

StudyintheStates.dhs.gov Web Performance Metrics

Jan 1, 2015 - Jan 31, 2015

All Sessions
100.00%

Total Visits

154,571

% of Total: 100.00% (154,571)



Avg. Visit Duration

00:02:42

Avg for View: 00:02:42 (0.00%)



Pageviews

197,571

% of Total: 100.00% (197,571)



Unique Visitors

58,789

% of Total: 100.00% (58,789)



Avg. Pages / Visit

2.65

Avg for View: 2.65 (0.00%)



Avg. Time on Page

00:01:38

Avg for View: 00:01:38 (0.00%)



Bounce Rate

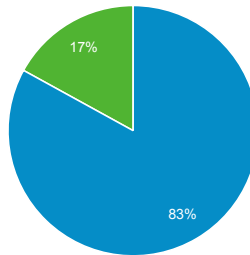
54.12%

Avg for View: 54.12% (0.00%)



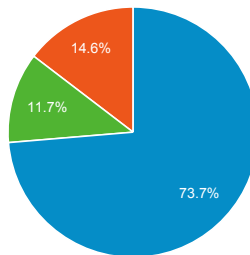
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	52,450	26.47%
Welcome to Study in the States Study in the States	12,672	40.92%
What is the Form I-20? Study in the States	10,683	72.57%
Students Study in the States	6,885	48.86%
Paying your I-90 1 SEVIS Fee Study in the States	5,349	51.33%

Sessions by Social Network

Social Network	Sessions
Facebook	1,681
Twitter	211
LiveJournal	51
Quora	43
Naver	27
Vkontakte	20
BuzzFeed	9
LinkedIn	5
SlideShare	3
Sina Weibo	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	37,003	61.88%
(direct) / (none)	11,850	53.95%
ice.gov / referral	8,691	31.95%
travel.state.gov / referral	2,441	27.65%
search.usa.gov / referral	1,343	30.68%
usa.gov / referral	1,222	30.36%
bing / organic	1,045	49.95%
yahoo / organic	954	52.73%
m.facebook.com / referral	674	78.19%
facebook.com / referral	585	68.89%

