



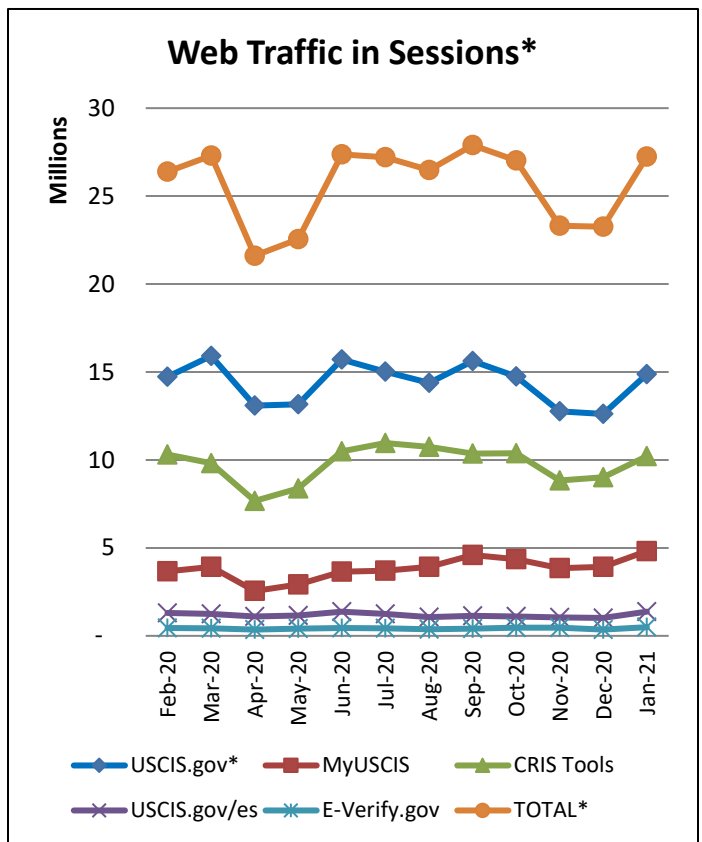
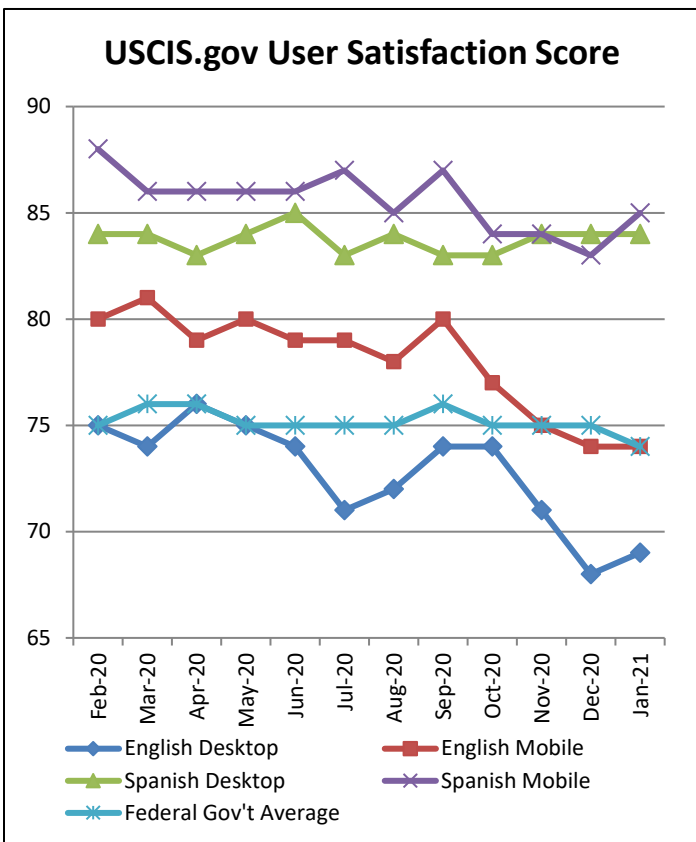
Online Communications Insights and Statistics

January 2021

Total Web Traffic – ALL PROPERTIES: 27,240,684 sessions (+17.1% from past month)

Highlights:

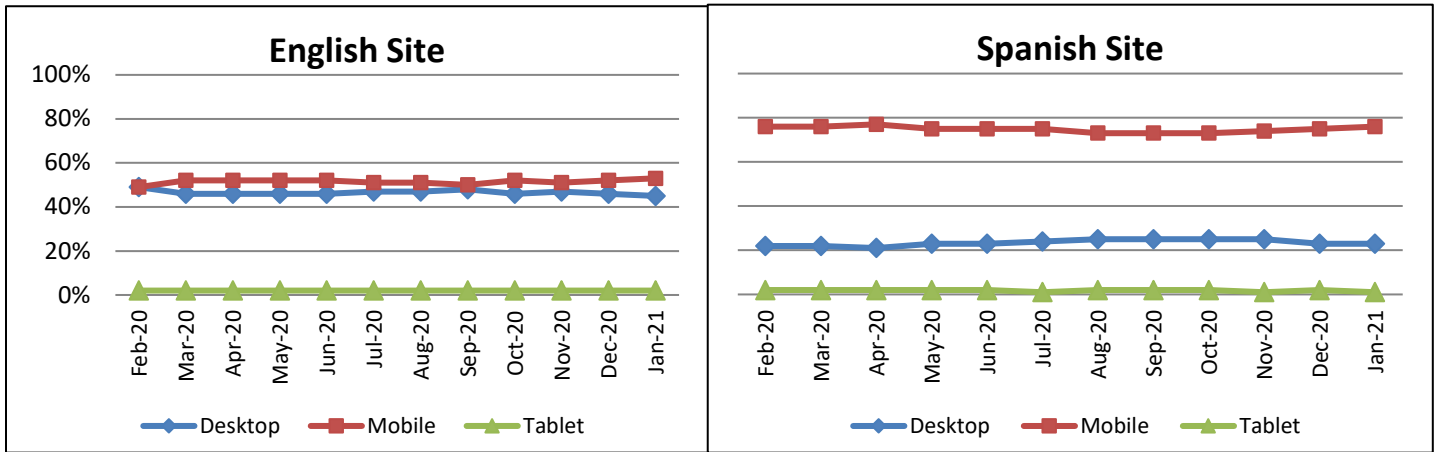
- January Traffic Sees Expected Seasonal New Year’s Rise:** Consistent with years past, traffic in January took a strong upturn after the holiday season.



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)
1 (1)	USCIS Account – Home Page	5,506,000 (+1,280,584)	1 (1)	daca	21,570 (-21,049)
2 (2)	Home USCIS	4,933,000 (+719,962)	28 (5) ↓	tps	3,879 (-7,075)
3 (3)	USCIS myUSCIS Home Page	2,808,000 (+486,997)	17 (246) ↑	renew permanent resident card	5,674 (+5,150)
21 (13) ↓	USCIS Account - Applicant Profile	583,000 (+91,708)	8 (15) ↑	i-90	9,433 (+3,309)
4 (4)	Form I-9 Acceptable Documents USCIS	1,045,000 (+55,813)	4 (6) ↑	processing times	11,874 (+2,321)



E-Mail Outreach:

Total Number of Subscribers: 2,608,081 (+108,651)/Total Number of Subscriptions 6,754,881 (+202,300)

Average Number of Subscriptions per Subscriber: 2.6

	<i>Most Popular Lists</i>	<i>Lists Most Subscriptions Gained</i>	<i>Lists Most Bulletins Sent (non-automated)</i>
1	News Releases (367,467)	PCQS (non-USCIS) (+20,955)	USCIS Intergovernmental Affairs Updates (6)
2	Office Closures (341,836)	PCQS Users (USCIS) (+13,520)	Updates from the Public Engagement Division (6)
3	Forms Updates (253,111)	News Releases (+6,329)	Alerts (4)
4	Federal Register Announcements (227,678)	Citizenship (+4,796)	System Outages (4)
5	H-1B Cap Season (210,520)	Forms Updates (+4,744)	Immigration Policy (2)

