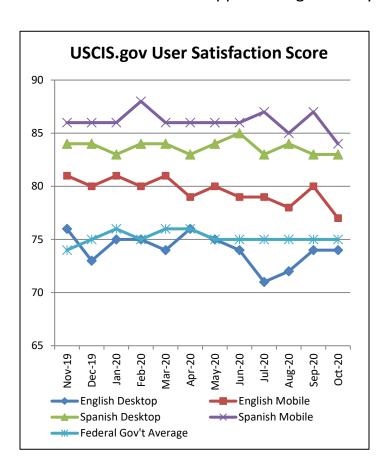U.S. Citizenship
and Immigration
Services

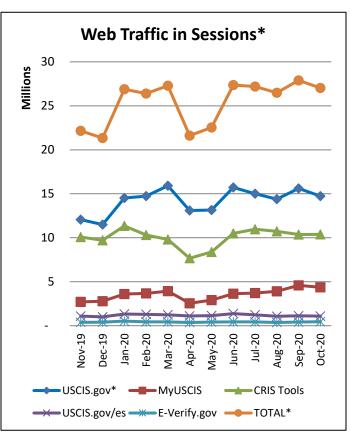# Online Communications Insights and Statistics

October 2020

Total Web Traffic – ALL PROPERTIES: 27,027,330 sessions (-3.1% from past month)

Highlights:

- **Major Drop-Off in N-400 Searches Post Fee Rule Ruling**: Following the scheduled fee rule, which led to a surge of interest in the N-400, Application for Naturalization, the level of interest dropped off significantly.
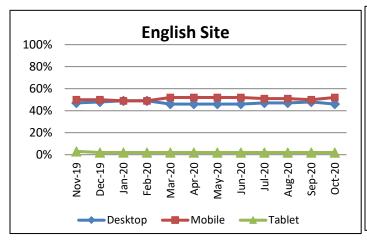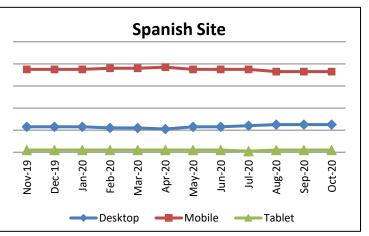

USCIS.gov User Satisfaction Score

Legend: English Desktop, English Mobile, Spanish Desktop, Spanish Mobile, Federal Gov't Average

Web Traffic in Sessions*

Legend: USCIS.gov*, MyUSCIS, CRIS Tools, USCIS.gov/es, E-Verify.gov, TOTAL*

Web Traffic in Sessions*: The total sessions and users shown at the top of the "Web Traffic in Sessions" graph for all USCIS properties represents how many sessions there were to either the USCIS.gov website, E-Verify.gov (tracking for E-Verify.gov began in Sept. 2018), myUSCIS (authenticated and unauthenticated sessions counted separately) and CRIS Tools. Note that the separate sites are not simply added together to reach a correct "TOTAL" traffic number because there is overlap. For example, in a single session, some people visit two or even all three of the domains. Additionally, on the Spanish USCIS.gov website, every session is considered a session on USCIS.gov because Spanish sessions are delineated by the /es, but they are still in the same domain as USCIS.gov.

USCIS.gov Website Visitors: Percentages using desktop, mobile and tablets over time

English Site

Desktop — Mobile — Tablet

Spanish Site

Desktop — Mobile — Tablet

Largest Traffic Change: Web Pages (Top 100)			Largest Change: Search (Top 100)		
Rank (Last Month)	Pages	Page views (Change)	Rank (Last Month)	Terms	Number of Queries (Change)
12 (6) ↓	Application for Naturalization | USCIS	521,000 (-414,610)	5 (2) ↓	n-400	9,030 (-11,526)
1 (1)	Home | USCIS	4,651,000 (-293,882)	11 (6) ↓	n400	7,388 (-8,286)
63 (31) ↓	USCIS - Application for Naturalization (N-400) - Change Basis For Eligibility	170,000 (-291,993)	37 (17) ↓	n-400 form	2,354 (-4,981)
65 (42) ↓	USCIS - Application for Naturalization (N-400) - Required Evidence	159,000 (-275,007)	4 (5) ↑	i-130	11,868 (-4,371)
66 (43) ↓	USCIS - Application for Naturalization (N-400) - Describe Yourself	159,000 (-272,344)	8 (10) ↑	i-944	5,099 (-4,356)

E-Mail Outreach: Total Number of Subscribers: 2,394,142 (-51,995)/Total Number of Subscriptions 6,311,766 (-418,447) Average Number of Subscriptions per Subscriber: 2.6		
	Most Popular Lists	Lists Most Subscriptions Gained	Lists Most Bulletins Sent (non-automated)
1	News Releases (358,329)	News Releases (+4,452)	Forms Updates (5)
2	Office Closures (341,904)	Citizenship (+3,950)	System Outages (5)

3	Forms Updates (245,651)	Forms Updates (+3,831)	USCIS Intergovernmental Affairs Updates (4)
4	Federal Register Announcements (222,613)	Immigration Policy (+3,723)	Updates from the Public Engagement Division (4)
5	H-1B Cap Season (208,255)	Alerts (+ 3,411)	Immigration Policy (2)