



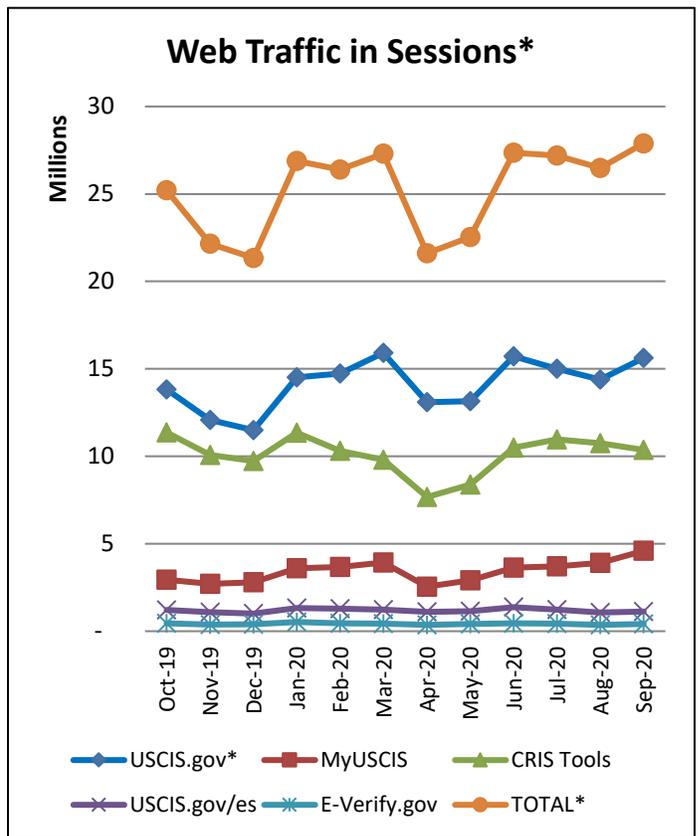
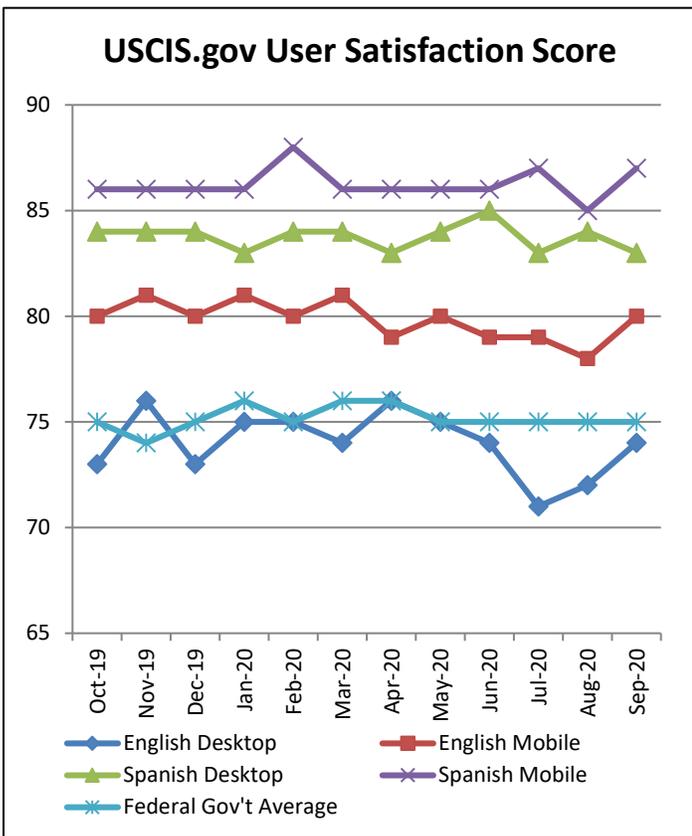
# Online Communications Insights and Statistics

September 2020

**Total Web Traffic – ALL PROPERTIES: 27,893,195 sessions (+5.3% from past month)**

## Highlights:

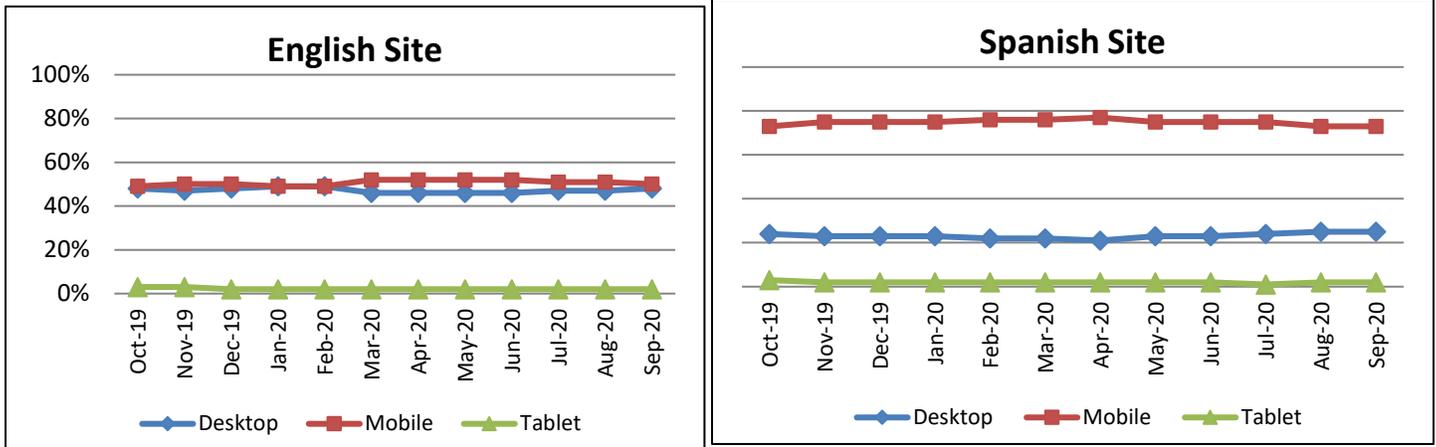
- Fee Rule Impact - N-400 Pages and Searches Surge:** The prospective October 3 fee rule date, which would have seen the fee for naturalization rise significantly, caused a large influx of searches and visits to pages related to the Form N-400, Application for Naturalization. The fee rule implementation was suspended by a court ruling in early October.



**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



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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)
2 (2)	USCIS Account - Home Page	4,543,000 (+1,138,041)	2 (6) ↑	n-400	20,556 (+7,230)
12 (76) ↑	Adjustment of Status Filing Charts from the Visa Bulletin   USCIS	616,000 (+447,493)	6 (8) ↑	n400	15,674 (+4,969)
8 (4) ↓	Employment Eligibility Verification   USCIS	861,000 (-315,630)	10 (4) ↓	i-944	9,455 (-4,445)
6 (8) ↑	Application for Naturalization   USCIS	936,000 (+243,400)	27 (69) ↑	fees increase 2020	5,481 (+3,283)
31 (49) ↑	USCIS - Application for Naturalization (N-400) - Change Basis For Eligibility	462,000 (+224,457)	17 (30) ↑	n-400 form	7,335 (+3,178)



**E-Mail Outreach:**

**Total Number of Subscribers: 2,446,137 (+55,272)/Total Number of Subscriptions 6,730,213 (+146,691)**

Average Number of Subscriptions per Subscriber: 2.8

	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
<b>1</b>	News Releases (409,877)	News Releases (+4,575)	USCIS Intergovernmental Affairs Updates (8)
<b>2</b>	Office Closures (342,354)	Forms Updates (+4,197)	Updates from the Public Engagement Division (8)
<b>3</b>	Forms Updates (297,910)	Citizenship (+4,019)	Immigration Policy (3)
<b>4</b>	Federal Register Announcements (275,611)	Immigration Policy (+3,689)	System Outages (3)
<b>5</b>	Alerts (244,853)	Alerts (+ 3,599)	News Releases (2)

