

StudyintheStates.dhs.gov Web Performance Metrics

Dec 1, 2014 - Dec 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

135,375

% of Total: 100.00% (135,375)



Avg. Visit Duration

00:02:44

Site Avg: 00:02:44 (0.00%)



Pageviews

173,232

% of Total: 100.00% (173,232)



Unique Visitors

52,876

% of Total: 100.00% (52,876)



Avg. Pages / Visit

2.58

Site Avg: 2.58 (0.00%)



Avg. Time on Page

00:01:44

Site Avg: 00:01:44 (0.00%)



Bounce Rate

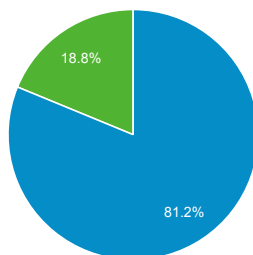
53.13%

Site Avg: 53.13% (0.00%)



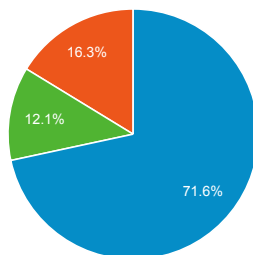
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	39,796	27.19%
Welcome to Study in the States Study in the States	10,929	42.93%
What is the Form I-20? Study in the States	8,052	73.55%
Paying your I-90 1 SEVIS Fee Study in the States	7,101	48.38%
SEVIS Study in the States	6,737	34.74%

Sessions by Social Network

Social Network	Sessions
Facebook	2,580
Twitter	206
Quora	32
Naver	19
Sina Weibo	19
Vkontakte	17
LiveJournal	12
Blogger	4
SlideShare	4
Google+	3

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	30,123	61.31%
(direct) / (none)	12,559	50.62%
ice.gov / referral	9,112	33.25%
travel.state.gov / referral	1,924	26.72%
search.usa.gov / referral	1,191	26.28%
m.facebook.com / referral	1,004	73.71%
usa.gov / referral	948	34.28%
bing / organic	869	50.63%
facebook.com / referral	840	68.10%
yahoo / organic	661	54.46%

