



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

**October 17, 2008**



## Revision History

Version	Date	Name of Author	Summary of Changes
1.0	October 17, 2008	CSWP, Senior Business Analyst	Baseline Draft

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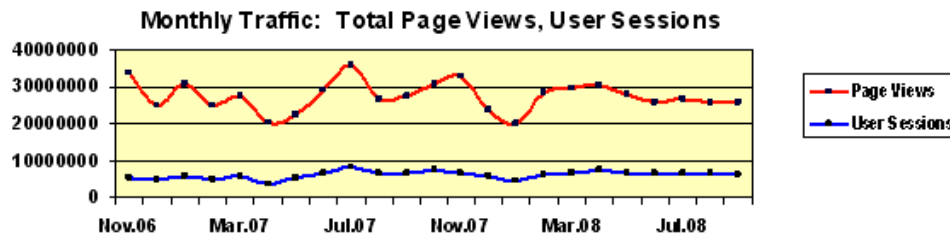
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## Executive Summary

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

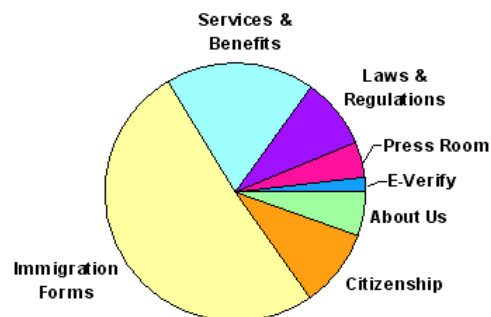
### ► Overall Traffic Volume Continued at Usual Levels

Page View and User Session metrics continued at levels consistent with those of the past several months. (See page 2).



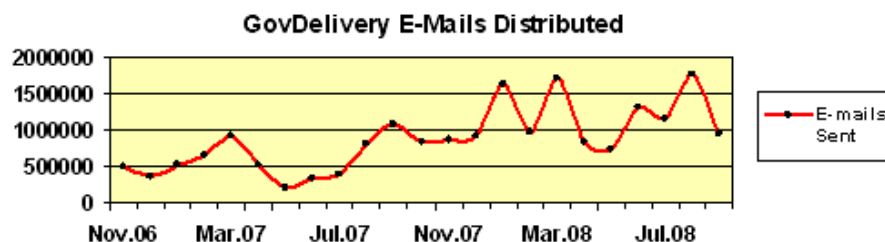
### ► Distribution of Traffic Continued at Expected Levels

Traffic volume and distribution to the largest landing pages continued at the same levels as in the past several months. (See page 7.)



### ► GovDelivery E-mails Lower by 40 Percent

E-mail volume fluctuates from month to month as the need to change content on the site dictates. Over 940,000 E-mails were sent out in September. (See page 10).



### ► Traffic to FOIA Status Check

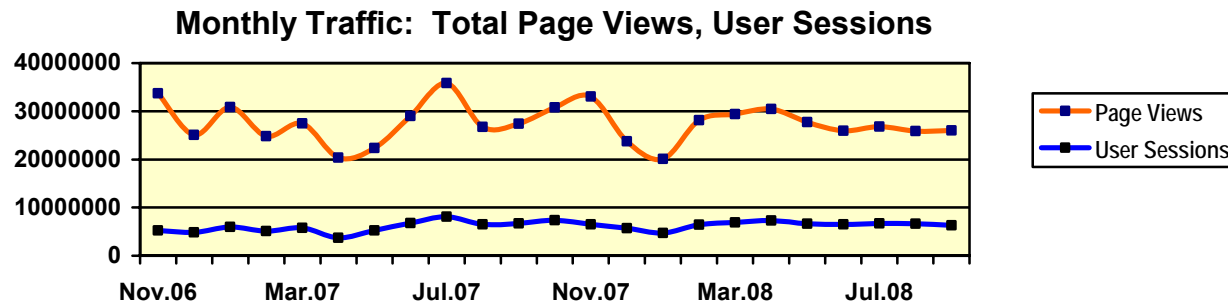
Numbers for the past two months have leveled off and may indicate a trend, although it is too early to tell. (See page 8).

## USCIS.gov CSWP Visitor Traffic

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

Metric	Jan.08*	Feb.08	Mar.08	Apr.08	May 08	Jun.08	Jul.08	Aug.08	Sep.08
<b>OVERALL</b>									
User Sessions (Visits)	4,692,568	6,444,469	6,873,150	7,296,527	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355
Average Weekday User Sessions	180,291	254,916	265,017	283,576	251,998	260,205	251,248	260,080	243,834
Average Session Length (min.)	5:23	5:18	5:15	5:08	5:07	5:03	5:03	4:58	5:17
Unique Visitors	2,342,869	3,020,970	3,152,243	3,220,610	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933
One-Time Visitors	1,651,133	2,105,298	2,189,675	2,155,914	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885
Repeat Visitors	691,736	915,672	962,568	996,329	913,723	906,084	941,782	905,278	888,048
Page Views	20,104,597	28,158,130	29,404,570	30,454,413	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	113,168	162,638	159,086	161,904	148,454	140,501	145,354	141,603	144,215
Citizenship	188,768	273,281	276,387	259,033	245,074	227,304	238,600	226,217	243,852
Immigration Forms	895,197	1,278,140	1,330,849	1,298,301	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861
Services & Benefits	375,918	524,183	524,094	531,879	492,124	473,686	490,004	472,220	476,112
Laws & Regulations	170,627	242,130	238,908	239,878	220,773	215,500	217,826	209,289	223,081
Press Room	87,572	147,438	192,065	385,116	217,584	190,372	139,343	127,621	116,718
E-Verify	27,676	29,931	28,142	54,780	54,543	78,978	48,537	41,348	40,294

\*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	Apr.07	May 07	Jun.07	Jul.07	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07
<b>OVERALL</b>									
User Sessions (Visits)	3,718,038	5,213,504	6,752,419	8,125,806	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607
Average Weekday User Sessions	149,707	198,855	267,605	310,510	246,209	268,492	273,893	249,747	215,807
Average Session Length (min.)	5:11	5:08	5:10	5:38	4:57	4:58	5:00	5:11	5:05
Unique Visitors	1,720,609	2,354,930	2,900,172	3,346,430	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821
One-Time Visitors	1,172,099	1,594,109	1,930,689	2,175,277	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921
Repeat Visitors	548,510	760,821	969,483	1,171,153	910,993	942,537	1,019,208	909,660	800,900
Page Views	20,333,101	22,378,037	28,991,101	35,853,308	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944
<b>SESSIONS BY CONTENT AREA**</b>									
About Us	107,418	146,569	182,544	224,016	161,335	162,743	177,982	158,623	127,043
Citizenship	166,614	253,079	324,840	518,522	232,039	239,350	264,313	233,916	189,115
Immigration Forms	734,079	1,094,513	1,493,319	2,288,096	1,223,194	1,193,541	1,294,232	1,135,653	962,421
Services & Benefits	334,303	459,238	597,038	741,264	512,733	518,399	563,142	495,058	414,026
Laws & Regulations	145,592	207,185	259,482	284,115	232,354	232,909	254,516	230,635	187,927
Press Room	182,934	167,884	163,819	288,576	261,337	227,123	162,919	123,607	92,657
E-Verify	--	--	--	--	--	--	38,302	34,571	29,467

\*\* 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
<b>OVERALL</b>					
User Sessions (Visits)	5,227,836	4,813,792	5,977,794	5,075,095	5,743,320
Average Weekday User Sessions	198,576	183,354	219,122	209,668	215,892
Average Session Length (min.)	6:40	5:58	6:01	5:50	5:38
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028
Repeat Visitors	713,499	669,520	849,026	737,275	830,662
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996
<b>SESSIONS BY CONTENT AREA**</b>					
About Us	232,057	153,665	190,695	177,238	189,575
Citizenship	311,291	259,610	340,528	307,146	318,294
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462
Services & Benefits	739,869	528,733	663,433	548,583	585,754
Laws & Regulations	275,318	214,037	283,700	239,019	262,045
Press Room	117,788	92,883	102,350	99,960	121,579
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

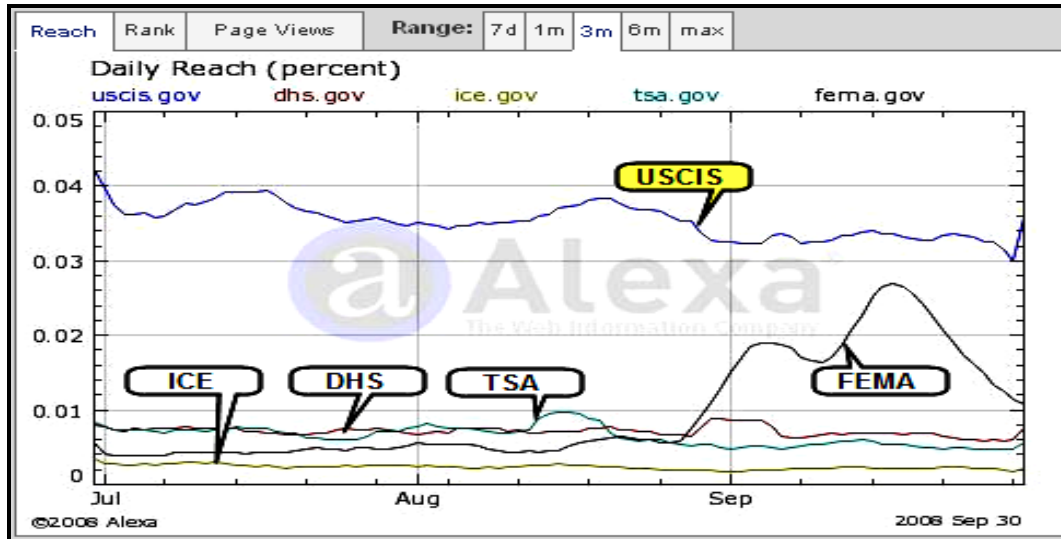


## USCIS.gov Traffic Compared to Federal Sites

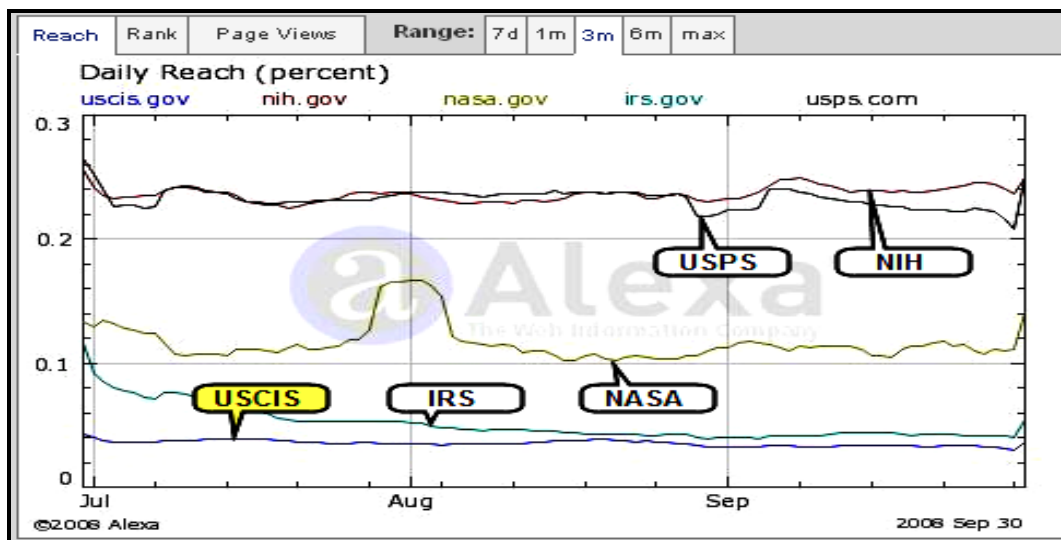
The charts below report traffic to the USCIS.gov site over the past three months, compared to that of other federal sites\* according to Alexa.com. The “Reach” scale refers to the percentage of unique users of the Alexa toolbar who visited a site on a given day.

► **Notable changes this month:** None, except to note FEMA's spike due to September's hurricanes. Traffic to USCIS.gov continues to put it in the top 10 most visited federal web sites.

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



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



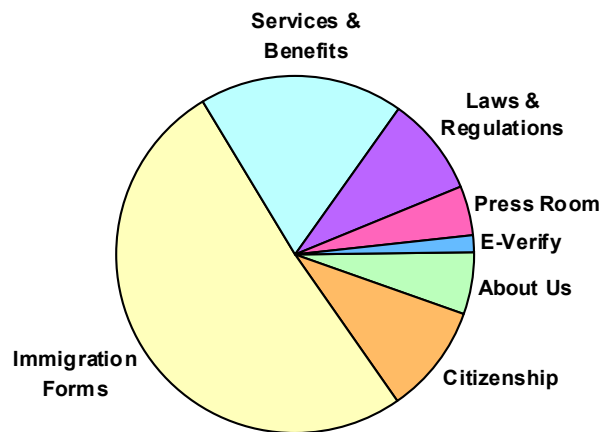
\* The first chart compares USCIS traffic to that of DHS and a few key DHS agencies. The second chart compares USCIS traffic to a rotating sample of the 7-8 federal Web sites that get more traffic than USCIS – including USPS, NIH, Education, CDC, NASA, and IRS – as well as other well-known federal sites.

## 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 this data, Sessions by Content Area, covering the past several months)

► **Notable changes this month:** None. The distribution and volume of traffic to the seven landing pages is consistent with levels over the past several months.

Content Area Landing Page	User Sessions
Immigration Forms	1,298,861
Services & Benefits	476,112
Citizenship	243,852
Laws & Regulations	223,081
Press Room	116,718
About Us	144,215
E-Verify	40,294
Total Sessions to These Pages >	2,543,133



## 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:** Numbers for the past two months have leveled off and may indicate a trend, although it is too early to tell.

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

## Top 25 Viewed Pages

The following table shows the most viewed (most requested) pages on USCIS.gov.

► **Notable changes this month:** The Redesigned (New) Naturalization Test, launched in September, broke into the top 25. Otherwise, there were only minor fluctuations in rankings and numbers from last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	6,493,084	24.94%
2	Immigration Forms (2)	2,341,910	9.00%
3	Lawful Permanent Residence ("Green Card") (3)	757,055	2.91%
4	Services and Benefits (4)	720,281	2.77%
5	Case Services While Your Case is Pending with USCIS (5)	553,605	2.13%
6	Citizenship (6)	411,875	1.58%
7	Application for Naturalization (8)	389,755	1.50%
8	Petition for Alien Relative (7)	316,960	1.22%
9	Laws, Regulations & Guides (10)	309,055	1.19%
10	Application for Employment Authorization (12)	268,298	1.03%
11	Contact Us (13)	262,691	1.01%
12	Employment Authorization (11)	256,746	0.99%
13	"How Do I?" Customer Guides (15)	226,267	0.87%
14	Naturalization (14)	226,196	0.87%
15	Processing Times and Case Status (9)	223,807	0.86%
16	Electronic Filing for Immigration Benefits (16)	208,495	0.80%
17	About Us (17)	192,705	0.74%
18	Education & Resources (21)	178,531	0.69%
19	Application to Register Perm. Residence or Adjust Status (18)	176,374	0.68%
20	Affidavit of Support Under Section 213A of the Act (20)	162,580	0.62%
21	Press Room (19)	155,043	0.60%
22	Application to Replace Permanent Resident Card (22)	136,341	0.52%
23	Redesigned (New) Naturalization Test (*)	128,217	0.49%
24	Visit the US (24)	128,009	0.49%
25	Employment Eligibility Verification (23)	121,328	0.47%
		...	...
	Total Page Views this Month >	26,030,429	100.00%

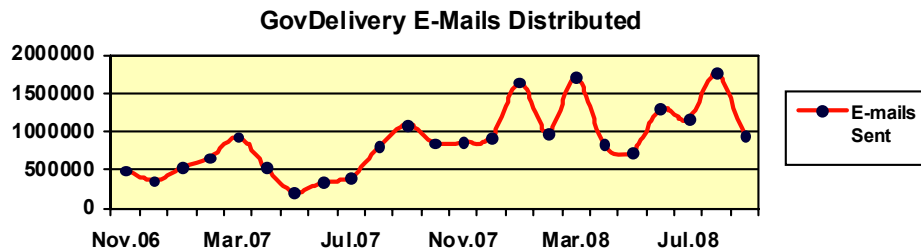
A number in parentheses indicates a page's ranking in the previous month.

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

## GovDelivery Subscription E-mail System

E-mail volumes often fluctuate from month to month as the need to change content on the site dictates. As of October 1, 2008, there were over 209,000 active subscribers to at least one CSWP page.

► **Notable changes this month:** More than 940,000 E-mail notifications were sent this month to those who subscribe to CSWP pages, a 40 percent decrease from last month. The average number of subscriptions per user jumped from 2.6 to 3.4. The reported click-through rate, down to 7.3 percent from 12 percent last month, is inaccurate due to a partial loss of click-through data by the GovDelivery organization.



**Total E-mails Sent to Subscribers This Month:** 942,746

**Total Subscribers:** 209,110

**Total Page Subscriptions:** 702,974 (up 3% from last month)

**Net\* New Subscriptions Added This Month:** 20,875

**Average Number of Subscriptions per User:** 3.4

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

**Percent of Click-Throughs This Month from Links in E-mails:** 7.3 percent (see note above)

\* 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 E-mail 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 previous months, with relatively minor differences in their rank and magnitude. Total traffic from Google went down noticeably but still accounted for about 60 percent of all referrals from search engines.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	63,207	Home Page	Google search for "uscis" (1)
2	34,248	Affidavit of Support Under Section 213A of the Act	Affidavit of Support page on travel.state.gov (3)
3	23,542	Immigration Classifications and Visa Categories	Temporary Visitors to the U.S. page on travel.state.gov (4)
4	20,576	Immigration Classifications and Visa Categories: Immigrants	Visa Types for Immigrants page on travel.state.gov (6)
5	17,966	Immigration Forms	USCIS Customer Service Gateway (5)
6	17,258	Employment Eligibility Verification	Hiring Employees page on irs.gov (10)
7	15,954	Home Page	Yahoo search for "uscis" (9)
8	14,203	Home Page	Yahoo search for "uscis.gov" (12)
9	11,619	Immigration Forms	Immigration page on dhs.gov (15)
10	10,793	Home Page	Infopass start page (14)
11	8,999	Home Page	Google search for "ins" (2)
12	8,022	Contract Between Sponsor and Household Member	Affidavit of Support page on travel.state.gov (22)
13	7,844	Petition for Alien Fiance(e)	Non-Immigrant Visa for a Fiance(e) (K-1) page on travel.state.gov (18)
14	7,641	Home Page	MSN search for "uscis" (17)
15	7,606	Home Page	Google search for "immigration" (11)
16	7,596	Home Page	Yahoo search for "ins" (16)
17	7,553	Home Page	Yahoo search for "us citizenship and immigration services uscis" *
18	7,287	About Us	Career Opportunities Areas page on dhs.gov *
19	7,230	Home Page	Yahoo search for "www.uscis.gov" (20)
20	6,618	Form I-134	Affidavit of Support page on immihelp.com (23)
21	6,611	Home Page	Home page on uscis.gov.com (21)
22	6,297	Immigration Forms	Home page of dhs.gov (13)
23	5,927	Immigration Forms	Fees for Visa Services page on travel.state.gov *
24	5,659	Home Page	Google search for "uscis.gov" (7)
25	5,577	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. Over the past several months, Google and Yahoo search engines have reached a point where the results for these terms now rank a USCIS page almost unanimously as its number one result. 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	1	2

## 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 agency name (e.g. uscis, immigration and naturalization) and forms (e.g., I-9, I-130) 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	272,505
ins	76,043
uscis.gov	65,977
www.uscis.gov	48,792
immigration	42,768
us immigration	28,887
i-9	15,250
green card	14,370
i-9 form	13,136
us citizenship and immigration services uscis	11,249
uscis gov	9,160
us citizenship	8,681
citizenship	7,479
ins.gov	7,107
form i-9	6,597
i9	6,210
immigration forms	5,955
naturalization	5,189
www.ins.gov	5,187
uscis forms	4,977
immigration and naturalization	4,886
cis	4,765
bcis	4,295
pdf	3,911
i-130	3,877

Phrase	Referrals
i9 form	3,807
ins forms	3,741
i-765	3,726
immigration and naturalization service	3,698
i-485	3,562
usa immigration	3,022
n-400	2,996
affidavit of support	2,939
i-90 form	2,751
immigration services	2,458
immigration laws	2,435
i-864	2,300
.pdf	2,206
uscis case status	2,178
citizenship application	2,108
e-verify	2,105
i-131	1,977
i-134	1,965
us citizenship application	1,896
us citizenship and immigration services	1,860
greencard	1,766
us immigration and naturalization	1,697
i-539	1,619
n400	1,595
g-325a	1,562



## Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP's internal search engine present a useful picture of 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:** None. Searches for I-9, I-130, and other immigration forms continue to be very popular, accounting for about half of the top 50 search terms entered.

Phrase	Count
forms	14346
infopass	11883
i 9	11051
n 400	11014
citizenship	10517
i 130	10343
naturalization	8314
n400	8169
i 765	7333
i 90	7271
case status	7228
visa bulletin	7112
green card	6756
i 9 form	6118
marriage	5876
m 476	5789
i 485	5766
h1b	5761
i 94	5556
visa	5406
tps	5183
naturalization test	5126
ds 230	5056
i130	4884
form i 9	4832

Phrase	Count
i 751	4693
opt	4442
i 131	4421
citizenship test	4413
change of address	4322
ar 11	4154
passport	4030
appointment	4000
fees	3977
i9	3907
status	3893
i 864	3824
lottery	3717
m476	3673
ead	3669
i 797	3637
affidavit of support	3510
i765	3488
i90	3453
civil surgeon	3434
i 539	3262
info pass	3209
test	3184
ds230	3160
n 600	3082

## 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:** Ratings for Contact Us continue to be lowest among the six pages that triggered the most survey responses, with 60 percent of responses for "Not Useful." The average ratings across all six most-surveyed pages were:

- Useful – 43.7 percent
- Slightly Useful – 8.1 percent
- Don't Know – 9.5 percent
- Not Useful – 38.7 percent

