

StudyintheStates.dhs.gov Web Performance Metrics

Feb 1, 2015 - Feb 28, 2015

All Sessions
100.00%

Total Visits

144,150

% of Total: 100.00% (144,150)



Avg. Visit Duration

00:02:38

Avg for View: 00:02:38 (0.00%)



Pageviews

184,902

% of Total: 100.00% (184,902)



Unique Visitors

56,216

% of Total: 100.00% (56,216)



Avg. Pages / Visit

2.58

Avg for View: 2.58 (0.00%)



Avg. Time on Page

00:01:40

Avg for View: 00:01:40 (0.00%)



Bounce Rate

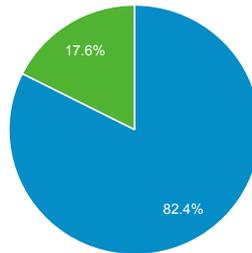
53.81%

Avg for View: 53.81% (0.00%)



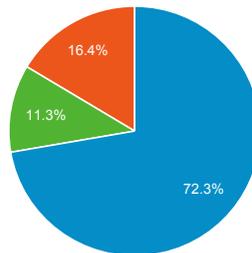
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| School Search Study in the States | 46,398 | 26.61% |
| Welcome to Study in the States Study in the States | 10,765 | 41.27% |
| What is the Form I-20? Study in the States | 10,271 | 73.25% |
| Students Study in the States | 5,984 | 50.66% |
| Paying your I-901 SEVIS Fee Study in the States | 5,429 | 48.91% |

Sessions by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 1,340 |
| Twitter | 168 |
| Quora | 53 |
| BuzzFeed | 35 |
| Naver | 21 |
| Sina Weibo | 20 |
| Vkontakte | 14 |
| Blogger | 4 |
| Pinterest | 2 |
| SlideShare | 2 |

Visits and Bounce Rate by Source/Medium

| Source / Medium | Sessions | Bounce Rate |
|-----------------------------|----------|-------------|
| google / organic | 36,130 | 62.85% |
| (direct) / (none) | 12,227 | 49.94% |
| ice.gov / referral | 8,278 | 31.34% |
| travel.state.gov / referral | 2,077 | 26.48% |
| search.usa.gov / referral | 1,458 | 30.66% |
| bing / organic | 997 | 52.96% |
| usa.gov / referral | 974 | 33.16% |
| yahoo / organic | 886 | 54.51% |
| m.facebook.com / referral | 499 | 71.74% |
| facebook.com / referral | 422 | 64.45% |

