U.S. Citizenship and Immigration Services (USCIS)

August 2015 Monthly Web Metrics Report
Customer Service Web Portal (CSWP)

September 21, 2015

Revision History

Version	Date	Name of Author	Summary of Changes
1.0	September 21, 2015	CSWP, Senior Business Analyst	Baseline Draft

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Executive Summary

This report covers USCIS Customer Service Web Portal (CSWP) metrics and related analysis for August 2015. Included is data on the CSWP's Spanish language component, USCIS-ES. Highlights in this report:

► Overall Traffic Volume
Page views increased 4.94% over last month. User Sessions increased 4.58%. Page views of PDFs decreased 7.01%. (See page 2-3.)

Monthly Traffic: Total Page Views, User Sessions
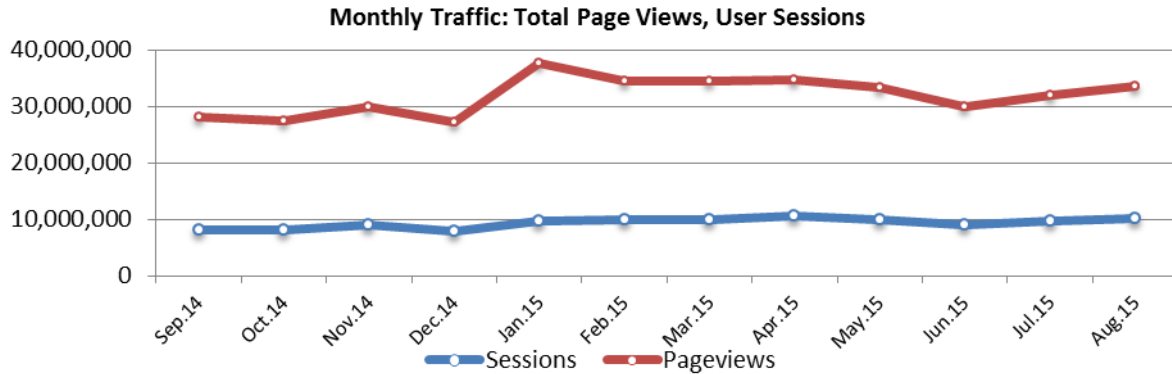
► Customer Satisfaction Scores This Month
The score for USCIS-ES.gov increased from 83 to 84 this month with 183 respondents this month. The score for USCIS.gov remained at 71 with 1,129 respondents this month. (See page 9.)

Customer Satisfaction Scores
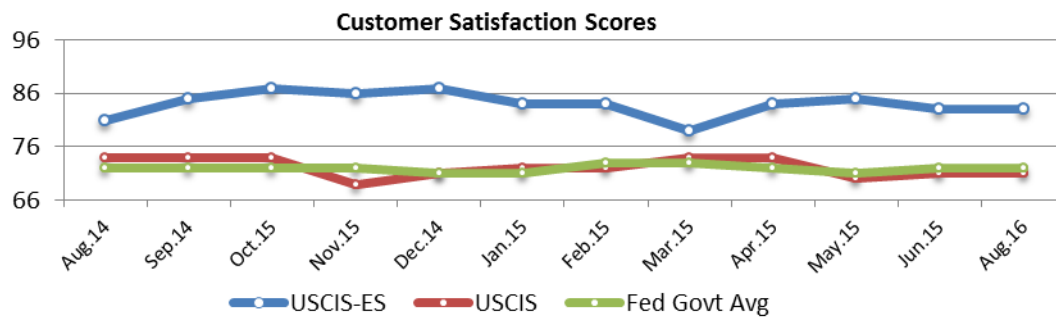
USCIS	USCIS-ES	Federal Govt.
71	84	73

► USCIS-ES Visitor Traffic
User Sessions and Page Views increased 6.66% and 9.12% respectively. Page Views were up an average of 9.12%. The USCIS-ES homepage was viewed 318,625 times in August compared to 281,787 times in July compared, an increase of 13.07%. Page Views of the "Mientras mi caso está en trámite con el USCIS" page increased 49.29% from last month. Page Views of the "Familiares de Ciudadanos Estadounidenses" page was up 57.43% from last month. (See page 14-15.)

CSWP Visitor Traffic

► **Notable changes this month:** Page views increased 4.94% over last month. User Sessions increased 4.58%. Page views of PDFs decreased 7.01%.

Metric	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Aug.15	Change
Pageviews	34,548,035	34,505,791	34,747,104	33,328,516	30,010,346	31,908,179	33,485,206	4.94%
Users	5,369,771	5,069,704	5,399,170	5,139,681	4,590,711	4,943,998	5,097,164	3.10%
Sessions	9,996,313	9,964,767	10,542,795	9,864,435	9,029,393	9,595,298	10,034,731	4.58%
Avg Session Duration	00:04:07	0:04:14	00:03:54	00:03:58	00:04:02	00:04:00	00:03:29	-12.92%
% New Sessions	42.66%	39%	40.09%	40.19%	38.83%	40.26%	35.49%	-11.85%
Pageviews/Session	3.46	3.46	3.30	3.38	3.32	3.33	2.98	-10.51%
Bounce Rate	34.74%	31.42%	34.41%	34.04%	30.94%	32.53%	37.66%	15.77%
PDF Pageviews*	16,308,215	19,498,803	19,039,279	15,822,483	16,497,086	15,295,155	16,368,105	7.01%

* PDF pageviews represent the number of views of files with the .PDF extension, as tracked via Akamai web logs (not Google Analytics).

Distribution of Traffic by Major Landing Pages
The CSWP Home Page makes it easy for visitors to find and navigate to popular information and resources. The table below includes traffic main landing pages.

► **Notable changes this month:** Page views of the "Green Card" page increased 8.60%. Page views of the "U.S. Citizenship" page increased 9.62%. Page views of the "Tools" increased 21.09%.

	Page	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Forms	1,306,673	54.84	351,425	38.17%	3.83%
2	Green Card	431,127	54.18	154,619	39.79%	8.60%
3	U.S. Citizenship	187,502	82.18	73,099	40.26%	9.62%
4	Tools	153,827	160.16	53,156	30.85%	21.09%
5	News	139,974	77.41	65,776	58.69%	-1.73%
6	About Us	40,433	84.14	9,879	48.66%	-2.58%
7	Working in the US	38,986	102.79	16,977	51.87%	2.31%
8	Executive Actions on Immigration	34,850	190.89	19,730	70.48%	-24.98%
9	Laws	34,776	84.27	12,995	49.51%	-4.15%
10	Military	14,822	82.58	3,823	54.29%	7.24%
11	Humanitarian	14,005	77.16	3,328	57.74%	4.45%
12	Outreach	7,382	94.61	2,171	40.74%	-9.51%

Top 25 Viewed Pages

The following table shows the 25 most viewed pages on USCIS.gov with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views increased an average of 4.94% overall. Page Views of the USCIS Homepage increased 7.52%. Page Views of the "Naturalization Self-Test 3" increased 92.54%. Page Views of the "Application for Naturalization" increased 10.57%. Page Views of the "Affidavit of Support Under Section 213A of the Act" page decreased 24.45%.

	Page Title	Page Views	Avg. Time on Page	Entrances*	Bounce Rate	Change
1	Homepage	5,400,486	145.34	3,786,546	19.82%	7.52%
2	Naturalization Self-Test 1	2,822,978	14.35	77,248	5.63%	-3.13%
3	Forms	1,306,673	54.84	351,425	38.17%	3.83%
4	Naturalization Self-Test 3	1,173,390	14.07	7,217	24.33%	92.54%
5	Naturalization Self-Test 4	976,881	14.34	6,620	27.85%	67.48%
6	Application for Naturalization	673,564	223.69	170,792	36.19%	10.57%
7	Petition for Alien Relative	657,215	196.68	171,233	34.13%	8.34%
8	Naturalization Self-Test 2	551,061	13.74	5,978	14.19%	-59.63%
9	Green Card	431,127	54.18	154,619	39.79%	8.60%
10	| USCIS	411,092	46.75	122,825	45.48%	300.25%
11	Application to Register Permanent Residence or Adjust Status	410,804	172.38	87,936	39.21%	6.24%
12	Affidavit of Support Under Section 213A of the Act	398,888	238.94	117,612	22.68%	24.45%
13	Application for Employment Authorization	385,948	179.45	95,177	32.98%	-1.30%
14	100 Civics Questions and Answers with MP3 Audio (English version)	370,891	172.99	98,893	46.41%	8.29%
15	E-Verify	341,896	132.16	245,226	37.32%	12.05%
16	Espanol Homepage	329,269	130.53	111,298	25.75%	13.71%
17	Application to Replace Permanent Resident Card	324,867	218.87	87,091	38.01%	8.67%
18	Apply for Citizenship	297,862	153.80	130,255	34.75%	16.61%
19	Contact Us	279,037	166.77	81,884	48.67%	2.13%
20	Log in to USCIS ELIS	243,048	206.26	52,242	16.77%	26.45%
21	USCIS ELIS	237,360	65.35	90,510	24.61%	7.80%
22	Renew a Green Card	210,845	75.61	80,459	36.72%	7.10%
23	Green Card Through Family	210,336	58.51	32,446	69.70%	7.32%
24	Employment Eligibility Verification	199,994	152.59	113,635	35.36%	5.01%
25	E-Filing Form I-90 Using USCIS ELIS	194,897	187.17	16,450	24.48%	-12.29%

* "Entrances" count the first hit of the session that is also a page.

Top 25 Referring Sites Sending Traffic to CSWP

The following table lists the top 25 sources of Web traffic referred to USCIS.gov from external Web sites.

► **Notable changes this month:** Sessions referred from m.facebook.com increased 407.37%. Sessions referred from travel.state.gov decreased 4.85%.

	Search Term	Sessions	% New Sessions*	New Users	Bounce Rate	Pages / Session	Change
1	m.facebook.com	345,399	81.62%	281,911	80.43%	1.38	407.37%
2	travel.state.gov	180,985	26.03%	47,106	29.19%	2.77	-4.85%
3	links.govdelivery.com	80,505	18.99%	15,289	36.07%	2.73	-6.96%
4	facebook.com	74,729	49.40%	36,916	62.31%	2.02	146.01%
5	lm.facebook.com	42,504	52.79%	22,438	72.62%	1.56	132.67%
6	t.co	42,443	23.22%	9,857	55.12%	2.14	331.16%
7	l.facebook.com	39,750	50.08%	19,905	58.02%	2.34	67.96%
8	redbus2us.com	33,722	23.26%	7,845	48.56%	2.38	418.56%
9	dhs.gov	32,992	42.31%	13,960	30.15%	3.79	-10.11%
10	ustraveldocs.com	24,565	41.20%	10,121	40.26%	2.82	-5.49%
11	trackitt.com	23,193	16.32%	3,784	46.99%	1.66	50.87%
12	visajourney.com	21,408	11.32%	2,424	35.75%	2.11	4.74%
13	bs.serving-sys.com	20,060	90.20%	18,094	85.24%	1.23	-7.91%
14	usa.gov	20,030	53.75%	10,766	32.32%	4.61	-5.13%
15	search.dhs.gov	17,480	34.62%	6,051	26.12%	3.74	-21.67%
16	nolo.com	16,965	28.37%	4,813	35.83%	2.60	1.35%
17	pioneerlibrarysystem.org	14,876	50.59%	7,526	76.69%	1.42	24286.89%
18	search.tb.ask.com	13,925	27.50%	3,830	18.99%	4.41	-14.17%
19	immigration-law.com	10,747	22.23%	2,389	57.41%	1.70	14.97%
20	us.wow.com	10,555	30.01%	3,168	26.36%	5.32	-16.05%
21	bing.com	7,855	21.08%	1,656	21.20%	3.59	-53.72%
22	alllaw.com	6,932	34.41%	2,385	32.30%	2.90	-0.30%
23	mitbbs.com	6,701	25.50%	1,709	54.28%	1.62	168.90%
24	welcometousa.gov	5,459	18.06%	986	23.56%	5.69	-6.89%
25	en.wikipedia.org	5,325	40.77%	2,171	49.73%	2.62	-3.97%

 * New Sessions is the percentage the pages that were viewed by first time visitors.
**Bounce rate is the percentage of pages that were viewed once followed by an exit.

Top 25 PDF Page Views

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

► **Notable changes this month:** Total PDF Page Views increased 7.01%, from 15,295,155 in July to 16,368,105 in August. The most downloaded file this month was the "i-9.pdf" with 2.34 million downloads. The "USCIS_ELIS_Customer_User_Manual.pdf" was downloaded 1.41 million times. The "m-274.pdf" was downloaded 837,764 times.

	Top 25 Downloaded Files	Page Views	Percentage of Total
1	files/form/i-9.pdf	2,383,032	14.56%
2	USCIS/USCIS%20ELIS/USCIS_ELIS_Customer_User_Manual.pdf	1,141,619	6.97%
3	files/form/m-274.pdf	837,764	5.12%
4	files/form/i-130instr.pdf	734,541	4.49%
5	files/form/n-400.pdf	621,801	3.80%
6	files/form/i-864.pdf	581,416	3.55%
7	files/form/n-400instr.pdf	481,194	2.94%
8	USCIS/Verification/E-Verify/E-Verify_Native_Documents/E-Verify%20Manual%20and%20Guides/EVerify_User_Manual_Employees.pdf	337,085	2.06%
9	files/form/i-130.pdf	327,689	2.00%
10	files/form/i-864instr.pdf	299,154	1.83%
11	uscis.cgi.dhs.akadns.net/files/form/i-9.pdf	292,622	1.79%
12	files/form/g-1145.pdf	225,837	1.38%
13	files/form/i-751instr.pdf	218,800	1.34%
14	files/form/i-765instr.pdf	212,170	1.30%
15	files/form/i-765.pdf	195,443	1.19%
16	USCIS/USCIS%20ELIS/immigrant-fee-guide.pdf	185,441	1.13%
17	USCIS/Office%20of%20Citizenship/Citizenship%20Resource%20Center%20Site/Publications/M-623.pdf	170,196	1.04%
18	files/article/attachments.pdf	152,647	0.93%
19	USCIS/files/M-1051.pdf	142,925	0.87%
20	files/form/i-485.pdf	141,362	0.86%
21	files/form/i-864p.pdf	139,169	0.85%
22	files/form/i-485instr.pdf	137,199	0.84%
23	files/form/i-90.pdf	135,250	0.83%
24	files/form/i-90instr.pdf	135,065	0.83%
25	files/form/g-325a.pdf	132,445	0.81%

Top 25 Browser Versions Used by Visitors to USCIS.gov

The following table shows the browsers most frequently used by visitors to the USCIS Customer Service Web Portal (CSWP) at USCIS.gov.

► **Notable changes this month:** Site traffic by all browsers increased 16.93% over last month. Chrome browsers represented 46.67% of traffic, an increase of 18.96% over last month. Safari browsers represented 21.19% of traffic, an increase of 18.60% from last month. Internet Explorer browsers represented 18.23% of traffic, an increase of 13.64% from last month. Firefox browsers represented 8.20% of traffic, an increase of 17.89% from last month.

Browser	Browser Version	Sessions	Pages / Session	Avg. Visit Duration
Safari	8.0	1,499,339	2.51	161.05
Internet Explorer	11.0	1,347,873	3.30	259.16
Chrome	44.0.2403.157	1,150,769	2.50	157.08
Chrome	44.0.2403.155	880,965	3.43	249.41
Chrome	44.0.2403.133	633,839	2.67	184.21
Chrome	44.0.2403.130	612,280	3.53	256.90
Chrome	44.0.2403.125	468,264	3.56	261.07
Firefox	40.0	379,849	2.72	186.55
Firefox	39.0	378,619	3.52	255.08
Internet Explorer	9.0	288,377	3.22	238.43
Internet Explorer	10.0	221,259	3.12	229.36
Android Browser	4.0	220,593	2.67	213.60
Chrome	28.0.1500.94	192,575	2.54	193.94
Safari	7.0	191,865	2.65	180.59
Chrome	34.0.1847.76	179,763	2.42	167.03
Safari	8.0.7	167,227	3.65	246.03
Safari	600.1.4	141,855	2.83	184.13
Internet Explorer	8.0	139,792	3.22	225.37
Safari (in-app)	(not set)	125,855	1.92	63.51
Chrome	44.0.2403.67	96,691	2.49	153.63
Chrome	43.0.2357.134	84,471	3.65	225.14
Safari	8.0.8	80,336	2.76	167.85
Chrome	38.0.2125.102	78,073	2.76	201.09
Chrome	43.0.2357.93	71,365	2.82	215.55
Edge	12.10240	63,481	2.79	186.14

Top 25 Search Terms from Referring External Search Engines

The following are the top 25 search terms entered into external search engines (e.g., Google, Yahoo, Bing, and others) that led to referrals of Web traffic to the CSWP. This list does not include search terms that resulted in PDFs.

►**Notable changes this month:** Searches increased 8.08% over last month. Searches of "uscis" decreased 3.36% from last month. Searches of "everify" decreased 23.09% from last month. Searches for "uscis case status" increased 37.29%.

	Search Term	Sessions	% New Sessions*	Bounce Rate**	Pages / Visit	Change
1	(not provided)	5,638,630	35.48%	32.84%	3.28	10.43%
2	uscis	47,051	23.23%	25.00%	3.07	-3.36%
3	uscis.gov	19,459	21.39%	20.69%	3.68	-31.51%
4	www.uscis.gov	11,706	21.74%	20.45%	3.22	-13.13%
5	(not set)	9,020	39.80%	33.50%	2.99	11.47%
6	uscis case status	7,945	20.54%	28.95%	2.00	37.29%
7	uscis forms	4,749	23.06%	23.27%	3.66	-29.59%
8	everify	3,517	36.82%	16.52%	1.99	-23.09%
9	immigration	3,049	34.50%	27.88%	3.49	0.13%
10	uscis elis	2,329	18.16%	22.07%	2.99	-14.50%
11	uscis home page	2,075	17.73%	15.86%	3.82	-32.26%
12	us immigration	1,828	45.62%	26.64%	4.06	-3.84%
13	ins	1,818	50.50%	29.10%	3.84	-13.51%
14	e-verify	1,810	39.45%	18.73%	2.42	-23.14%
15	green card	1,755	62.11%	38.18%	3.36	-4.46%
16	http://www.uscis.gov/	1,593	15.44%	19.59%	2.87	23.97%
17	www.uscis.gov/uscis-elis	1,524	25.26%	19.29%	4.40	-30.60%
18	e-verify for employers	1,288	44.25%	19.80%	2.86	-35.34%
19	immigration news	1,285	26.30%	53.54%	2.81	-2.50%
20	e verify	1,182	42.22%	21.40%	2.26	-20.24%
21	美国移民局	1,165	27.81%	30.39%	2.56	-1.85%
22	i-9	1,151	60.12%	27.72%	2.28	-38.12%
23	immigration and naturalization service	1,130	45.49%	28.94%	4.46	-35.02%
24	green card renewal	1,046	42.93%	28.97%	3.91	-12.40%
25	i-9 form	1,020	60.88%	28.04%	2.06	-45.63%

Top 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 increased 7.40% from 1,272,013 in July to 1,366,175 in August. Total Clicks increased 14.93% from 1,209,922 in July to 1,390,571 in August. Users Users queried the term "i-864" 11,042 times.

Top Queries	# of Queries	# of Clicks	CTR*
processing times	15,951	17,729	111.00%
i-864	11,042	12,863	116.00%
i-130	9,906	9,914	100.00%
i-765	9,071	9,204	101.00%
case status	8,561	11,455	133.00%
i-485	8,051	8,025	99.00%
daca	7,935	7,535	94.00%
change of address online	7,801	8,993	115.00%
case status check online	7,300	9,529	130.00%
status of my case	7,173	9,343	130.00%
g-325a	7,121	7,992	112.00%
check status of my case	6,908	9,293	134.00%
i-90	6,175	6,426	104.00%
elis	5,509	5,747	104.00%
n-400	5,334	5,881	110.00%
i-131	5,325	5,439	102.00%
n400	4,753	5,785	121.00%
i864	4,680	5,237	111.00%
processing time	4,541	4,786	105.00%
change of address	4,453	4,801	107.00%
i130	4,452	4,508	101.00%
visa bulletin	4,341	6,101	140.00%
i765	4,024	4,103	101.00%
infopass make appointment	3,993	4,352	108.00%
my case status	3,900	4,942	126.00%
i-751	3,702	3,817	103.00%
g325a	3,650	4,030	110.00%
i485	3,585	3,662	102.00%
i-912	3,556	3,901	109.00%
civil surgeon locator	3,484	4,137	118.00%
status	3,474	4,167	119.00%
infopass	3,436	3,801	110.00%

Top Queries	# of Queries	# of Clicks	CTR*
poverty guidelines 2015	3,352	3,979	118.00%
tps	3,275	2,886	88.00%
g-28	3,220	3,382	105.00%
i-94	3,205	3,369	105.00%
g325a form	3,186	4,003	125.00%
opt	3,130	2,809	89.00%
i-539	3,105	3,193	102.00%
g-325a form	3,104	3,708	119.00%
i90	3,069	3,306	107.00%
daca renewal	3,016	3,092	102.00%
forms	2,921	2,448	83.00%
case status by receipt number	2,892	4,388	151.00%
fee waiver	2,767	2,876	103.00%
i-864a	2,759	2,931	106.00%
i-129	2,652	2,588	97.00%
ar-11	2,610	2,679	102.00%
visa bulletin august 2015	2,493	3,182	127.00%
asylum	2,474	2,463	99.00%
address change online	2,469	2,744	111.00%
n-600	2,408	2,580	107.00%
i-693	2,375	2,359	99.00%
ar-11 change of address online	2,374	2,608	109.00%
processing time for i-130	2,301	3,323	144.00%
foia	2,221	2,340	105.00%
i-821d	2,169	2,355	108.00%
visa	2,133	1,802	84.00%
my case status check online	2,124	2,985	140.00%
i131	2,117	2,157	101.00%
g-325	2,063	2,444	118.00%
fees	2,034	2,058	101.00%
864	1,998	2,042	102.00%
n600	1,979	2,215	111.00%

*CTR: Click through Rate

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.

FORESEE

►**Notable changes this month:** The score for USCIS-ES.gov increased from 83 to 84 this month with 183 respondents this month. The score for USCIS.gov remained at 71 with 1,129 respondents this month.

This Month's Average Customer Satisfaction Scores

USCIS	USCIS-ES	Federal Govt.
71	84	73

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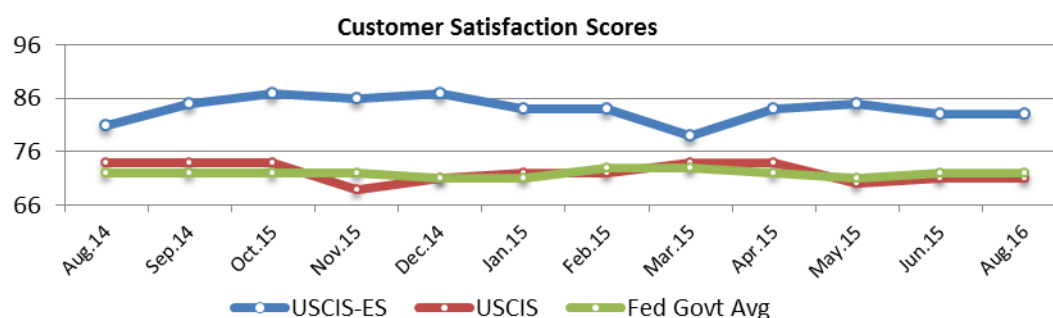
Top Visitor Responses to Selected Survey Questions (% of respondents per site)

Primary Reason for Visiting the Site	USCIS	USCIS-ES
Check My Case Status	19%	19%
Green Card Information	16%	11%
Download Form(s)	10%	5%
Find Form(s)	10%	7%
Get General Information Before I File My Case	13%	21%
Citizenship Requirements	4%	4%
Primary Method Used to Find Information		
Links on the pages	26%	8%
Site's Search Feature	20%	31%
Top Navigation Bar	16%	22%
Forms search	13%	N/A
Used an External Search Engine (e.g., Google)	10%	12%
Homepage banners, icons, ads	6%	6%
Just Browsing	7%	15%
Site Map	2%	6%
Self-Identified Role of Visitor		
Permanent Resident (green card holder)	21%	26%
Naturalized U.S. Citizen	21%	13%
U.S. Born Citizen	17%	4%
Citizen of a Foreign Country	12%	17%
Visitor/Nonimmigrant	6%	16%

Social Media Activity Using Links on USCIS.gov Pages
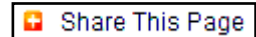
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Many CSWP pages offer social media options. By taking one of these actions, visitors can share a page or bookmark it using a variety of social media tools.
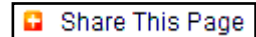
►**Notable changes this month:** USCIS.gov pages were shared 5,426 times in August. The "Temporary Protected Status Extended for Haiti" page was shared 143 times and clicked 1,182 times. The "USCIS Electronic Immigration System" page was shared 254 times and clicked 5 times.
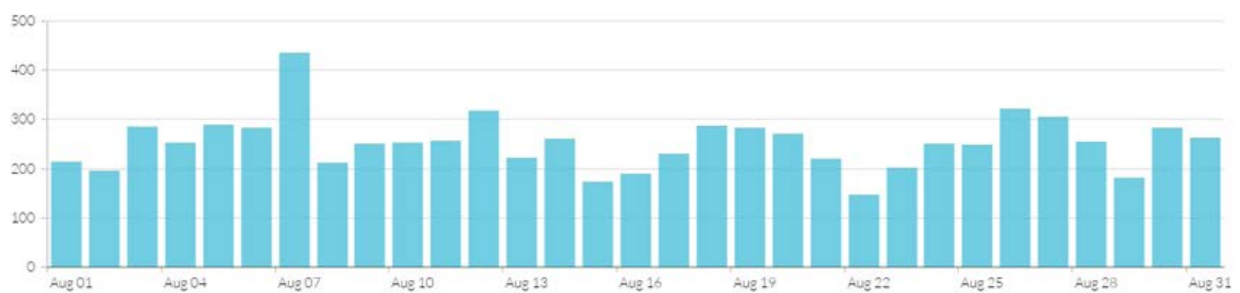

Top Shares:

	Title	Shares	Social Clicks
1	USCIS Electronic Immigration System	254	5
2	Application to Replace Permanent Resident Card	247	53
3	Temporary Protected Status Extended for Haiti	143	1,182
4	Petition for Alien Relative	118	106
5	Application for Naturalization	103	41
6	E-Filing Form I-90 Using USCIS Electronic Immigration System	94	2
7	Homepage	83	0
8	Application for Employment Authorization	63	10
9	FiancÃ©(e) Visas	58	51
10	Affidavit of Support Under Section 213A of the Act	55	41
11	Application to Register Permanent Residence or Adjust Status	54	10
12	Petition for Alien FiancÃ©(e)	51	46
13	How to Pay the USCIS Immigrant Fee with the USCIS Electronic Immigration System	51	2
14	Homepage	50	76
15	Preguntas de la parte de educaciÃ³n cÃvica del Examen de NaturalizaciÃ³n	49	71
16	USCIS Immigrant Fee	49	45
17	Forms	47	156
18	Petition to Remove Conditions on Residence	47	29
19	Remove Conditions on Permanent Residence Based on Marriage	46	13
20	Application for Travel Document	45	12

Social Media Activity Using Links on Citizenship Resource Center Pages

[🔲 Share This Page]

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:** Citizenship Resource Center pages were shared 7,824 times in August.

Top Shares:

	Title	Shares	Social Clicks
1	Naturalization Self-Test 1 | USCIS	3,262	221
2	Naturalization Self-Test 3 | USCIS	1,340	116
3	Naturalization Self-Test 4 | USCIS	1,314	56
4	Naturalization Self-Test 2 | USCIS	610	55
5	100 Civics Questions and Answers with MP3 Audio (English version)	220	997
6	Naturalization Self-Test 1	191	116
7	100 Civics Questions and Answers with MP3 Audio (English version)	106	249
8	Apply for Citizenship	96	43
9	Study for the Test	90	27
10	Recursos para la naturalizaciÃ³n	57	2
11	Citizenship Rights and Responsibilities	40	13
12	Study Materials for the Civics Test	31	20
13	Study Materials for the English Test	28	19
14	Naturalization Self-Test 2	25	0
15	Becoming a U.S. Citizen: An Overview of the Naturalization Process	24	6
16	The USCIS Naturalization Interview and Test Video	23	18
17	Learners	23	8
18	Training Seminars	19	14
19	Understanding E-2 Requirements	17	12
20	Contact Us	16	0

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 31.17%% and Transactions decreased 20.70%.

	Nov.14	Dec.14	Jan.15	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Jul.15
Page Views on Landing Page	30,695	29,262	32,777	43,063	40,392	43,588	49,325	46,222	49,068	33,775
– Transactions	21,969	36,900	38,761	33,458	35,390	36,347	39,297	35,976	38,019	30,149

	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14	Jul.14	Aug.14	Sep.14	Oct.14
Page Views on Landing Page	13,861	19,317	22,744	22,164	20,058	18,453	17,486	17,759	16,438	17,441
– Transactions	13,927	13,623	17,244	14,993	15,220	15,743	18,174	18,799	19,207	15,545

	Mar.13	Apr.13	May.13	Jun.13	Jul.13	Aug.13	Oct.13	Sep.13	Nov.13	Dec.13
Page Views on Landing Page	23,837	23,826	24,159	22,688	24,485	25,326	22,479	23,587	7,303	9,507
– Transactions	13,751	13,627	14,711	13,457	15,341	16,456	14,302	14,329	13,171	14,009

	May12	Jun.12	Jul.12	Aug.12	Sep.12	Oct.12	Nov.12	Dec.12	Jan.13	Feb.13
Page Views on Landing Page	29,543	30,274	32,278	33,968	26,182	25,379	22,656	18,708	23,753	20,934
– Transactions	23,525	22,939	23,731	26,136	18,187	17,008	14,421	11,448	13,081	10,930

	July11	Aug.11	Sep.11	Oct.11	Nov.11	Dec.11	Jan.12	Feb.12	Mar.12	Apr.12
Page Views on Landing Page	29,879	29,076	26,112	25,260	29,930	28,005	32,342	27,787	30,585	29,569
– Transactions	21,749	21,772	20,002	19,672	19,777	21,375	25,048	20,882	23,919	22,893

	Sep.10	Oct.10	Nov.10	Dec.10	Jan.11	Feb.11	Mar.11	Apr.11	May11	June11
Page Views on Landing Page	35,005	24,986	19,561	18,296	22,190	22,562	27,118	24,183	32,553	36,238
– Transactions	21,597	16,757	13,696	13,401	15,828	17,096	21,085	19,472	22,862	25,464

	Nov.09	Dec.09	Jan.10	Feb.10	Mar.10	Apr.10	May10	June10	July10	Aug.10
Page Views on Landing Page	17,725	28,414	30,624	27,712	29,196	26,796	27,990	26,338	33,403	37,913
– Transactions	14,984	16,994	19,228	14,888	16,721	17,887	18,565	16,521	19,017	22,584

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 3,648,811 email bulletins to subscribers, 5.5% more than last month. Tweets decreased from 163 to 121. Twitter followers increased 2.36% over last month.

	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Aug.15
GovDelivery Bulletins	18	55	66	61	73	73	73
Emails Distributed to Subscribers	1,719,876	3,056,968	4,726,760	4,244,437	6,725,991	3,458,434	3,648,811
Subscribers at End of Month	554,119	567,922	591,744	603,520	604,296	617,850	627,074
Subscriptions	1,594,163	1,628,014	1,677,423	1,704,224	1,705,919	1,732,702	1,756,339
Total Subscribable Topics	61	61	60	60	62	76	89
Tweets Issued	74	75	133	156	139	163	121
Twitter Followers at End of Month	50,000	51,300	54,800	56,700	57,670	58,625	60,000

	Jul.14	Aug.14	Sep.14	Oct.14	Nov.14	Dec.14	Jan.15
GovDelivery Emails Issued	23	26	39	31	24	22	35
Emails Distributed to Subscribers	2,187,720	2,828,729	4,608,538	3,410,363	2,091,328	2,107,867	2,353,908
Subscribers at End of Month	417,934	428,599	435,001	443,218	486,047	510,159	531,824
Subscriptions	1,282,317	1,299,675	1,310,522	1,317,389	1,422,583	1,478,787	1,533,777
Total Subscribable Topics	58	57	57	57	58	58	59
Tweets Issued	63	56	108	57	79	45	122
Twitter Followers at End of Month	40,738	41,795	42,688	43,500	45,700	46,000	47,900

	Dec.13	Jan.14	Feb.14	Mar.14	Apr.14	May.14	Jun.14
GovDelivery Emails Issued	18	17	16	28	28	19	21
Emails Distributed to Subscribers	1,719,876	1,214,810	997,583	1,872,711	2,634,479	1,897,736	1,567,847
Subscribers at End of Month	401,575	403,424	405,252	406,632	408,500	405,497	407,621
Subscriptions	1,238,296	1,243,034	1,250,826	1,258,551	1,268,668	1,262,430	1,267,153
Total Subscribable Topics	55	56	58	58	58	58	57
Tweets Issued	67	95	96	87	47	45	43
Twitter Followers at End of Month	32,182	33,400	34,057	35,297	36,925	38,484	39,383

	May.13	Jun.13	Jul.13	Aug.13	Sep.13	Oct.13	Nov.13
GovDelivery Emails Issued	23	23	27	19	17	22	22
Emails Distributed to Subscribers	2,079,216	1,663,637	2,031,262	911,515	1,516,924	1,657,058	2,333,107
Subscribers at End of Month	389,453	391,206	399,076	401,420	403,834	402,895	401,817
Subscriptions	1,175,771	1,188,393	1,207,556	1,221,140	1,234,000	1,238,863	1,237,090
Total Subscribable Topics	52	52	52	52	54	54	55
Tweets Issued	22	71	55	40	78	74	38

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 3% of all traffic to the CSWP.

► **Notable changes this month:**   User Sessions and Page Views increased 6.66% and 9.12% respectively.

Google Analytics Metrics	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Aug.15	Change
Pageviews	1,643,532	1,396,239	1,292,955	1,169,519	1,141,316	1,318,763	1,439,013	9.12%
Users	418,778	312,832	284,404	263,818	256,126	307,279	317,414	3.30%
Sessions	661,719	515,858	468,562	429,517	416,290	489,872	522,477	6.66%
Avg Session Duration	0:03:27	0:03:51	00:03:53	00:03:49	0:03:51	00:03:46	00:03:52	2.65%
% New Sessions	52.24%	48.92%	48.99%	49.72%	50.29%	52.53%	50.35%	-4.15%
Pageviews/Session	2.48	2.71	2.76	2.72	2.74	2.69	2.75	2.23%
Bounce Rate	58.85%	54.48%	53.82%	54.44%	53.91%	54.53%	53.86%	-1.23%

USCIS-ES Sessions by Desktop, Mobile and Tablet Browsers

The following table and accompanying pie chart shows the browsers by operating system and device category that most frequently use the USCIS-ES Spanish.

► **Notable changes this month:**   Mobile browsers accounted for 53.71% of traffic to the Spanish site. User Sessions by Android Mobile browsers were up 8.26% compared to last month. Android Tablet browsers were up 9.17% compared to last month.

OS (device category)	Feb.15	Mar.15	Apr.15	May.15	Jun.15	Jul.15	Aug.15	Change
Android (mobile)	243,560	172,870	157,605	140,545	136,477	173,248	187,551	8.26%
Windows (desktop)	195,115	180,184	165,249	155,167	150,449	161,156	172,542	7.07%
iOS (mobile)	120,712	80,555	71,197	64,451	62,584	81,863	83,661	2.20%
iOS (tablet)	41,949	32,729	28,608	26,632	25,061	27,671	29,113	5.21%
Macintosh (desktop)	21,266	18,717	16,986	16,450	16,369	18,009	19,584	8.75%
Android (tablet)	18,680	16,217	15,144	13,238	12,855	13,951	15,231	9.17%
Windows Phone (mobile)	4,373	3,341	3,019	3,066	2,952	4,006	4,272	6.64%
Windows (mobile)	5,434	4,847	4,371	4,250	4,193	4,275	4,136	-3.25%
Linux (desktop)	5,357	1,761	1,779	1,673	1,651	1,659	1,896	14.29%
Chrome OS (desktop)	2,030	1,841	2,051	1,711	1,558	1,759	2,080	18.25%
Total	661,717	515,855	468,564	429,518	416,290	489,874	522,475	6.65%

Top 25 Viewed USCIS-ES Pages

The following table shows the 25 most viewed pages on USCIS-ES this month with additional statistics according to Google Analytics.

► **Notable changes this month:** Page Views were up an average of 9.12%. The USCIS-ES homepage was viewed 318,625 times in August compared to 281,787 times in July compared, an increase of 13.07%. Page Views of the "Mientras mi caso está en trámite con el USCIS" page increased 49.29% from last month. Page Views of the "Familiares de Ciudadanos Estadounidenses" page was up 57.43% from last month.

	Page Title	Page Views	Avg. Time on Page	Entrances	Bounce Rate	Change
1	Homepage	318,625	137.57	183,619	49.64%	13.07%
2	Formularios	47,179	74.91	7,529	34.11%	11.33%
3	Mientras mi caso está en trámite con el USCIS	35,992	174.46	15,599	49.87%	49.29%
4	Petición de Familiar Extranjero	34,461	171.35	7,940	57.80%	14.00%
5	Trámite y procedimientos para la Tarjeta Verde	34,372	99.73	10,493	38.26%	14.32%
6	Familiares de Ciudadanos Estadounidenses	27,064	138.44	12,639	56.69%	57.43%
7	Contáctenos	23,209	150.08	3,145	60.03%	6.92%
8	Tarjeta Verde a través de la Familia	21,909	63.42	1,239	41.57%	10.67%
9	Tarjeta Verde	20,413	55.65	5,130	31.13%	11.77%
10	El examen de naturalización: Materiales de estudio	19,320	144.91	6,603	58.05%	16.96%
11	Solicitud de Registro de Residencia Permanente o Ajuste de Estatus	18,799	158.51	3,939	50.67%	15.08%
12	Noticias	18,398	75.11	3,264	50.31%	-15.94%
13	Disponibilidad de Visas y Fechas de Prioridad	17,313	140.69	6,235	51.34%	30.67%
14	Solicitud de Naturalización	15,827	197.41	5,159	55.86%	9.02%
15	Solicitud para Reemplazar la Tarjeta de Residente Permanente (Green Card)	14,668	178.16	5,061	55.99%	15.99%
16	Tarjeta Verde para un Familiar Inmediato de un Ciudadano de los Estados Unidos	12,007	131.26	1,823	49.04%	9.98%
17	Tarjeta Verde para un Familiar de un Residente Permanente	10,848	159.76	3,210	53.46%	16.65%
18	Tarjeta Verde para un Familiar de un Ciudadano Estadounidense	10,764	125.67	1,482	50.27%	13.83%
19	Ciudadanía	10,405	78.37	2,623	42.85%	3.58%
20	Solicitud de Autorización de Empleo	10,205	145.54	2,539	48.94%	8.32%
21	Otras maneras para obtener la Tarjeta Verde	9,876	66.30	472	46.40%	11.81%
22	Después de recibir una decisión	9,821	156.75	2,774	58.69%	13.13%
23	Familiares de Residentes Permanentes	9,737	145.70	2,837	48.57%	15.74%
24	Cónyuge	9,696	204.03	5,051	52.03%	1.13%
25	Ciudadanía por Naturalización	9,607	102.91	5,166	35.91%	11.33%

* "Entrances" count the first hit of the session that is also a page.