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

Jul 1, 2021 - Jul 31, 2021

- **Total Visits**: 508,694 (100.00%)
- **Avg. Visit Duration**: 00:02:01
- **Avg. Pages / Visit**: 1.89
- **Avg. Time on Page**: 00:02:15
- **Bounce Rate**: 59.64%

- **Pageviews**: 607,991 (100.00%)
- **Unique Visitors**: 232,169 (100.00%)
- **Avg. Visits per Visitor**: 1.89

- **Visits and Bounce Rate by Source/Medium**
  - **google / organic**: 167,041 (62.00%)
  - **(direct) / (none)**: 74,357 (66.06%)
  - **ice.gov / referral**: 15,726 (40.76%)
  - **sevp.ice.gov / referral**: 9,189 (48.09%)
  - **search.usa.gov / referral**: 7,566 (37.55%)
  - **bing / organic**: 4,903 (57.33%)
  - **educationusastate.gov / referral**: 4,267 (35.25%)
  - **uscis.gov / referral**: 3,123 (41.63%)
  - **mail.google.com / referral**: 2,526 (57.09%)
  - **travel.state.gov / referral**: 1,225 (40.41%)

- **Sessions by Social Network**
  - **YouTube**: 1,207
  - **Facebook**: 1,189
  - **Quora**: 362
  - **Twitter**: 134
  - **Reddit**: 131
  - **Naver**: 104
  - **Linkedin**: 83
  - **Instagram**: 53
  - **Instagram Stories**: 26
  - **VKontakte**: 16

- **Total Pageviews**
  - **School Search | Study in the States**: 72,737 (35.59%)
  - **Students and the Form I-20 | Study in the States**: 35,901 (63.22%)
  - **Paying the I-901 SEVIS Fee | Study in the States**: 29,831 (46.51%)
  - **SEVP Portal Help | Study in the States**: 25,406 (53.84%)
  - **Homepage | Study in the States**: 22,568 (60.34%)

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