

## StudyintheStates.dhs.gov Web Performance Metrics

May 1, 2021 - May 31, 2021

All Users  
100.00% Sessions

### Total Visits

**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%)



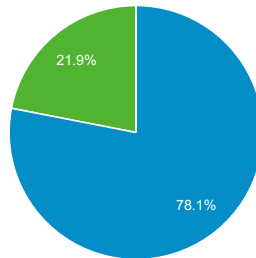
### Bounce Rate

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



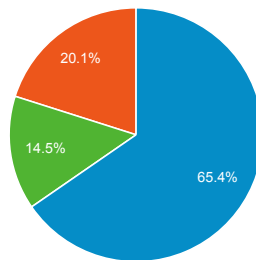
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	72,553	33.73%
Students and the Form I-20   Study in the States	39,263	64.61%
Paying the I-901 SEVIS Fee   Study in the States	33,795	45.40%
Homepage   Study in the States	20,299	53.37%
SEVP Portal Help   Study in the States	13,474	54.46%

### Sessions by Social Network

Social Network	Sessions
Facebook	1,151
YouTube	948
Quora	260
reddit	97
LinkedIn	95
Twitter	91
Naver	65
Instagram	35
Vkontakte	35
Douban	11

### Visits and Bounce Rate by Source/Medium

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