**StudyintheStates.dhs.gov Web Performance Metrics**

**Total Visits**

- **349,469**
  - % of Total: 100.00% (349,469)

**Avg. Visit Duration**

- **00:01:54**
  - Avg for View: 00:01:54 (0.00%)

**Pageviews**

- **411,647**
  - % of Total: 100.00% (411,647)

**Unique Visitors**

- **173,569**
  - % of Total: 100.00% (173,569)

**Avg. Pages / Visit**

- **1.74**
  - Avg for View: 1.74 (0.00%)

**Avg. Time on Page**

- **00:02:32**
  - Avg for View: 00:02:32 (0.00%)

**Bounce Rate**

- **61.97%**
  - Avg for View: 61.97% (0.00%)

**New vs. Returned Visitors**

- New Visitor: 20.7%
- Returning Visitor: 79.3%

**Visits and Bounce Rate by Source/Medium**

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Sessions</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>132,083</td>
<td>63.92%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>56,803</td>
<td>65.76%</td>
</tr>
<tr>
<td>sevp.ice.gov / referral</td>
<td>7,184</td>
<td>52.12%</td>
</tr>
<tr>
<td>search.usa.gov / referral</td>
<td>6,254</td>
<td>37.56%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>3,227</td>
<td>57.36%</td>
</tr>
<tr>
<td>uscis.gov / referral</td>
<td>2,434</td>
<td>44.33%</td>
</tr>
<tr>
<td>educationusa.state.gov / referral</td>
<td>1,533</td>
<td>35.36%</td>
</tr>
<tr>
<td>mail.google.com / referral</td>
<td>1,273</td>
<td>55.85%</td>
</tr>
<tr>
<td>yahoo / organic</td>
<td>819</td>
<td>62.64%</td>
</tr>
<tr>
<td>usa.gov / referral</td>
<td>736</td>
<td>44.29%</td>
</tr>
</tbody>
</table>

**Sessions by Social Network**

- **Facebook**: 765
- **YouTube**: 354
- **Quora**: 208
- **Twitter**: 84
- **reddit**: 55
- **Naver**: 50
- **LinkedIn**: 33
- **Instagram Stories**: 24
- **Instagram**: 17
- **Blogger**: 4