

StudyintheStates.dhs.gov Web Performance Metrics

Sep 1, 2015 - Sep 30, 2015



Total Visits

208,970

% of Total: 100.00% (208,970)



Avg. Visit Duration

00:02:21

Avg for View: 00:02:21 (0.00%)



Pageviews

266,171

% of Total: 100.00% (266,171)



Unique Visitors

90,101

% of Total: 100.00% (90,101)



Avg. Pages / Visit

2.34

Avg for View: 2.34 (0.00%)



Avg. Time on Page

00:01:45

Avg for View: 00:01:45 (0.00%)



Bounce Rate

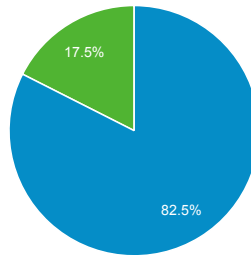
57.26%

Avg for View: 57.26% (0.00%)



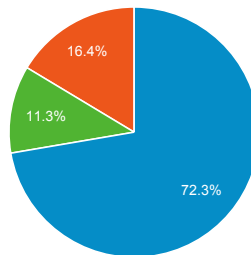
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	61,519	28.96%
Welcome to Study in the States Study in the States	12,741	47.91%
What is the Form I-20? Study in the States	12,270	70.29%
17-Month OPT STEM Extension Study in the States	11,966	75.09%
Students Study in the States	8,477	48.25%

Sessions by Social Network

Social Network	Sessions
Facebook	4,656
Twitter	1,075
Sina Weibo	80
LinkedIn	30
Naver	20
Vkontakte	16
tinyURL	14
Stack Overflow	12
Disqus	8
Pinterest	7

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	58,034	63.98%
(direct) / (none)	18,003	54.92%
ice.gov / referral	9,561	34.07%
educationusa.state.gov / referral	4,287	34.06%
m.facebook.com / referral	2,268	72.97%
facebook.com / referral	2,105	67.89%
search.usa.gov / referral	1,885	31.56%
travel.state.gov / referral	1,812	25.83%
bing / organic	1,787	56.69%
yahoo / organic	1,501	53.30%

