
U.S. Citizenship and Immigration Services (USCIS)

**November 2012 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)**

December 17, 2012

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	December 17, 2012	CSWP, Senior Business Analyst	Baseline Draft

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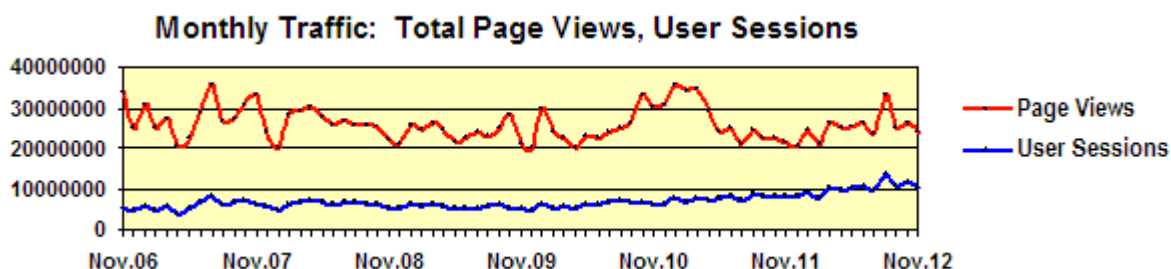
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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for November 2012. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

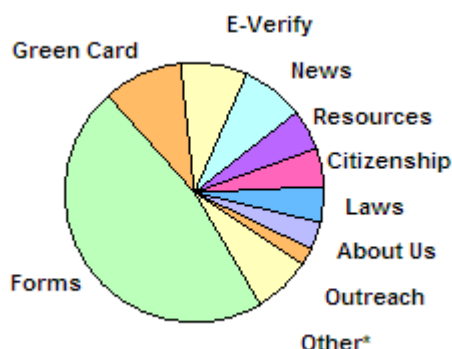
► Overall Traffic Volume Increased Slightly

User Sessions for USCIS and USCIS-ES decreased 12 percent and 15 percent, respectively. (See page 2 and 17.)



► Forms, Green Card, and E-Verify Continue to Attract a High Volume of Traffic

The Forms landing page accounted for 41 percent of traffic to the major landing pages. Views of all landing pages decreased roughly ten percent except Green Card, which decreased 23 percent. (See Page 5)



► Customer Satisfaction Score for USCIS-ES Decreased from 84 to 82

The score for USCIS-ES increased from 82 to 83, while the score for USCIS.gov decreased from 82 to 81. USCIS and USCIS-ES continue to score well above the average for all federal government sites. (See page 13.)

USCIS	USCIS-ES	Federal Govt.
81	83	72

CSWP Visitor Traffic

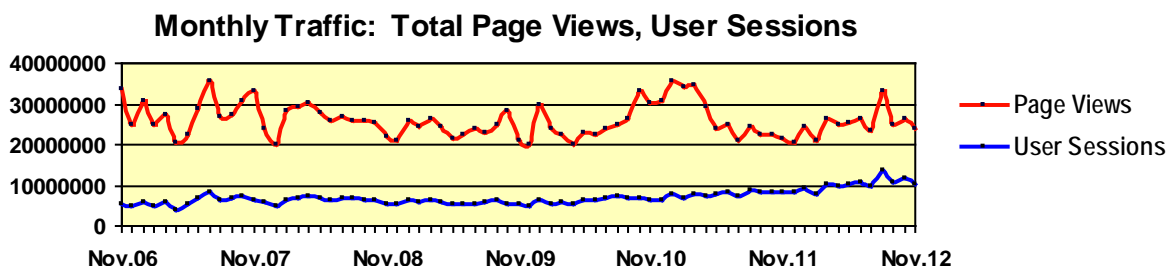
► **Notable changes this month:** Page views decreased ten percent. User sessions decreased twelve percent. Repeat visitors decreased eleven percent, while one-time visitors decreased nine percent.

Metric	May.12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
Overall							
User Sessions (Visits)	10,203,184	10,656,049	9,978,616	13,516,962	10,818,060	11,671,194	10,284,884
Avg. Weekday User Sessions	381,037	418,048	374,331	503,642	430,197	430,054	389,283
Avg. Session Length (min.)	3:52	3:40	3:36	3:52	3:31	3:27	3:25
Unique Visitors	4,658,404	4,678,696	4,428,686	5,655,497	4,696,146	5,066,647	4,559,312
One-Time Visitors	3,081,186	3,045,962	2,894,146	3,526,984	1,672,809	3,301,442	2,991,868
Repeat Visitors	1,577,218	1,632,734	1,534,540	2,128,513	3,023,337	1,765,205	1,567,444
Page Views	25,146,312	26,476,708	23,287,354	33,300,720	25,079,951	26,419,699	23,794,270
Sessions by Content Area *							
About Us	86,491	85,301	82,647	95,222	82,735	90,546	80,966
Citizenship	112,581	118,162	126,222	136,344	126,627	11,4038	101,217
Forms	1,133,084	1,113,112	1,061,369	1,438,379	1,130,524	115,7153	998,077
Outreach	54,211	57,663	54,164	64,742	53,000	5,7454	52,076
Laws	113,614	132,461	113,466	138,278	108,051	11,1939	102890
News	165,942	243,578	184,001	313,613	179,812	19,2108	176,770
E-Verify	199,352	196,084	182,122	205,870	191,086	20,3351	177,603
Resources	125,594	128,081	121,287	143,869	119,408	12,6440	112,118
Working in the U.S.	33,613	38,379	35,310	41,153	33,976	3,5965	32,865
Family	30,042	29,448	29,981	32,546	29,343	2,9978	26,573
Adoption	9,037	9,201	8,958	10,191	9,127	9810	9,086
Green Card	210,452	193,312	189,458	203,738	202,312	24,7867	190,970
Humanitarian	5,687	6,054	6,184	9,520	6,434	6774	6,850
Visit the U.S.	21,674	20,664	20,428	20,286	18,995	2,1061	19,634
Military	11,297	11,182	11,308	12,152	10,824	1,1615	10,702
Find It Fast/Where to Start **	4,623	4,305	9,051	7,717	3,883	3912	3,356

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

** Number of times a visitor clicked the Get Results button for this widget.

Historical Data: Historical CSWP visitor traffic data is available in the Appendix beginning at page 18.



Top 10 Browsers Used by Visitors to USCIS.gov

The following table shows the 10 browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov. The “Change from Last Month” column below indicates each browser’s increased or decreased share of total visits among all browsers.

► **Notable changes this month:** There was little change in the usage of top browsers this month. Chrome, Safari and Android browser usage continues to increase and Internet Explorer decreases.

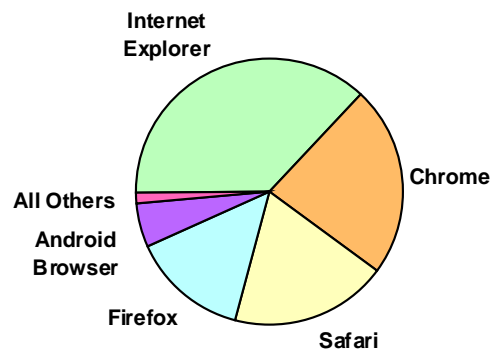
	Top 10 Browsers Used	Visits	Percent of All Visits	Change from Last Month
1	Internet Explorer (1)	2,623,464	36.79%	-1.65%
2	Chrome (2)	1,659,404	23.27%	0.39%
3	Safari (3)	1,355,200	19.00%	1.18%
4	Firefox (4)	1,014,502	14.23%	-0.42%
5	Android Browser (5)	369,321	5.18%	0.50%
6	Safari (in-app) (6)	34,326	0.48%	0.04%
7	Opera (7)	28,645	0.40%	-0.04%
8	IE with Chrome Frame (8)	17,976	0.25%	0.02%
9	Mozilla Compatible Agent (10)	10,780	0.15%	-0.02%
10	Opera Mini (9)	10,518	0.15%	-0.02%
	Total Visits This Month >	7,124,136	100%	--

Number in parentheses indicates rank in the previous month.

* A browser not in the previous month's Top 10.

Top Versions of Leading Browsers and Their Share of All Visits

- Internet Explorer: 9 (18.6%), 8 (14.3%), 7 (3.3%)
- Chrome: 23 (14.9%), 22 (6.3%)
- Safari: 6 (10.5%), 5.1 (2.2%), 5 (2.5%)
- Firefox: 16 (10.2%)

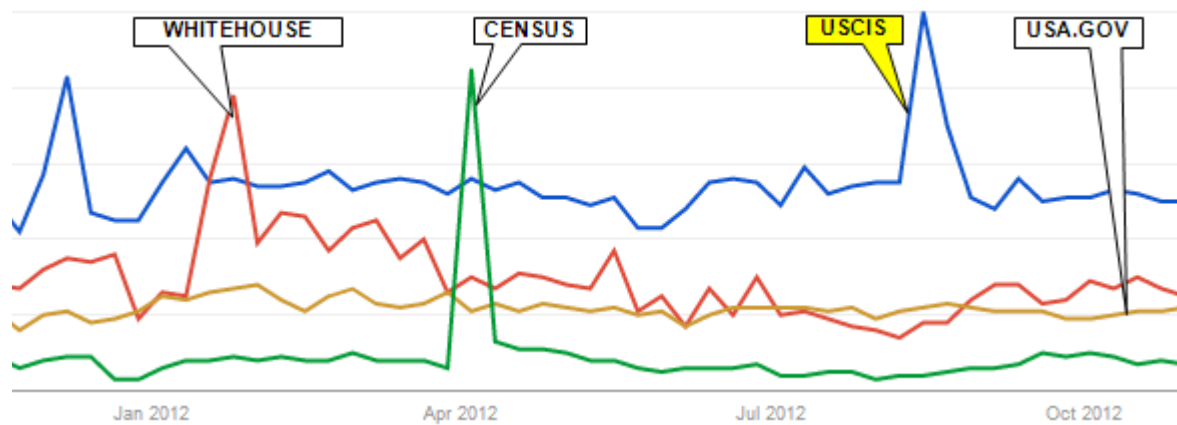


Google Searches for USCIS Content Compared to Searches for Other Federal Content

Google Search volume is a significant indicator of how much traffic comes to USCIS.gov. The chart below reflects Google Trends data on the volume of Google searches related to USCIS compared to Google searches related to other federal organizations. The average volume of searches for USCIS content over the past year is presented as a baseline value of 1.0, with the daily volume of searches related to USCIS and to other sites arrayed against that baseline. Each month, searches for USCIS are compared to a rotating combination of major federal web sites.*

► **Notable changes this month:** USCIS continues to be among the most frequently searched federal web sites. The August peak reflected searches related to DACA.

USCIS.gov Compared to Leading Federal Web Sites



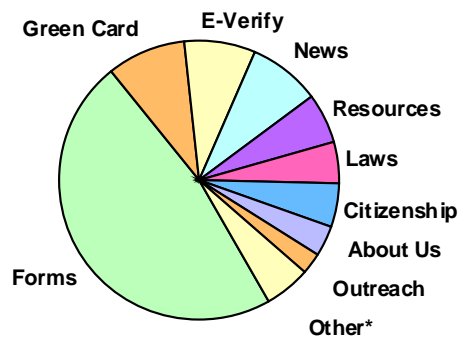
* The chart on this page compares Google searches about USCIS to searches related to a rotating sample of four federal Web sites from among the ten or so sites that get more traffic than USCIS and other well-known sites.

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 Find It Fast option. (For similar data from November 2006 to the present, see page 2 and pages 17-23.)

► **Notable changes this month:** The Forms landing page accounted for 41 percent of traffic to the major landing pages. Views of all landing pages decreased roughly ten percent except Green Card, which decreased 23 percent.

Content Area Landing Page	User Sessions
Forms	998,077
Green Card	190,970
E-Verify	177,603
News	176,770
Resources	112,118
Laws	102890
Citizenship	101,217
About Us	80,966
Outreach	52,076
Working in the U.S.	32,865
Family	26,573
Visit the U.S.	19,634
Military	10,702
Adoption	9,086
Humanitarian	6,850
Find It Fast/Where to Start **	3,356
Total Sessions to These Pages >	2,420,011



* "Other" in chart includes Working in the U.S., Family, Visit the U.S., Find It Fast, 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:** Page views decreased 11 percent, while Transactions decreased 15 percent.

	Feb.12	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
Page Views on Landing Page	27,787	30,585	29,569	29,543	30,274	32,278	33,968	26,182	25,379	22,656
- Transactions	20,882	23,919	22,893	23,525	22,939	23,731	26,136	18,187	17,008	14,421

	Apr.11	May11	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12
Page Views on Landing Page	24,183	32,553	36,238	29,879	29,076	26,112	25,260	29,930	28,005	32,342
- Transactions	19,472	22,862	25,464	21,749	21,772	20,002	19,672	19,777	21,375	25,048

	June10	July10	Aug.10	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11
Page Views on Landing Page	26,338	33,403	37,913	35,005	24,986	19,561	18,296	22,190	22,562	27,118
- Transactions	16,521	19,017	22,584	21,597	16,757	13,696	13,401	15,828	17,096	21,085

	Aug.09	Sep.09	Oct.09	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10
Page Views on Landing Page	18,562	15,861	14,056	17,725	28,414	30,624	27,712	29,196	26,796	27,990
- Transactions	16,442	12,222	12,397	14,984	16,994	19,228	14,888	16,721	17,887	18,565

	Oct.08	Nov.08	Dec.08	Jan.09	Feb.09	Mar.09	Apr.09	May09	June09	July09
Page Views on Landing Page	11,277	9,996	10,174	11,946	11,804	13,543	14,598	15,717	17,664	27,387
- Transactions	11,783	10,536	10,477	12,398	11,808	13,543	14,787	13,991	16,170	12,214

	June08	July08	Aug.08	Sep.08
Page Views on Landing Page	3,509	15,599	9,014	10,025
- Transactions	3,952	12,398	9,549	10,573

Top 25 Viewed Pages

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

► **Notable changes this month:** Pages Views were down compared to last month but there was little change in the relative order of the most viewed pages.

	Top 25 Viewed Pages	Page Views	% of All
1	Home Page (1)	5,743,944	24.14%
2	Forms (2)	1,390,229	5.84%
3	Application for Naturalization, N-400 (3)	445,721	1.62%
4	Petition for Alien Relative, I-130 (4)	419,108	1.76%
5	Application for Employment Authorization, I-765 (5)	277,952	1.17%
6	News (8)	256,363	1.08%
7	Green Card (Permanent Residence) (7)	230,689	0.97%
8	USCIS-ES Home Page (9)	229,692	0.97%
9	Naturalization Self Test (14)	204,797	0.86%
10	Consideration of Deferred Action for Childhood Arrivals Process (FAQ) (7)	198,260	0.83%
11	Applic. to Register Perm. Residence or Adjust Status, I-485 (11)	197,108	0.83%
12	Contact Us (12)	175,449	0.74%
13	E-Verify (13)	149,145	0.63%
14	Resources (15)	139,499	0.59%
15	Citizenship Through Naturalization (17)	135,656	0.57%
16	Application to Replace Permanent Resident Card, I-90 (16)	128,752	0.54%
17	Citizenship (20)	122,078	0.51%
18	Laws (22)	121,134	0.51%
19	Affidavit of Support Under Section 213A of the Act, I-864 (21)	111,573	0.47%
20	Green Card Through Family (23)	109,673	0.46%
21	File My Application Online (e-Filing) (25)	105,132	0.44%
22	Consideration of Deferred Action for Childhood Arrivals, I-821D (18)	104,414	0.44%
23	Check Filing Fees (*)	103,560	0.44%
24	Family of U.S. Citizens (*)	103,115	0.43%
25	Petition to Remove the Conditions of Residence, I-751 (*)	100,661	0.42%
	
		23,794,270	100.00%

Number in parentheses indicates rank in the previous month.

* A file not in the previous month's Top 25.

Top 25 Downloaded Files

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

► **Notable changes this month:** Total file downloads decreased 30 percent, from 21.8 million to 15.4 million in November. The “100 Civics Questions” page was downloaded 823,405 times, a 530% over last month. The I-765 was downloaded only 134,193 times in November compared to three million times in October.

	Top 25 Downloaded Files	Hits	% of
1	M-274: Instructions for Completing Form I-9 (2)	1,589,399	10.35%
2	100 Civics (History and Government) Questions for the Naturalization Test (25)	823,405	5.36%
3	I-129: Petition for a Nonimmigrant Worker (4)	645,121	4.20%
4	I-9: Employment Eligibility Verification (5)	534,153	3.48%
5	M-565: How Do I Apply for U.S. Citizenship (6)	432,177	2.81%
6	M-555: How Do I Help Relative Become a Perm. Resident (8)	303,197	1.97%
7	M-618: Welcome to the U.S. Guide for New Immigrants (12)	240,008	1.56%
8	100 Civics (History and Government) Questions for the Naturalization Test (Spanish) (*)	226,684	1.48%
9	N-400: Application for Naturalization (10)	219,643	1.43%
10	M-638: Learn about the US. Quick Lessons for the Naturalization Test (11)	206,050	1.34%
11	Assorted Forms for the N-400 (/files/article/attachments.pdf) (24)	200,353	1.30%
12	I-130: Petition for Alien Relative (13)	181,746	1.18%
13	M-775: E-Verify User Manual for Employers (14)	173,577	1.13%
14	I-821D: Instructions for Consideration of Deferred Action for Childhood Arrivals (9)	169,638	1.10%
15	I-821D: Consideration of Deferred Action for Childhood Arrivals (6)	164,953	1.07%
16	G-1145: E-Notification of Application/Petition Acceptance (15)	160,092	1.04%
17	I-765: Instructions for Application for Employment Authorization (17)	159,431	1.04%
18	I-485: Application to Register for Permanent Residence or Adjust Status (16)	151,352	0.99%
19	I-130: Petition for Alien Relative (20)	148,811	0.97%
20	M-715: Reading Vocabulary Flash Cards (18)	145,684	0.95%
21	I-765: Instructions for Application for Employment Authorization (1)	134,193	0.87%
22	I-864: Affidavit of Support Under Section 213A of the Act (7)	126,140	0.82%
23	N-400: Application for Naturalization (23)	124,037	0.81%
24	Application for Travel Document I-131 (*)	123,264	0.80%
25	M-652: How Do I Renew or Replace My Perm. Resident Card (21)	121,989	0.79%
	
	Total Downloaded Files this Month >	15,363,320	100.00%

Number in parentheses indicates rank in the previous month.

* A file not in the previous month's Top 25.

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:** Referrals from the City of Los Angeles web site to a Citizenship widget page continued to account for most of the referrals to USCIS.gov pages. The Naturalization Self Test referred by the Dreamchasers MSN article accounted for 48,303 referrals compared to 4,169 last month.

	Referrals	Destination Page on USCIS.gov	Referring Page
1	125,675	Widget: Interested in Citizenship?	The Official Web Site of The City of Los Angeles
2	48,303	Naturalization Self Test	"Dreamchasers.msn.com article: Born in the USA? Guess Again!
3	15,887	I-9 (PDF)	Link to i-9 on IRS.gov
4	15,444	Home Page	Yahoo Mail
5	14,429	Affidavit of Support (I-864EZ)	Affidavit of Support Instructions on Travel.State.gov
6	13,876	Affidavit of Support (I-864)	Affidavit of Support Instructions on Travel.State.gov
7	9,892	Affidavit of Support (I-864)	Visa Application Forms on Travel.State.gov
8	9,460	Forms	Visa Application Forms on Travel.State.gov
9	7,987	Affidavit of Support Exemption (I-864W)	Affidavit of Support Instructions on Travel.State.gov
10	7,635	Petition for Alien Relative (I-130)	Immigrants to the United States on travel.state.gov
11	6,749	Petition for Alien Fiancé(I-129F)	Nonimmigrant Visa on travel.state.gov
12	6,505	Home Page	Search for "uscis" on Google
13	5,745	Green Card Through the Diversity	Diversity Visa (DV) Program on travel.state.gov
14	5,347	Home Page	i9check.com
15	5,250	I-864P, Poverty Guidelines	Affidavit of Support Instructions on Travel.State.gov
16	4,679	Forms	Visa Application Forms on Travel.State.gov
17	4,439	Consideration of Deferred Action for Childhood Arrivals Process	Infopass.uscis.gov
18	4,439	Home Page	Immigrants to the United States on travel.state.gov
19	4,421	Contract Between Sponsor and Household Member (I-864A)	Visa Application Forms on Travel.State.gov
20	4,108	Forms	Fees for Visa Services on travel.state.gov
21	3,859	Contract Between Sponsor and Household Member (I-864A)	Affidavit of Support Instructions on Travel.State.gov
22	3,782	Petition for Alien Relative (I-130)	Immigrants to the United States on travel.state.gov
23	3,712	Affidavit of Support (I-134)	Nonimmigrant Visa on travel.state.gov
24	3,452	RSS News Page	Immigration News on Yahoo Pipes
25	3,307	Home Page	Infopass.uscis.gov

Ranking of CSWP Pages in Three Top Search Engines

The following results indicate the ranking position of the first instance of a USCIS.gov page on search results pages when several popular search terms are entered into the Google, Yahoo, and Bing search engines.

► **Notable changes this month:** Asylum dropped further this month from the 14th, to the 26th on the third page of a Google search. The term Asylum also dropped from 2nd on Yahoo and Bing.

Search Terms	Google	Yahoo	Bing
uscis	1	1	1
uscis.gov	1	1	1
immigration	1	1	1
immigration and naturalization services	1	1	1
immigration forms	1	1	1
citizenship	2	1	1
ins	1	1	1
naturalization	1	1	1
green card	1	1	1
asylum	26	6	7

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, Bing, and others) that led to referrals of Web traffic to the CSWP.

► **Notable changes this month:** There was little change in the search terms this month.

Phrase	Referrals
uscis	517,814
uscis.gov	90,033
www.uscis.gov	75,445
immigration	46,341
uscis case status	38,795
i-9	34,362
uscis forms	29,722
us immigration	25,185
ins	24,883
i-9 form	23,135
i9	21,449
i9 form	19,269
green card	19,169
form i-9	17,208
everify	16,522
immigration forms	14,322
us citizenship	12,332
e-verify	11,797
i-130	10,571
us citizenship application	9,879
inmigracion	9,621
e verify	9,598
citizenship application	9,359
citizenship test	9,175
n400	8,498

Phrase	Referrals
n-400	7,017
affidavit of support	6,688
i-765	6,657
i 9 form	6,332
us citizenship test	6,328
immigration and naturalization	5,729
i-864	5,557
deferred action	5,469
i-485	5,362
green card renewal	5,012
usics	4,985
uscis.com	4,792
citizenship	4,715
naturalization	4,624
tps	4,551
ucis	4,543
accion diferida	4,459
i130	4,167
uscis home page	4,047
form i-130	4,044
i 130	3,988
combo card ead	3,918
deferred action for childhood	3,841
ins.gov	3,817
citizenship questions	3,664

Top 50 Search Terms Entered into the CSWP Search Engine

The top search terms entered into the CSWP main site's internal search engine indicate what is most important to CSWP visitors once they enter the site.

► **Notable changes this month:** Total queries decreased nine percent from 1.6 million to 1.46 million. Total click throughs decreased 50 percent from 1 million to 522,610.

Phrase	Count
deferred action for childhood arrivals	6,274
i-765	6,204
i-130	5,613
deferred action	5,229
i-485	4,114
daca	4,019
i-130 form	3,750
tps renewal for haiti	3,668
forms	3,529
i-864	3,462
processing times	3,332
tps	3,314
g-325a	3,217
visa bulletin	3,080
n-400	2,917
i-9	2,852
dream act	2,848
i765	2,778
i-131	2,655
opt	2,621
deffered action for childhood arrivals	2,557
i-94	2,537
n400	2,492
i-821d	2,481
infopass appointment scheduler	2,459

Phrase	Count
change of address online	2,450
i130	2,447
i-751	2,357
visa bulletin december 2012	2,348
visa	2,301
form i-130	2,276
visa bulletin november 2012	2,261
infopass	2,181
dream act application form	2,149
change of address	2,129
ds-230 form download	2,116
deferred action application	2,100
tps haiti 2013	2,076
case status check	2,065
ds-230	2,025
i-864 affidavit of support	2,014
h1b	1,965
infopass make an appointment	1,964
status of my application	1,863
g325a form	1,844
affidavit of support	1,827
check my case status	1,818
i-765 application for employment	1,812
i-90	1,809
dream act requirements 2012	1,796

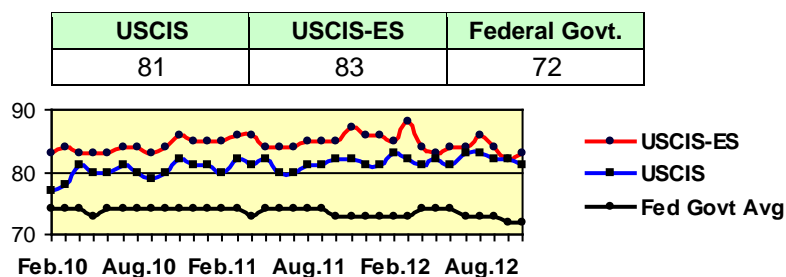
Surveys of User Satisfaction

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 score for USCIS-ES.gov increased one point this month from 82 to 83 with 538 respondents. The score for USCIS decreased from 82 to 81 with 1303 respondents. These scores continue to place USCIS and USCIS-ES well above the average for federal government sites.

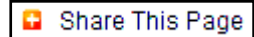
This Month's Average Customer Satisfaction Scores



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

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Citizenship Requirements	21%	10%
Check My Case Status	16%	25%
Green Card Information	10%	15%
Get General Information Before I File My Case	11%	19%
Download Form(s)	12%	4%
Find Form(s)	7%	6%
Primary Method Used to Find Information		
Site's Search Feature	28%	35%
Top Navigation Bar	22%	24%
Used an External Search Engine (e.g., Google)	18%	17%
Just Browsing	19%	15%
Site Map	8%	6%
Find It Fast (Where to Start) Features	5%	3%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	34%	30%
Naturalized U.S. Citizen	17%	15%
U.S. Born Citizen	17%	3%
Citizen of a Foreign Country	6%	14%
Visitor/Nonimmigrant	4%	12%

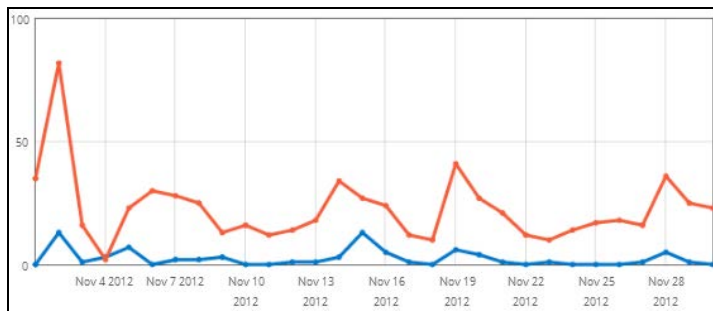
Social Media Activity Using Links on CSWP Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools. In previous months, Social Media Activity from the Citizenship Resource Center (CRC) was combined with all other Activity. This month it is being separated. See the next page for the CRC report on Social Media Activity.

► **Notable changes this month:** Facebook was the top sharing service this month with 255 shares, followed by email with 103 shares. The “Workers and Worker Advocates – Learn more about Employee Rights!” GovDelivery Bulletin resulted in the highest Viral Lift, the percentage increase in traffic due to shares and clicks.

Daily Shares and Clicks



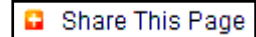
	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	255	29	11%
2	Email	103	18	17%
3	Email App	18	17	94%
4	Blogger	17	4	24%
5	Gmail	74	3	4%
6	ema	0	1	0%
7	Twitter	64	1	2%
8	WordPress	0	1	0%
9	Baang	1	0	0%
10	Arto	1	0	0%
-	All Others...	178	0	0%
	Total	681	74	1.52

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	USCIS Reminds Individuals Affected by Hurricane Sand...	40	0	0%
2	Workers and Worker Advocates – Learn more about Empl...	28	24	86%
3	USCIS Director Mayorkas Unveils Online Entrepreneur...	25	0	0%
4	USCIS Publishes Improved Form I-140, Immigrant Petit...	19	2	11%
5	UPDATED - Hurricane Sandy Closes Multiple Offices fo...	18	0	0%
6	Watch Special Naturalization Ceremony Live from Gett...	18	5	28%
7	USCIS Public Engagement Division: Invitation to Stak...	17	1	6%
8	UPDATED - Hurricane Sandy Closes Multiple Offices wi...	15	5	33%
9	USCIS Public Engagement Division: Invitation to Stak...	14	0	0%
10	Temporary Protected Status Extended for Haitians	13	0	0%
-	All Others...	474	37	0%
	Total	681	74	6.6%

* Clicks are page visits that result from clicking a link in a shared social media action.

** Viral Lift is the percentage increase in traffic due to shares and clicks.

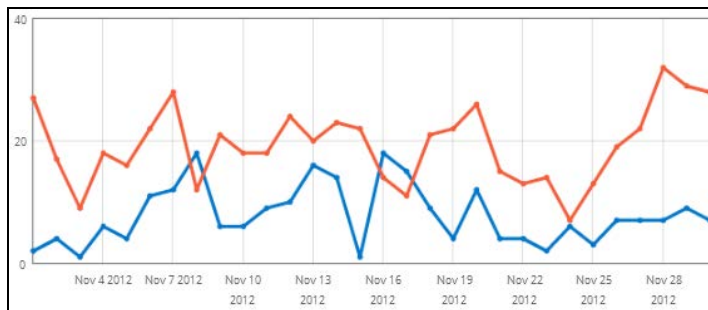
Social Media Activity Using Links on Citizenship Resource Center Pages



Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.

► **Notable changes this month:** Facebook was the top sharing service this month with 342 shares, resulting in 130 clicks. The most shared pages included study materials for the Citizenship test.

Daily Shares and Clicks



	Top Services	Shares	Clicks*	Viral Lift**
1	Facebook	342	130	38%
2	Email	70	85	121%
3	Email App	56	13	23%
4	Twitter	103	6	6%
5	Y! Mail	2	0	0%
6	Gmail	6	0	0%
7	Hotmail	2	0	0%
-	All Others...	-	-	-
	Total	581	234	1.9%

	Top 10 Pages Shared Via Page-Based Social Media Links	Shares	Clicks*	Viral Lift**
1	Study for the Test	99	28	28%
2	Study Materials for the Civics Test	53	29	55%
3	Study Materials for the English Test	47	30	64%
4	Study for the Test	46	22	48%
5	The USCIS Naturalization Interview and Test Video	22	1	5%
6	Apply for Citizenship	19	4	21%
7	The USCIS Naturalization Interview and Test Video	17	2	12%
8	Citizenship Rights and Responsibilities	15	6	40%
9	Becoming a U.S. Citizen: An Overview of the Naturalization Process	15	1	7%
10	The USCIS Naturalization Interview and Test Video	13	27	208%
-	All Others...	235	84	25.7%
	Total	581	234	30.51

* Clicks are page visits that result from clicking a link in a shared social media action.

** Viral Lift is the percentage increase in traffic due to shares and clicks.

Subscription Email Messages and Tweets

Visitors to USCIS.gov may subscribe to several of the site's topic areas so they can be sent email bulletins when content changes. Subscriptions are initiated by visitors using the right-column news widget or the Get Email Updates link on many pages. The most subscribed topics are News, Forms, H-1B Cap Season, Federal Register Announcements, and E-Verify Updates. People may also follow USCIS.gov using Twitter.

► **Notable changes this month:** USCIS distributed nearly 1.2 million email bulletins to subscribers, 36% fewer than the previous month. Tweets decreased from 127 to 83 and followers increased by over six hundred.

	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
GovDelivery Emails Issued	23	21	21	32	17	21	21
Emails Distributed to Subscribers	1,964,307	1,884,932	1,544,738	1,756,493	990,637	1,854,492	1,178,514
Subscribers at End of Month	336,238	331,965	334,609	340,036	344,324	346,798	351,251
Subscriptions	1,008,018	1,003,501	1,007,796	1,031,839	1,047,022	1,061,009	1,076,205
Total Subscribable Topics	23	23	28	44	44	45	45
Tweets Issued	143	185	90	57	38	127	83
Twitter Followers at End of Month	14,320	15,209	15,765	17,457	18,000	18,688	19,308

	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12
GovDelivery Emails Issued	24	23	19	22	22	27	25
Emails Distributed to Subscribers	1,380,017	821,196	601,109	736,827	1,221,048	2,963,679	1,611,791
Subscribers at End of Month	325,622	329,464	330,474	333,374	332,119	332,995	334,004
Subscriptions	944,369	959,812	966,217	980,518	983,532	991,403	999,404
Total Subscribable Topics	23	23	23	23	23	23	23
Tweets Issued	96	199	139	91	184	90	118
Twitter Followers at End of Month	9,679	10,268	10,977	11,727	12,287	12,767	13,591

	Mar.11	Apr.11	May11	June11	July11	Aug.11	Sep.11
GovDelivery Emails Issued	44	23	32	24	24	28	19
Emails Distributed to Subscribers	3,205,638	1,019,329	1,891,329	1,830,221	1,413,479	2,378,844	2,014,911
Subscribers at End of Month	286,854	288,124	288,124	321,664	321,536	322,363	322,614
Subscriptions	857,669	867,630	867,630	914,272	920,583	928,440	934,013
Total Subscribable Topics	19	19	19	22	22	22	22
Tweets Issued	85	85	62	90	160	136	106
Twitter Followers at End of Month	5,280	5,850	6,320	7,628	8,071	8,549	9,200
Twitter Bulletins Issued	--	--	--	--	--	--	--
Notifications Sent to Subscribers	--	--	--	--	--	--	--
Subscribers at End of Month	--	--	--	--	--	--	--

	Nov.10	Dec.10	Jan.11	Feb.11
GovDelivery Emails Issued	2	15	32	26
Emails Distributed to Subscribers	282,213	49,179	1,726,382	1,106,619
Subscribers at End of Month	280,617	281,480	280,607	280,144
Subscriptions	840,739	845,987	847,828	849,020
Total Subscribable Topics	17	17	17	19
Tweets Issued	--	--	--	--
Twitter Followers at End of Month	--	--	--	--
Twitter Bulletins Issued	26	16	38	19
Notifications Sent to Subscribers	20,535	14,381	46,308	27,429
Subscribers at End of Month	817	966	1,388	1,523

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:** Compared to last month, User Sessions and Page Views decreased 15 percent.

	Mar.12	Apr.12	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12
User Sessions (Visits)	265,596	267,754	268,250	301,449	299,018	574,089	359,811	381,839	325,894
Avg. Weekday User Sessions	9,570	10,155	9,746	11,319	10,881	21,075	13,737	13,724	11,982
Avg. Session Length (min.)	4:27	4:30	4:19	3:50	3:38	3:41	3:19	3:14	3:09
Unique Visitors	160,346	161,864	164,587	180,773	177,183	329,881	209,457	217,521	187,986
One-Time Visitors	114,899	117,086	120,182	130,130	126,320	227,673	147,330	151,191	
Repeat Visitors	45,447	44,778	44,405	50,643	50,863	102,208	62,127	66,330	55,839
Page Views	865,679	857,952	855,025	881,459	828,882	1,580,056	940,322	955,331	810,104

	June11	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12
User Sessions (Visits)	196,817	162,353	204,745	192,716	193,747	205,068	187,638	263,441	210,322
Avg. Weekday User Sessions	7,308	5,835	7,373	7,219	7,166	7,593	6,804	9,519	8,085
Avg. Session Length (min.)	5:39	5:43	5:29	5:14	5:08	4:15	4:08	4:41	4:33
Unique Visitors	137,076	115,347	142,592	134,110	130,781	125,143	111,701	159,324	129,315
One-Time Visitors	109,868	92,900	114,021	107,163	102,649	91,339	80,470	113,935	92,780
Repeat Visitors	27,208	22,447	28,571	26,947	28,132	33,804	31,231	45,389	36,535
Page Views	809,944	660,082	815,597	729,217	737,968	683,600	610,435	919,967	731,633

	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11
User Sessions (Visits)	173,204	167,980	174,783	154,120	198,854	178,609	203,971	176,696	185,610
Avg. Weekday User Sessions	6,419	6,218	6,424	5,505	7,389	7,074	7,342	6,632	6,837
Avg. Session Length (min.)	7:14	6:57	6:50	6:46	7:34	7:03	6:50	6:40	6:15
Unique Visitors	125,245	120,893	122,632	108,304	142,221	127,066	146,794	125,578	135,218
One-Time Visitors	102,485	99,318	100,232	89,501	116,111	103,723	121,216	103,099	112,437
Repeat Visitors	22,760	21,575	22,400	18,803	26,110	23,343	25,578	22,479	22,781
Page Views	856,269	840,469	854,445	704,417	1,030,827	883,545	979,563	801,932	821,251

	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
User Sessions (Visits)	100,538	138,399	117,366	132,054	117,058	139,357	139,388	157,387	177,412
Avg. Weekday User Sessions	3,596	5,106	4,727	4,732	4,385	5,247	5,252	5,719	6,451
Avg. Session Length (min.)	6:26	6:57	7:25	7:14	7:03	7:18	7:48	7:19	7:26
Unique Visitors	73,694	101,443	87,431	96,125	85,518	100,919	102,502	114,110	127,148
One-Time Visitors	60,032	81,550	71,777	78,118	70,112	82,494	84,173	93,547	103,917
Repeat Visitors	13,662	19,893	15,654	18,007	15,406	18,425	18,329	20,563	23,231
Page Views	558,808	843,720	708,272	781,763	647,816	748,673	763,536	824,976	923,216

	Oct.09	Nov.09
User Sessions (Visits)	138,377	113,691
Avg. Weekday User Sessions	5,071	4,311
Avg. Session Length (min.)	6:55	6:32
Unique Visitors	99,842	82,797
One-Time Visitors	80,418	67,255
Repeat Visitors	19,424	15,542
Page Views	832,486	643,622

Top 25 Viewed USCIS-ES Pages

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

► **Notable changes this month:** There was very little change in the top 25 viewed pages compared to last month.

	Top 25 Viewed Pages	Page Views	% of All Views
1	Home Page (1)	229,692	28.39%
2	Formularios (2)	29,733	3.67%
3	Consideración de Acción Diferida para los Llegados en la Infancia (3)	25,840	3.19%
4	Noticias (4)	22,073	2.73%
5	Familiares de ciudadanos estadounidenses (5)	15,827	1.96%
6	Formularios de Residencia Permanente (Tarjeta Verde) (6)	10,056	1.24%
7	Trámite y procedimientos para la Tarjeta verde (Green card) (7)	9,795	1.21%
8	Tarjeta verde (Green card) a través de la familia (9)	8,917	1.10%
9	Tarjeta Verde (residencia permanente) (12)	8,480	1.05%
10	Petición para pariente extranjero, I-130 (8)	8,344	1.03%
11	Enlace Público (14)	7,866	0.97%
12	Recursos (13)	7,852	0.97%
13	Ciudadanía por naturalización (11)	7,705	0.95%
14	El examen de naturalización: Materiales de estudio (10)	7,620	0.94%
15	Contáctenos (15)	7,532	0.93%
16	Acerca de nosotros (20)	5,907	0.73%
17	Después de que una Tarjeta verde (Green Card) haya sido concedida (21)	5,877	0.73%
18	Ciudadanía (17)	5,860	0.72%
19	Formularios para la Ciudadanía y Naturalización (19)	5,677	0.70%
20	Formularios de Familia (18)	5,628	0.70%
21	Familiares de residentes permanentes (personas con la tarjeta verde) (22)	5,512	0.68%
22	Familia (24)	5,502	0.68%
23	¿Cuánto tiempo tarda el trámite de residencia? (*)	5,044	0.62%
24	Formularios - Información general (25)	5,042	0.62%
25	"I-90, Solicitud para reemplazar la tarjeta de residente permanente (Green		
	
Total Page Views this Month to USCIS-ES Pages >		809,140	100.00%

Number in parentheses indicates rank in previous month.

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

Appendix: Historical CSWP Visitor Traffic

CSWP Visitor Traffic

Metric	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12
Overall										
User Sessions (Visits)	7,190,559	8,729,499	8,083,309	8,240,661	8,425,421	8,061,305	9,054,347	7,786,568	10,049,045	9,828,942
Avg. Weekday User Sessions	267,701	323,364	309,926	316,576	322,343	299,837	338,954	311,086	375,883	385,859
Avg. Session Length (min.)	4:28	4:18	4:13	4:16	3:58	3:54	4:10	4:10	4:05	3:55
Unique Visitors	3,634,669	4,415,702	4,093,161	3,965,309	3,797,129	3,535,652	4,124,805	3,558,881	4,584,046	4,505,104
One-Time Visitors	2,543,514	3,101,345	2,872,856	2,735,000	2,489,553	2,298,967	2,674,683	2,291,531	2,986,425	2,969,156
Repeat Visitors	1,091,155	1,314,357	1,220,305	1,230,309	1,307,576	1,236,685	1,450,122	1,267,350	1,597,621	1,535,948
Page Views	20,812,450	24,299,199	22,489,840	22,445,121	21,308,987	20,308,769	24,290,487	20,941,368	26,332,388	24,821,220
Sessions by Content Area *										
About Us	74,253	89,196	81,115	80,749	76,365	72,844	82,804	73,329	89,719	84,294
Citizenship	67,319	85,058	85,945	84,633	78,091	69,167	90,373	75,321	102,392	108,297
Forms	943,683	1,132,808	1,055,878	1,059,362	982,874	912,710	1,095,947	1,070,601	1,251,327	1,127,949
Outreach	48,264	62,527	55,001	54,108	50,887	46,964	58,010	47,995	56,901	53,525
Laws	91,744	119,246	111,550	111,184	105,543	97,103	126,060	102,464	120,789	117,047
News	115,383	158,690	141,405	143,919	143,480	137,731	192,851	138,945	166,855	176,640
E-Verify	152,655	190,476	127,080	126,490	116,562	116,273	178,088	191,284	218,393	209,944
Resources	115,628	137,690	128,951	127,869	116,768	112,762	130,380	112,841	132,748	126,154
Working in the U.S.	24,762	30,549	28,772	28,948	27,409	24,666	29,189	23,697	30,567	33,094
Family	21,953	27,669	27,456	27,774	25,563	24,764	30,980	24,264	30,655	30,025
Adoption	7,967	8,832	7,810	8,254	8,168	7,655	8,516	7,058	9,448	9,343
Green Card	201,993	217,517	209,829	240,278	196,242	179,717	213,830	169,816	230,774	210,499
Humanitarian	4,812	5,559	5,237	5,376	5,105	4,887	5,398	4,336	5,630	5,433
Visit the U.S.	19,813	21,055	19,243	18,842	17,370	15,629	19,696	16,322	21,474	20,810
Military	9,825	11,561	10,810	10,732	10,158	9,506	11,337	8,949	11,871	11,042
Find It Fast/Where to Start **	14,608	9,445	6,498	4,412	3,277	3,500	61,842	2,756	3,925	5,362

* 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	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May.11	June11
Overall										
User Sessions (Visits)	6,886,006	6,863,381	6,238,269	6,353,365	7,768,865	7,018,295	8,029,128	7,321,930	7,601,509	8,531,597
Avg. Weekday User Sessions	265,128	264,060	255,144	232,727	298,594	286,854	295,712	286,247	288,201	328,615
Avg. Session Length (min.)	6:18	5:56	5:47	5:29	5:49	5:44	5:39	5:26	5:26	4:31
Unique Visitors	3,761,018	3,802,691	3,590,906	3,396,384	4,219,165	3,776,995	4,493,534	3,895,177	4,147,857	4,178,446
One-Time Visitors	2,755,793	2,817,747	2,653,039	2,515,232	3,106,138	2,777,181	3,350,342	2,867,698	3,082,141	2,888,846
Repeat Visitors	1,005,225	984,944	937,867	881,152	1,113,027	999,814	1,143,192	1,027,479	1,065,715	1,289,600
Page Views	26,269,368	33,334,881	30,002,677	30,581,680	35,632,908	33,929,814	34,692,919	29,388,427	24,125,433	24,734,792
Sessions by Content Area *										
About Us	101,427	98,773	95,758	87,723	108,821	98,524	109,628	89,796	91,339	88,386
Citizenship	57,175	56,920	58,257	55,344	95,391	87,967	103,337	81,760	79,268	81,202
Forms	1,167,877	1,135,790	1,114,509	991,126	1,254,781	1,164,374	1,340,818	1,097,365	1,123,881	1,171,331
Outreach	69,001	68,237	65,636	59,977	74,130	65,527	72,620	59,960	61,514	55,836
Laws	130,363	127,799	123,795	111,104	137,484	124,265	138,390	117,420	117,388	111,494
News	182,290	174,488	165,384	145,577	180,481	155,571	174,121	157,709	159,993	139,712
E-Verify	80,944	79,720	78,707	93,701	108,765	106,542	139,493	109,429	112,473	164,327
Resources	162,453	159,486	147,966	131,331	172,571	151,675	169,754	138,738	143,632	139,534
Working in the U.S.	22,706	23,480	21,628	21,990	34,116	28,835	31,690	27,020	28,534	28,221
Family	26,203	26,142	24,342	24,190	33,909	29,387	31,539	25,445	25,973	24,935
Adoption	7,969	7,774	7,599	7,949	11,167	9,906	11,135	9,073	9,095	9,150
Green Card	174,656	201,522	168,637	168,976	252,585	215,522	232,481	200,992	220,851	218,117
Humanitarian	5,296	5,256	4,602	4,648	5,763	5,383	6,139	5,316	5,948	5,419
Visit the U.S.	20,078	19,826	19,573	19,083	27,287	24,840	27,325	24,002	24,996	23,248
Military	10,016	9,888	12,201	10,048	13,411	12,930	13,768	11,151	11,021	11,109
Where to Start **	19,621	15,015	10,296	11,336	19,944	15,395	17,392	19,649	13,934	18,363

* 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	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
Overall										
User Sessions (Visits)	5,219,325	4,879,572	6,151,175	5,212,997	5,806,542	5,398,438	6,327,505	6,509,804	6,751,224	7,161,735
Avg. Weekday User Sessions	204,608	180,624	234,810	216,710	214,833	208,630	244,816	252,191	255,985	271,581
Avg. Session Length (min.)	4:51	4:54	5:20	6:40	6:40	6:28	6:13	6:07	6:07	6:22
Unique Visitors	2,617,134	2,513,261	3,220,495	2,888,998	3,123,536	2,947,341	3,600,867	3,609,436	3,653,368	3,782,708
One-Time Visitors	1,777,598	1,730,951	2,225,408	2,087,504	2,247,920	2,146,791	2,664,617	2,639,638	2,661,194	2,753,894
Repeat Visitors	839,536	782,310	995,087	801,494	875,616	800,550	936,250	969,798	992,174	1,028,814
Page Views	20,900,616	19,851,159	29,606,676	23,754,223	22,499,875	20,154,233	22,714,164	22,536,447	24,051,793	25,013,138
Sessions by Content Area *										
About Us	89,859	81,596	103,769	95,240	103,178	94,151	106,041	111,864	114,708	109,440
Citizenship	63,211	48,197	67,866	59,213	61,260	55,321	61,374	58,716	66,942	63,147
Forms	874,991	861,472	1,171,386	1,092,894	1,214,390	1,068,444	1,144,214	1,159,375	1,172,352	1,230,309
Services & Benefits /Topics	231,727	216,666	284,063	231,684	20,275	90,488	100,533	104,236	108,366	75,634
Laws & Regulations	135,007	122,987	160,671	137,555	138,535	129,205	151,765	137,710	145,823	135,496
Press Room	127,746	126,476	170,202	138,273	180,215	174,936	187,917	186,974	200,039	200,278
E-Verify	69,616	56,744	62,792	61,467	71,499	83,081	96,768	93,473	105,700	89,738
Resources	150,560	144,691	187,523	170,010	171,707	155,870	173,036	171,966	178,192	174,069
Working in the U.S.	24,918	20,518	25,984	21,300	21,090	19,683	23,122	23,340	25,126	24,744
Family	31,816	23,042	34,239	30,517	29,363	24,715	27,355	24,857	28,433	27,162
Adoption	10,067	7,559	13,939	8,336	10,712	9,326	10,162	9,581	8,402	8,940
Green Card	108,233	120,181	159,491	136,008	151,395	132,567	163,530	171,313	181,797	181,266
Humanitarian	5,741	4,400	11,583	7,672	7,747	5,881	6,910	6,230	5,767	5,548
Visit the U.S.	15,311	15,138	20,587	17,735	20,995	21,346	23,926	23,250	22,735	21,916
Military	11,632	8,700	15,608	14,372	12,848	10,147	17,452	10,615	10,467	10,707
Where to Start **	--	--	--	16,741	12,613	9,550	8,917	8,884	16,376	12,176

* 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	Feb.09	Mar.09	Apr.09	May09	June09	July09	Aug.09	Sep.09	Oct.09
Overall									
User Sessions (Visits)	6,001,502	6,284,818	5,997,607	5,298,380	5,603,915	5,514,020	6,023,088	6,312,572	5,196,257
Avg. Weekday User Sessions	249,722	238,627	235,275	207,627	219,162	209,191	235,210	247,801	226,569
Avg. Session Length (min.)	5:18	5:22	5:09	5:15	5:14	4:52	4:37	4:45	4:57
Unique Visitors	3,092,075	3,229,036	3,133,666	2,744,487	2,938,617	3,028,488	3,003,691	3,093,076	2,984,828
One-Time Visitors	2,216,806	2,317,036	2,264,419	1,979,870	2,136,318	2,159,495	2,062,028	2,097,997	2,028,157
Repeat Visitors	875,269	911,999	869,247	764,617	802,299	868,993	941,663	995,079	956,671
Page Views	24,208,887	26,159,124	24,169,327	21,437,157	22,324,273	24,121,872	23,134,850	25,045,410	28,134,571
Sessions by Content Area *									
About Us	131,997	140,533	125,837	116,936	119,211	122,388	114,798	128,002	109,752
Citizenship	214,824	211,796	181,602	164,469	164,056	173,580	173,960	124,670	79,053
Immigration Forms	1,294,736	1,421,989	1,258,399	1,151,667	1,176,590	1,244,953	1,212,948	1,207,375	1,041,113
Services & Benefits	458,234	478,750	422,478	381,692	404,631	427,377	410,303	411,679	287,010
Outreach	--	--	--	--	--	--	--	--	163,275
Laws & Regulations	224,862	235,692	214,995	195,640	205,646	211,171	202,323	214,631	161,045
Press Room	110,476	136,553	177,940	107,841	96,552	76,960	72,934	121,675	80,879
E-Verify	89,242	60,224	53,394	46,486	56,338	52,642	66,692	107,133	186,097

Metric	May 08	June08	July08	Aug.08	Sep.08	Oct.08	Nov.08	Dec.08	Jan.09
Overall									
User Sessions (Visits)	6,604,286	6,516,205	6,686,017	6,630,094	6,314,355	6,444,805	5,477,612	5,253,902	6,436,596
Avg. Weekday User Sessions	251,998	260,205	251,248	260,080	243,834	240,273	217,952	194,327	241,772
Avg. Session Length (min.)	5:07	5:03	5:03	4:58	5:17	5:08	5:11	5:10	5:18
Unique Visitors	3,066,103	3,102,912	3,128,981	2,973,973	2,991,933	3,099,907	2,732,046	2,582,999	3,229,461
One-Time Visitors	2,152,380	2,196,828	2,187,199	2,068,695	2,103,885	2,224,097	1,954,058	1,839,756	2,296,901
Repeat Visitors	913,723	906,084	941,782	905,278	888,048	875,810	777,988	743,243	932,560
Page Views	27,748,920	25,936,340	26,784,945	25,890,816	26,030,429	25,578,188	22,074,737	20,883,487	26,021,067
Sessions by Content Area *									
About Us	148,454	140,501	145,354	141,603	144,215	141,194	118,674	110,278	140,908
Citizenship	245,074	227,304	238,600	226,217	243,852	223,548	195,979	167,232	248,238
Immigration Forms	1,261,846	1,249,485	1,311,952	1,242,294	1,298,861	1,290,816	1,097,504	1,049,292	1,338,197
Services & Benefits	492,124	473,686	490,004	472,220	476,112	455,531	392,731	367,826	482,207
Outreach	--	--	--	--	--	--	--	--	--
Laws & Regulations	220,773	215,500	217,826	209,289	223,081	231,771	188,239	176,197	233,508
Press Room	217,584	190,372	139,343	127,621	116,718	123,728	107,081	105,231	100,502
E-Verify	54,543	78,978	48,537	41,348	40,294	38,083	47,713	51,051	75,517

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

CSWP Visitor Traffic (cont.)

Metric	Aug.07	Sep.07	Oct.07	Nov.07	Dec.07	Jan.08**	Feb.08	Mar.08	Apr.08
Overall									
User Sessions (Visits)	6,512,486	6,702,477	7,360,972	6,488,405	5,723,607	4,692,568	6,444,469	6,873,150	7,296,527
Avg. Weekday User Sessions	246,209	268,492	273,893	249,747	215,807	180,291	254,916	265,017	283,576
Avg. Session Length (min.)	4:57	4:58	5:00	5:11	5:05	5:23	5:18	5:15	5:08
Unique Visitors	2,799,902	2,919,726	3,101,740	2,996,538	2,662,821	2,342,869	3,020,970	3,152,243	3,220,610
One-Time Visitors	1,888,909	1,977,187	2,082,532	2,086,878	1,861,921	1,651,133	2,105,298	2,189,675	2,155,914
Repeat Visitors	910,993	942,537	1,019,208	909,660	800,900	691,736	915,672	962,568	996,329
Page Views	26,721,990	27,388,813	30,781,902	33,047,379	23,757,944	20,104,597	28,158,130	29,404,570	30,454,413
Sessions by Content Area *									
About Us	161,335	162,743	177,982	158,623	127,043	113,168	162,638	159,086	161,904
Citizenship	232,039	239,350	264,313	233,916	189,115	188,768	273,281	276,387	259,033
Immigration Forms	1,223,194	1,193,541	1,294,232	1,135,653	962,421	895,197	1,278,140	1,330,849	1,298,301
Services & Benefits	512,733	518,399	563,142	495,058	414,026	375,918	524,183	524,094	531,879
Laws & Regulations	232,354	232,909	254,516	230,635	187,927	170,627	242,130	238,908	239,878
Press Room	261,337	227,123	162,919	123,607	92,657	87,572	147,438	192,065	385,116
E-Verify	--	--	38,302	34,571	29,467	27,676	29,931	28,142	54,780

Metric	Nov.06	Dec.06	Jan.07	Feb.07	Mar.07	Apr.07	May07	June07	July07
Overall									
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
Avg. Weekday User Sessions	198,576	183,354	219,122	209,668	215,892	149,707	198,855	267,605	310,510
Avg. Session Length (min.)	6:40	5:58	6:01	5:50	5:38	5:11	5:08	5:10	5:38
Unique Visitors	2,655,767	2,334,857	2,786,007	2,345,397	2,626,690	1,720,609	2,354,930	2,900,172	3,346,430
One-Time Visitors	1,942,268	1,665,337	1,936,981	1,608,122	1,796,028	1,172,099	1,594,109	1,930,689	2,175,277
Repeat Visitors	713,499	669,520	849,026	737,275	830,662	548,510	760,821	969,483	1,171,153
Page Views	33,696,881	25,091,517	30,829,277	24,839,624	27,471,996	20,333,101	22,378,037	28,991,101	35,853,308
Sessions by Content Area *									
About Us	232,057	153,665	190,695	177,238	189,575	107,418	146,569	182,544	224,016
Citizenship	311,291	259,610	340,528	307,146	318,294	166,614	253,079	324,840	518,522
Immigration Forms	1,272,993	1,051,401	1,394,187	1,254,178	1,396,462	734,079	1,094,513	1,493,319	2,288,096
Services & Benefits	739,869	528,733	663,433	548,583	585,754	334,303	459,238	597,038	741,264
Laws & Regulations	275,318	214,037	283,700	239,019	262,045	145,592	207,185	259,482	284,115
Press Room	117,788	92,883	102,350	99,960	121,579	182,934	167,884	163,819	288,576
E-Verify	--	--	--	--	--	--	--	--	--

* Total user sessions that included views of these top-level landing pages. ** Jan.08 numbers artificially low because 1/3 of month's data was lost by Akamai.

CSWP Visitor Traffic (cont.) – Legacy Data

Metric	Oct.05	Nov.05	Dec.05	Jan.06	Feb.06	Mar.06	Apr.06	May06	Jun.06	Jul.06	Aug.06
Overall											
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
Avg. Weekday Sessions	197,087	177,535	216,748	214,550	238,746	209,501	233,824	247,748	243,423	243,762	
Avg. 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
Sessions by Content Area *											
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.