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

**Total Visitors**

- **505,682**
- % of Total: 100.00% (505,682)

**Avg. Visit Duration**

- **00:02:01**
- Avg for View: 00:02:01 (0.00%)

**Pageviews**

- **604,703**
- % of Total: 100.00% (604,703)

**Unique Visitors**

- **230,156**
- % of Total: 100.00% (230,156)

**Avg. Pages / Visit**

- **1.88**
- Avg for View: 1.88 (0.00%)

**Avg. Time on Page**

- **00:02:15**
- Avg for View: 00:02:15 (0.00%)

**Bounce Rate**

- **58.47%**
- Avg for View: 58.47% (0.00%)

**New vs. Returned Visitors**

- New Visitor: 21.9%
- Returning Visitor: 78.1%

**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>170,443</td>
<td>61.53%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>69,306</td>
<td>64.33%</td>
</tr>
<tr>
<td>ice.gov / referral</td>
<td>19,820</td>
<td>36.14%</td>
</tr>
<tr>
<td>search.usa.gov / referral</td>
<td>7,540</td>
<td>35.88%</td>
</tr>
<tr>
<td>sevp.ice.gov / referral</td>
<td>4,803</td>
<td>47.26%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>4,329</td>
<td>56.32%</td>
</tr>
<tr>
<td>educationusa.state.gov / referral</td>
<td>3,817</td>
<td>37.86%</td>
</tr>
<tr>
<td>uscis.gov / referral</td>
<td>2,838</td>
<td>42.64%</td>
</tr>
<tr>
<td>mail.google.com / referral</td>
<td>1,638</td>
<td>57.26%</td>
</tr>
<tr>
<td>yahoo / organic</td>
<td>1,196</td>
<td>55.85%</td>
</tr>
</tbody>
</table>

**Sessions by Social Network**

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,151</td>
</tr>
<tr>
<td>YouTube</td>
<td>948</td>
</tr>
<tr>
<td>Quora</td>
<td>260</td>
</tr>
<tr>
<td>reddit</td>
<td>97</td>
</tr>
<tr>
<td>Linkedin</td>
<td>95</td>
</tr>
<tr>
<td>Twitter</td>
<td>91</td>
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<tr>
<td>Naver</td>
<td>65</td>
</tr>
<tr>
<td>Instagram</td>
<td>35</td>
</tr>
<tr>
<td>VKontakte</td>
<td>35</td>
</tr>
<tr>
<td>Douban</td>
<td>11</td>
</tr>
</tbody>
</table>