

## 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:** Total transactions increased 18 percent.

	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
Page Views on Landing Page	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190
- Transactions	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828

	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Page Views on Landing Page	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990
- Transactions	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565

	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09
Page Views on Landing Page	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387	18,562
- Transactions	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214	16,442

	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08
Page Views on Landing Page	3,509	15,599	9,014	10,025	11,277	9,996
- Transactions	3,952	12,398	9,549	10,573	11,783	10,536

## Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov.

► **Notable changes this month:** This month's list includes H-1B FY 2011 Cap Season (at position #18). Otherwise, there were only minor changes in the order and traffic volume of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	5,993,097	16.82%
2	Forms (2)	1,987,157	5.58%
3	Application for Naturalization, N-400 (3)	750,747	2.11%
4	Petition for Alien Relative, I-130 (4)	459,957	1.29%
5	Application to Replace Permanent Resident Card, I-90 (5)	363,598	1.02%
6	Green Card (Permanent Residence) (6)	347,857	0.98%
7	USCIS-ES Home Page (9)	292,179	0.82%
8	Applic. to Register Perm. Residence or Adjust Status, I-485 (7)	269,475	0.76%
9	News (8)	269,282	0.76%
10	File My Application Online (E-Filing) (10)	257,806	0.72%
11	Citizenship Through Naturalization (12)	248,440	0.70%
12	Resources (13)	241,967	0.68%
13	Contact Us (14)	205,612	0.58%
14	Laws (15)	188,534	0.53%
15	Affidavit of Support Under Section 213A of the Act, I-864 (11)	176,939	0.50%
16	Petition to Remove the Conditions of Residence, I-751 (17)	167,110	0.47%
17	Application for Employment Authorization, I-765 (16)	157,296	0.44%
18	H-1B Fiscal Year (FY) 2011 Cap Season (*)	156,663	0.44%
19	About Us (22)	149,795	0.42%
20	E-Verify (18)	149,220	0.42%
21	Family of U.S. Citizens (19)	146,366	0.41%
22	The Naturalization Test (*)	140,733	0.39%
23	Green Card Based Forms (*)	136,402	0.38%
24	Check Filing Fees (21)	131,496	0.37%
25	Citizenship and Naturalization Based Forms (*)	128,417	0.36%
		...	...
	Total Page Views this Month >	35,632,908	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.

## Top 25 Downloaded Files

The following table shows the 25 most downloaded files on USCIS.gov.

► **Notable changes this month:** Form I-129, Petition for a Nonimmigrant Worker, continued to be the most popular file, downloaded over 2.9 million times.

	Top 25 Downloaded Files	Hits	% of All Hits
1	I-129: Petition for a Nonimmigrant Worker (1)	2,903,270	10.16%
2	M-562: How Do I Renew or Replace My Perm. Resident Card (2)	1,682,267	5.89%
3	M-565: How Do I Apply for U.S. Citizenship? (3)	1,521,967	5.33%
4	M-477: Document Checklist (5)	1,255,087	4.39%
5	M-274: Instructions for Completing Form I-9 (17)	1,175,959	4.12%
6	M-623: Civics Flash Cards for Naturalization Test (7)	1,154,894	4.04%
7	M-555: How Do I Help My Relative Become a Perm. Resident (4)	1,070,890	3.75%
8	M-476: A Guide to Naturalization (6)	923,667	3.23%
9	I-9: Employment Eligibility Verification (8)	595,182	2.08%
10	Form N-400 Instructions (*)	513,172	1.80%
11	M-561: How Do I Help Relative Become a Perm. Resident (9)	491,247	1.72%
12	N-400: Application for Naturalization (14)	456,372	1.60%
13	M-618: Welcome to the U.S., Guide for New Immigrants (10)	418,536	1.47%
14	Customer Service Guide - Nonimmigrant Services (11)	393,085	1.38%
15	M-564: How Do I Help Fiance(e) Become a Perm. Resident (13)	351,968	1.23%
16	Customer Service Guide – Benefits for Permanent Residents (*)	341,842	1.20%
17	I-130: Petition for Alien Relative (21)	337,739	1.18%
18	I-140: Immigrant Petition for Alien Worker (15)	323,152	1.13%
19	Customer Service Guide – U.S. Citizens (18)	309,993	1.09%
20	M-608: How Do I Get a Reentry Permit (19)	289,317	1.01%
21	M-638: Learn About the United States (*)	287,335	1.01%
22	M-715: Writing Vocabulary for the Naturalization Test (*)	279,231	0.98%
23	M-606: How Do I Financially Sponsor Someone to Immigrate (20)	264,694	0.93%
24	I-485: Applic. to Register Perm. Residence or Adjust Status (*)	240,524	0.84%
25	I-601: Application for Waiver of Grounds of Inadmissibility (*)	237,758	0.83%
		...	...
	Total Downloaded Files this Month >	28,567,077	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.

## 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 pages on USCIS.gov to which the traffic was directed.

► **Notable changes this month:** Google and the State Department's Bureau of Consular Affairs site (Travel.State.gov) continue to provide a significant share of referral traffic.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	83,486	Home Page	Google search for "uscis" (1)
2	68,509	Home Page	Unspecified source(s) on google.com (2)
3	26,357	Affidavit of Support Under Section 213A of the Act (I-864)	Affidavit of Support Instructions on Travel.State.gov (3)
4	25,242	Employment Eligibility Verification (I-9)	Link to i-9 on IRS.gov (6)
5	17,467	Affidavit of Support Under Section 213A of the Act (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov (4)
6	11,296	Intending Immigrant's Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov (5)
7	10,543	Poverty Guidelines (I-864P)	Affidavit of Support Instructions on Travel.State.gov (7)
8	10,247	Home Page	Home page on DHS.gov (11)
9	10,126	Forms	Fees for Visa Services on Travel.State.gov (9)
10	10,011	Petition for Alien Fiance(e) (I-129F)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (12)
11	8,944	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov (8)
12	8,507	Home Page	Google search for "immigration" (10)
13	8,462	Green Card (Perm. Residence)	Unspecified source(s) on google.com (18)
14	7,212	I-9 (PDF)	Link to I-9 on IRS.gov (24)
15	7,142	Home Page	Immigrants to U.S. on Travel.State.gov (15)
16	7,000	E-Verify - For Employers	E-Verify page on DHS.gov (14)
17	6,952	Home Page	Unidentified link(s) to http://uscis.gov (13)
18	6,496	Forms	Immigration page on DHS.gov (21)
19	5,807	Home Page	Google search for "ins" (16)
20	5,264	Forms	Unspecified source(s) on google.com (22)
21	5,260	I-9 (PDF)	Unspecified source(s) on google.com (19)
22	5,207	Home Page	Infopass (20)
23	5,206	Citizenship Resource Center	Immigration page on DHS.gov (*)
24	4,924	Affidavit of Support (I-134)	Nonimmigrant Visa for Fiance(e) on Travel.State.gov (25)
25	4,917	Petition for Alien Relative (I-130)	Immigrant Visa for a Spouse page on Travel.State.gov (*)

Number in parentheses indicates rank in the previous month. (\*) = A referral not in the previous month's Top 25.

## Ranking of CSWP Pages in Top Three Search Engines

The following results indicate how highly the pages of USCIS.gov rank on search results pages when several popular search terms are entered into the Google, Yahoo, and Bing search engines.

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

### Ranking of CSWP Pages in Search Requests on Three Top Search Engines

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	2
immigration forms	1	1	1
citizenship	1	2	2
ins	1	1	1
naturalization	1	2	2
green card	3	1	1
asylum	5	1	16



## 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.

Phrase	Referrals
uscis	200,062
uscis.gov	33,910
ins	29,882
immigration	27,845
i-9 form	15,852
www.uscis.gov	15,639
i-9	13,976
us immigration	11,881
i9	9,417
uscis forms	8,124
green card	8,073
form i-9	6,544
uscis case status	5,789
us citizenship	5,785
i9 form	5,718
immigration forms	5,018
everify	4,774
n-400	4,558
us citizenship application	4,248
n400	3,927
i-130	3,896
immigration and naturalization	3,874
i 9 form	3,190
i-751	3,109
citizenship application	2,958

Phrase	Referrals
i-765	2,887
ucis	2,764
i-485	2,743
usics	2,574
naturalization	2,571
i-864	2,567
e-verify	2,536
ins.gov	2,508
citizenship	2,218
green card renewal	1,838
affidavit of support	1,797
http://www.uscis.gov/	1,488
usci	1,469
h1b cap	1,458
us citizenship and immigration services uscis	1,435
http://uscis.gov/	1,424
g-325a	1,420
i130	1,384
i-134	1,374
uscis gov	1,351
us immigration forms	1,323
uscis.com	1,307
usa immigration	1,284
imigration	1,283
form i9	1,282

## 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 once they enter the site.

► **Notable changes this month:** None. Searches for specific forms continue to account for about half of the most popular search requests.

Phrase	Count
i 130	11525
i 485	9050
forms	8310
i 751	7973
i 864	6846
visa bulletin	6618
i 765	6289
h1b	6166
i 90	5963
n 400	5873
infopass	5764
g 325a	5523
i 797	4961
i 131	4882
ds 230	4815
i 9	4768
i 94	4760
i 551	4670
green card	4144
case status	3983
n400	3929
m 476	3683
i130	3520
change of address	3343
visa	3318

Phrase	Count
i 693	3062
fees	2973
ar 11	2918
search	2915
marriage	2858
i 797c	2790
i 134	2735
citizenship	2708
form i 551	2639
class of admission	2628
n 600	2604
opt	2596
processing times	2554
i485	2517
tps	2515
i 539	2514
passport	2510
info pass	2407
ds230	2396
status	2360
processing time	2292
i 864p	2261
name change	2127
appointment	2103
renew green card	2078

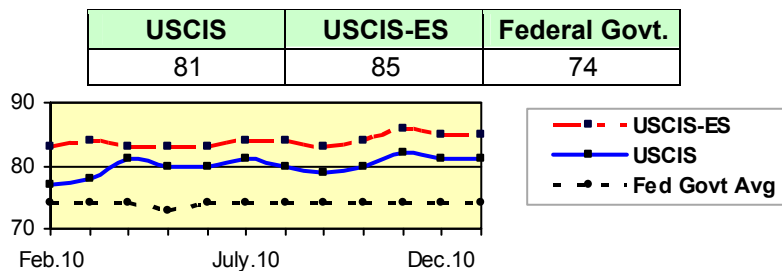
## Surveys of User Satisfaction

USCIS.gov and its Spanish language area, USCIS-ES, use ForeSee Results surveys, part of the American Customer Satisfaction Index (ACSI) E-Government Index, to gauge customer satisfaction and identify areas for improvement.



► **Notable changes this month:** The average monthly scores for both USCIS and USCIS-ES were unchanged from last month. Both sites continue to have ACSI-verified user satisfaction scores that are higher than the average of all federal government Web sites that use ForeSee Results surveys.

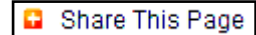
### This Month's Average Customer Satisfaction Scores



### Top Visitor Responses to Selected Survey Questions (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	26%	11%
Find Form(s)	16%	9%
Get General Information Before I File My Case	13%	25%
Green Card Information	13%	14%
Check My Case Status	11%	20%
Primary Method Used to Find Information		
Site's Search Feature	27%	36%
Top Navigation Bar	23%	21%
Used an External Search Engine (e.g., Google)	17%	14%
Just Browsing	16%	16%
Site Map	10%	8%
"Where to Start" Feature	7%	5%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	36%	36%
Naturalized U.S. Citizen	23%	20%
U.S. Born Citizen	15%	6%
Citizen of a Foreign Country	5%	10%
Visitor / Non-Immigrant	3%	8%

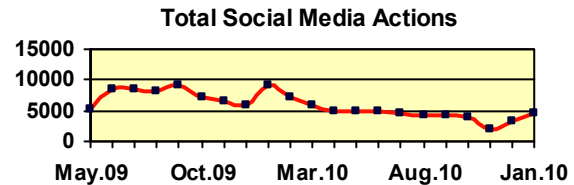
## Social Media Activity Using Links on CSWP Pages



Many CSWP pages offer social media options. By clicking a page's "Share This Page" link, visitors can email, bookmark, and share the page using a variety of social media tools.

► **Notable changes this month:** The volume of social media activity using page-based links increased 34 percent. Pages related to H-2A, H-2B, and H-1B were among the 10 most shared pages.

	Top Services	Count	Share*
1	Facebook (1)	1,111	24.3%
2	Email (2)	885	19.4%
3	Stumble Upon (3)	571	12.5%
4	Google Bookmarks (4)	321	7.0%
5	Print (5)	309	6.8%
6	Messenger (8)	210	4.6%
7	Digg (7)	202	4.4%
8	MySpace (6)	176	3.8%
9	Twitter (9)	165	3.6%
10	YMail (10)	127	2.7%
–	All Others...	497	10.9%
	Total	4,574	100%



	Top 10 Pages Shared Via Page-Based Social Media Links	Count	Share
1	USCIS Home Page (1)	318	7.0%
2	New Countries Eligible in H-2A & H-2B (*)	119	2.6%
3	Guide to Naturalization (5)	83	1.8%
4	How to Calculate My Cycle Time (3)	61	1.3%
5	USCIS Reaches FY11 H-1B Cap (*)	46	1.0%
6	Green Card Through the Help Haiti Act (*)	39	0.9%
7	Family of U.S. Citizens (6)	35	0.8%
8	Forms (9)	33	0.7%
9	Naturalization Test (*)	32	0.7%
10	Resources (7)	24	0.5%
–	All Others...	3784	82.7%
	Total	4,574	100%

Number in parentheses indicates rank in the previous month.

\* "Share" in tables is an item's activity level as a percentage of all activity on the site in the month.

\*\* Item was not in the previous month's listing.

## GovDelivery Subscription Messages

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. People may also follow USCIS.gov using Twitter. GovDelivery is used to disseminate content change emails and Twitter messages.

► **Notable changes this month:** USCIS issued substantially more subscriber emails and Twitter bulletins this month.

	Nov10	Dec10	Jan11
<b>GovDelivery Emails</b>			
Bulletins Issued	2	15	32
Emails Distributed to Subscribers	282,213	49,179	1,726,382
Subscribers at End of Month	280,617	281,480	280,607
Subscriptions	840,739	845,987	847,828
Total Subscribable Topics **	17	17	17
<b>Twitter Bulletins</b>			
Twitter Bulletins Issued	26	16	38
Notifications Sent to Subscribers	20,535	14,381	46,308
Subscribers at End of Month	817	966	1,388

\*\* Top subscribable topics: News Releases, Forms Updates, H-1B Cap Season, Federal Register Announcements, H-2B Cap Season, E-Verify Updates

## USCIS-ES Visitor Traffic

The CSWP includes USCIS-ES, a Spanish language version of many of its pages. Since its launch in late 2009, USCIS-ES has regularly accounted for about three percent of all traffic to the CSWP.

► **Notable changes this month:** User sessions increased 46 percent. USCIS-ES traffic accounted for about 2.9 percent of all CSWP traffic this month.

USCIS-ES	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11
User Sessions (Visits)	139,388	157,387	177,412	173,204	167,980	174,783	154,120	198,854
Ave. Weekday User Sessions	5,252	5,719	6,451	6,419	6,218	6,424	5,505	7,389
Ave. Session Length (min.)	7:48	7:19	7:26	7:14	6:57	6:50	6:46	7:34
Unique Visitors	102,502	114,110	127,148	125,245	120,893	122,632	108,304	142,221
One-Time Visitors	84,173	93,547	103,917	102,485	99,318	100,232	89,501	116,111
Repeat Visitors	18,329	20,563	23,231	22,760	21,575	22,400	18,803	26,110
Page Views	763,536	824,976	923,216	856,269	840,469	854,445	704,417	1,030,827

USCIS-ES	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
User Sessions (Visits)	138,377	113,691	100,538	138,399	117,366	132,054	117,058	139,357
Ave. Weekday User Sessions	5,071	4,311	3,596	5,106	4,727	4,732	4,385	5,247
Ave. Session Length (min.)	6:55	6:32	6:26	6:57	7:25	7:14	7:03	7:18
Unique Visitors	99,842	82,797	73,694	101,443	87,431	96,125	85,518	100,919
One-Time Visitors	80,418	67,255	60,032	81,550	71,777	78,118	70,112	82,494
Repeat Visitors	19,424	15,542	13,662	19,893	15,654	18,007	15,406	18,425
Page Views	832,486	643,622	558,808	843,720	708,272	781,763	647,816	748,673

## Top 25 Viewed USCIS-ES Pages

The following table shows the most viewed pages on USCIS-ES this month.

► **Notable changes this month:** None. Pages involving Green Card content continue to be very popular.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	292,179	28.34%
2	Formularios (2)	47,176	4.58%
3	Formularios de Residencia Permanente (Tarjeta Verde) (3)	20,466	1.99%
4	Familiares de ciudadanos estadounidenses (6)	18,318	1.78%
5	Noticias (4)	17,289	1.68%
6	El Examen de Naturalizacion (9)	16,107	1.56%
7	Peticion para pariente extranjero, I-130 (7)	15,637	1.52%
8	Tarjeta Verde (residencia permanente) (8)	15,284	1.48%
9	Tarjeta verde (Green card) a traves de la familia (5)	14,435	1.40%
10	Solicitud para reemplazar la tarjeta de residente permanente (Green Card), I-90 (11)	14,174	1.38%
11	Ciudadania por Naturalizacion (14)	13,594	1.32%
12	Recursos (10)	12,646	1.23%
13	Enlace Publico (12)	11,888	1.15%
14	Formularios para la Ciudadania y la Naturalizacion (20)	11,642	1.13%
15	Despues de que una Tarjeta verde (Green Card) haya sido concedida (15)	11,538	1.12%
16	El Examen de Naturalizacion: Preguntas de civismo (22)	11,172	1.08%
17	Tramite y procedimientos para la Tarjeta Verde (Green card) (16)	10,994	1.07%
18	Familiares de residentes permanentes (personas con la tarjeta verde) (13)	10,706	1.04%
19	Formularios de Familia (17)	10,388	1.01%
20	Formularios – Informacion general (21)	9,697	0.94%
21	Ciudadania (*)	9,452	0.92%
22	Acerca de nosotros (19)	9,096	0.88%
23	Familia (18)	8,801	0.85%
24	Como renovar una Tarjeta verde (*)	6,926	0.67%
25	Solicitud de Naturalizacion, N-400 (25)	6,744	0.65%
		...	...
	Total Page Views this Month to USCIS-ES Pages >	1,030,827	100.00%

Number in parentheses indicates rank in previous month.

\* A page not in previous month's Top 25.