



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

**April 17, 2009**

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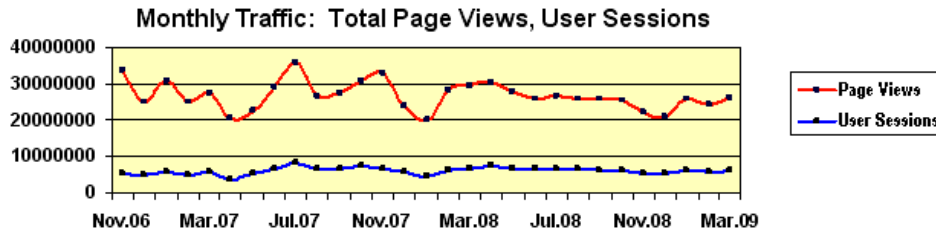
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## Executive Summary

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

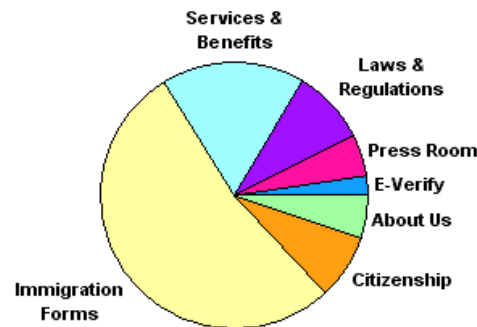
### ► Traffic Volume Was Unchanged

There were no significant changes in traffic levels this month. (See page 2).



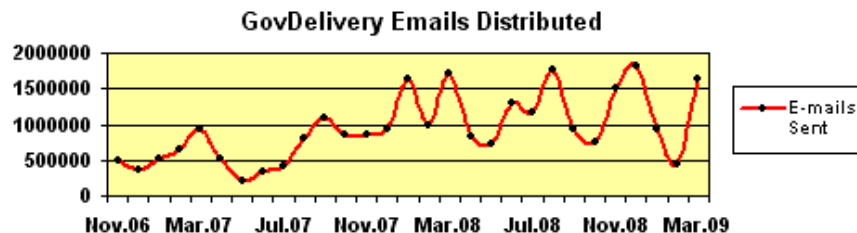
### ► Immigration Forms Continue to Attract Half of All Visits

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



### ► GovDelivery Emails Increased 273 Percent

Over 1.6 million email notifications were distributed this month, an increase of 273 percent due to a large number of changes made to the site's content pages. (See page 10.)



### ► Page Survey Results Continue at 48 Percent "Useful"

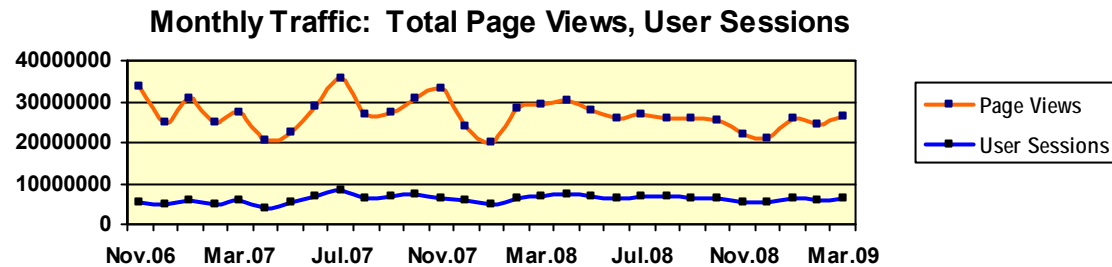
Customer satisfaction ratings of "Useful" continued at 48 percent for the six pages that attracted the most survey results. The New Naturalization Test page scored a "Useful" rating of 86 percent. (See page 15).

# USCIS.gov CSWP Visitor Traffic

► Notable changes this month: None.

Metric	Jun.08	Jul.08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09
<b>OVERALL</b>										
User Sessions (Visits)	6,516,205	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
Average Weekday User Sessions	260,205	251,248	260,080	243,834	240,273	217,952	194,327	241,772	249,722	238,627
Average Session Length (min.)	5:03	5:03	4:58	5:17	5:08	5:11	5:10	5:18	5:18	5:22
Unique Visitors	3,102,912	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
One-Time Visitors	2,196,828	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
Repeat Visitors	906,084	941,782	905,278	888,048	875,810	777,988	743,243	932,560	875,269	911,999
Page Views	25,936,340	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
<b>SESSIONS BY CONTENT AREA**</b>										
About Us	140,501	145,354	141,603	144,215	141,194	118,674	110,278	140,908	131,997	140,533
Citizenship	227,304	238,600	226,217	243,852	223,548	195,979	167,232	248,238	214,824	211,796
Immigration Forms	1,249,485	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
Services & Benefits	473,686	490,004	472,220	476,112	455,531	392,731	367,826	482,207	458,234	478,750
Laws & Regulations	215,500	217,826	209,289	223,081	231,771	188,239	176,197	233,508	224,862	235,692
Press Room	190,372	139,343	127,621	116,718	123,728	107,081	105,231	100,502	110,476	136,553
E-Verify	78,978	48,537	41,348	40,294	38,083	47,713	51,051	75,517	89,242	60,224

\*\* 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
<b>OVERALL</b>									
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
Average Weekday User Sessions	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576	251,998
Average Session Length (min.)	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08	5:07
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
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
Repeat Visitors	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329	913,723
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
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904	148,454
Citizenship	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033	245,074
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
Services & Benefits	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879	492,124
Laws & Regulations	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878	220,773
Press Room	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116	217,584
E-Verify		38,302	34,571	29,467	27,676	29,931	28,142	54,780	54,543

\* 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
<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	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
<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	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:**

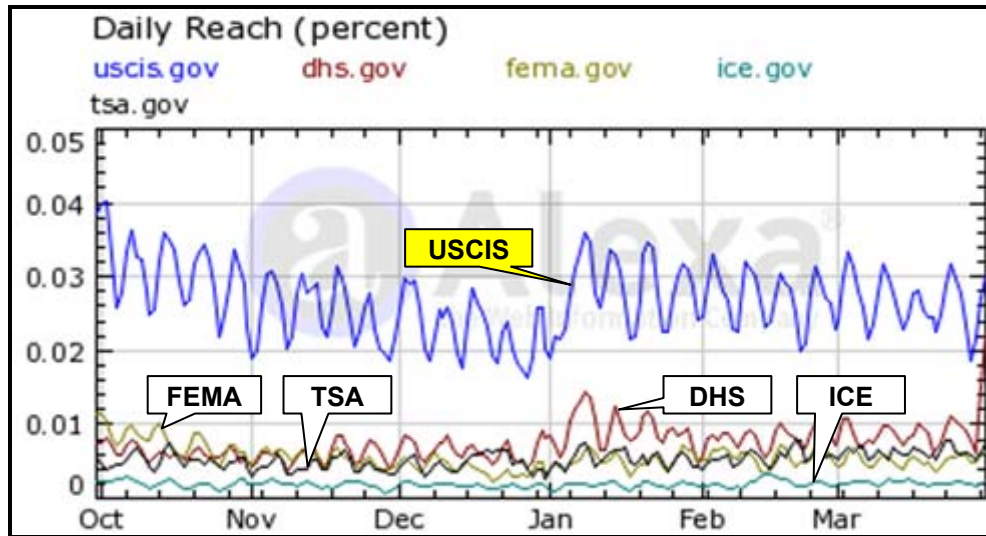
Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
<b>OVERALL</b>											
Number of Visits for Month	5,606,638	5,228,536	4,796,783	5,880,085	5,275,683	6,595,111	5,430,691	6,343,209	6,461,774	6,368,348	6,615,892
Average Number of Users per day on Weekdays	197,087	177,535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

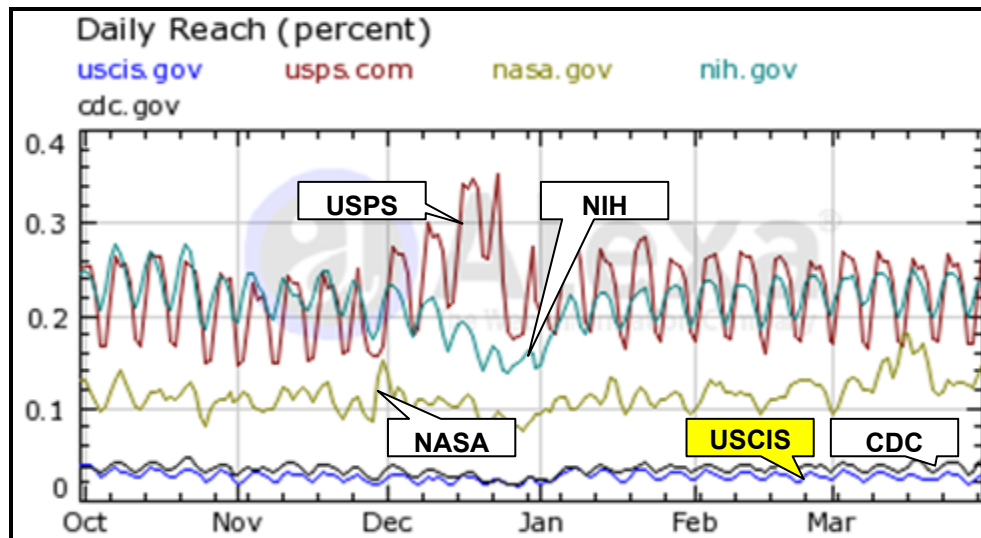
The charts below report traffic to the USCIS.gov site over the past six months, compared to that of other federal sites\* according to Alexa.com. The “Daily Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

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

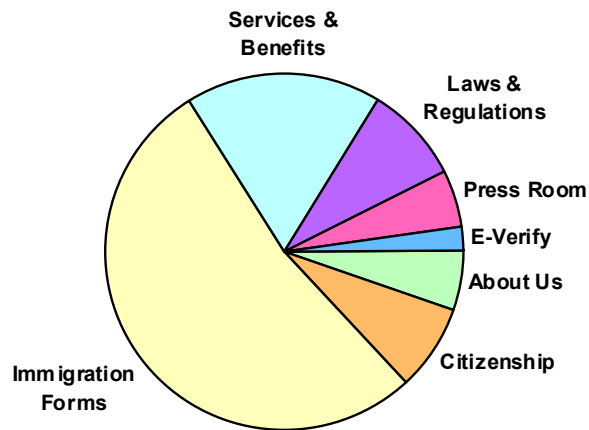


## Distribution of Traffic by Major Content Area

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	1,421,989
Services & Benefits	478,750
Citizenship	211,796
Laws & Regulations	235,692
Press Room	136,553
About Us	140,533
E-Verify	60,533
Total Sessions to These Pages >	2,685,846



## 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 15 percent this month.

<b>2009</b>	<b>Jan.09</b>	<b>Feb.09</b>	<b>Mar.09</b>
<b>Traffic to Landing Page:</b>			
Successful requests for pages	11,946	11,804	13,543
Distinct hosts served	5,098	4,908	5,406
Total data transferred (MB)	61.4	62.1	71.2
<b>Submission of Transactions:</b>			
Successful requests for pages	12,398	11,808	13,543
Distinct hosts served	3,862	3,755	4,123
Total data transferred (MB)	62.7	59.8	69.3

<b>2008</b>	<b>Jun.08</b>	<b>Jul.08</b>	<b>Aug.08</b>	<b>Sep.08</b>	<b>Oct.08</b>	<b>Nov.08</b>	<b>Dec.08</b>
<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:** For the second straight month, the New Naturalization Test page attracted a sizeable volume of traffic, holding at the 11th most viewed position. Otherwise, there were only minor changes among the top 25 viewed pages compared to last month or to the past several months.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home page (1)	5,766,555	22.04%
2	Immigration Forms (2)	2,531,440	9.68%
3	Services and Benefits (3)	723,111	2.76%
4	Lawful Permanent Residence (4)	519,877	1.99%
5	Case Services While Your Case is Pending with USCIS (5)	451,510	1.73%
6	Citizenship (7)	340,805	1.30%
7	Laws, Regulations & Guides (9)	323,884	1.24%
8	Petition for Alien Relative (8)	323,695	1.24%
9	Employment Eligibility Verification (10)	309,325	1.18%
10	Application for Naturalization (6)	306,394	1.17%
11	New Naturalization Test (11)	289,088	1.11%
12	Contact Us (12)	242,722	0.93%
13	Electronic Filing for Immigration Benefits (13)	215,110	0.82%
14	Application to Register Perm. Residence or Adjust Status (16)	195,429	0.75%
15	Press Room (24)	192,904	0.74%
16	About Us (17)	190,017	0.73%
17	Affidavit of Support Under Section 213A of the Act (20)	183,655	0.70%
18	Application to Replace Permanent Residence Card (14)	181,746	0.69%
19	Naturalization (15)	181,408	0.69%
20	Processing Times and Case Status (22)	178,892	0.68%
21	"How Do I?" Customer Guides (21)	168,232	0.64%
22	Green Card Based Forms (*)	165,299	0.63%
23	Citizenship & Naturalization Based Forms (*)	155,002	0.59%
24	Education and Resources (23)	152,287	0.58%
25	Employment Authorization (19)	151,778	0.58%
		...	...
	Total Page Views this Month >	26,159,124	100.00%

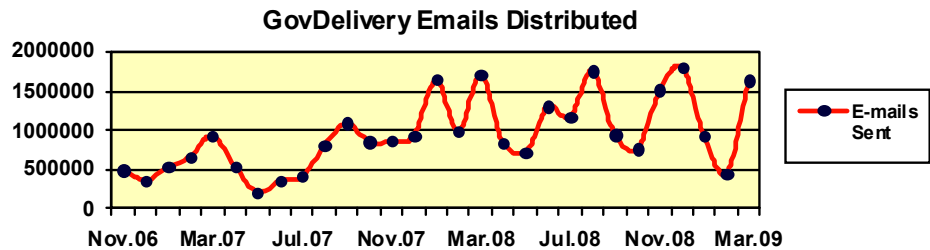
A number in parentheses indicates a page's ranking in the previous month.

\* 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 dramatic 273 percent increase this month in the number of email notifications sent to those who subscribe to CSWP pages. As of April 1, 2009, there were over 252,000 active subscribers to at least one CSWP page. The click-through rate was 13.5 percent, a level slightly higher than the average rate over the past 18 months.



**Total Emails Sent to Subscribers This Month:** 1,636,746

**Total Subscribers:** 252,519

**Total Page Subscriptions:** 828,721 (up 3.4% from last month)

**Net\* New Subscriptions Added This Month:** 17,449

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

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

**Percent of Click-Throughs This Month from Links in Emails:** 13.5 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. Searches on Google and Yahoo, and links on pages in travel.state.gov, continue to account for a sizable share of the traffic that comes to USCIS.gov from external Web sites.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	88,955	Home Page	Google search for "uscis" (1)
2	55,675	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (2)
3	20,002	Employment Eligibility Verification	Hiring Employees page on irs.gov (4)
4	19,465	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (3)
5	19,076	Home Page	Yahoo search for "uscis" (7)
6	16,851	Home Page	Google search for "uscis.gov" (18)
7	14,976	Home Page	Home page on dhs.gov (6)
8	12,006	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (12)
9	11,985	Immigration Forms	USCIS Customer Service Gateway (8)
10	11,538	Home Page	Yahoo search for "uscis.gov" (*)
11	11,122	Form I-134	Affidavit of Support page on immihelp.com (11)
12	10,650	Immigration Forms	Immigration page on dhs.gov (9)
13	9,997	Home Page	Google search for "immigration" (10)
14	9,729	Affidavit of Support Under Section 213A of the Act	Visa Application Forms page on travel.state.gov (16)
15	9,661	Home Page	Google search for "ins" (13)
16	9,118	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (*)
17	9,083	Petition for Alien Fiance(s)	Non-Immigrant Visa for a Fiancé(e) (K-1) page on travel.state.gov (15)
18	8,398	About Us	Career Opportunity Areas on dhs.gov (14)
19	8,253	Home Page	Yahoo search for "uscis gov" (*)
20	8,149	Home Page	Yahoo search for "www.uscis.gov" (20)
21	7,946	Home Page	Infopass start page (19)
22	7,786	Intending Immigrant's Affidavit of Support Exemption	Affidavit of Support page on travel.state.gov (*)
23	7,519	Immigration Forms	Visa Application Forms page on travel.state.gov (23)
24	7,100	Home Page	Yahoo search for "us citizenship and immigration services uscis" (22)
25	6,907	Home Page	Yahoo search for "ins" (*)

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	2
ins	1	1
naturalization	1	1
green card	1	2
asylum	4	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-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	259,728
uscis.gov	69,647
ins	59,506
immigration	40,021
www.uscis.gov	38,648
us immigration	25,030
i-9	15,710
uscis gov	12,805
i-9 form	11,821
green card	11,603
us citizenship and immigration services uscis	10,023
immigration and naturalization	8,477
i9	7,940
us citizenship	6,838
citizenship	6,536
form i-9	6,396
ins.gov	5,587
immigration forms	5,160
uscis forms	5,134
i-130	4,684
i-485	4,094
i9 form	3,990
affidavit of support	3,974
immigration and naturalization service	3,873
naturalization	3,793

Phrase	Referrals
www.ins.gov	3,351
i-765	3,231
bcis	3,205
h1b	3,176
n-400	2,917
usa immigration	2,915
i-134	2,830
i-864	2,575
e-verify	2,557
us citizenship application	2,463
ins forms	2,410
i-131	2,350
immigration laws	2,340
i-751	2,098
citizenship application	2,039
i-539	2,006
uscis case status	1,969
n400	1,884
i-9 forms	1,788
us citizenship and immigration services	1,757
usci	1,755
immigration services	1,702
g-325a	1,628
us immigration and naturalization	1,607
cis	1,538

## 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 "green card" and "h1b" continued to be more frequent than in the past several months. Otherwise, there were no significant changes, with searches related to forms continuing to account for about half of the top 50 terms.

Phrase	Count
green card	11238
forms	11123
h1b	11019
infopass	10600
i 130	9369
i 90	9303
n 400	9245
tps	8507
i 751	8241
i 765	7291
citizenship	6955
n400	6915
i 864	6816
case status	6671
i 9	6454
i 485	6435
i 131	6374
affidavit of support	6138
marriage	5557
i 94	5549
passport	5509
m 476	5474
visa	5356
visa bulletin	5137
i 134	4883

Phrase	Count
naturalization	4847
g 325a	4418
opt	4324
change of address	4153
i 539	4126
ar 11	4082
form i 90	4007
fees	3911
i 551	3891
ds 230	3853
civil surgeon	3709
i 797	3689
info pass	3458
i130	3453
appointment	3439
i 129	3400
reentry permit	3281
ead	3260
status	3200
n 600	3048
m476	3007
i90	2990
i 9 form	2953
asylum	2871
h 1b	2858



## 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:** Among the six pages that got the most survey results (see chart below), the percent of ratings of "Useful" stayed about 48 percent. This is primarily due to highly-positive ratings for the New Naturalization Test page, which had an 86 percent "Useful" rating. The average ratings across all six of the most surveyed pages were:

- Useful – 48.0 percent
- Slightly Useful – 7.2 percent
- Don't Know – 8.8 percent
- Not Useful – 36.9 percent

