

StudyintheStates.dhs.gov Web Performance Metrics

Oct 1, 2015 - Oct 31, 2015



Total Visits

209,378

% of Total: 100.00% (209,378)



Avg. Visit Duration

00:02:29

Avg for View: 00:02:29 (0.00%)



Pageviews

266,094

% of Total: 100.00% (266,094)



Unique Visitors

88,533

% of Total: 100.00% (88,533)



Avg. Pages / Visit

2.38

Avg for View: 2.38 (0.00%)



Avg. Time on Page

00:01:47

Avg for View: 00:01:47 (0.00%)



Bounce Rate

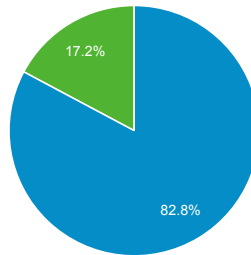
56.95%

Avg for View: 56.95% (0.00%)



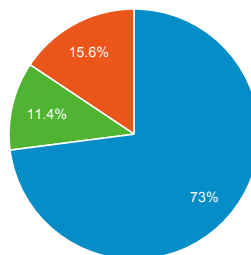
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	61,760	28.37%
What is the Form I-20? Study in the States	13,162	71.23%
Welcome to Study in the States Study in the States	12,168	47.88%
17-Month OPT STEM Extension Study in the States	10,242	71.56%
Students Study in the States	9,103	47.76%

Sessions by Social Network

Social Network	Sessions
Facebook	4,066
Twitter	530
Naver	30
LinkedIn	28
reddit	20
Vkontakte	19
Sina Weibo	10
Weebly	6
Disqus	5
BuzzFeed	4

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	57,556	63.82%
(direct) / (none)	18,545	56.52%
ice.gov / referral	9,941	33.42%
educationusa.state.gov / referral	3,696	32.85%
m.facebook.com / referral	1,951	72.42%
travel.state.gov / referral	1,861	29.12%
facebook.com / referral	1,856	64.71%
bing / organic	1,767	55.97%
search.usa.gov / referral	1,558	30.55%
yahoo / organic	1,289	55.24%

