

# StudyintheStates.dhs.gov Web Performance Metrics

Jan 1, 2016 - Jan 31, 2016

All Users  
100.00% Sessions

## Total Visits

**225,322**

% of Total: 100.00% (225,322)



## Avg. Visit Duration

**00:02:30**

Avg for View: 00:02:30 (0.00%)



## Pageviews

**283,008**

% of Total: 100.00% (283,008)



## Unique Visitors

**95,639**

% of Total: 100.00% (95,639)



## Avg. Pages / Visit

**2.37**

Avg for View: 2.37 (0.00%)



## Avg. Time on Page

**00:01:49**

Avg for View: 00:01:49 (0.00%)



## Bounce Rate

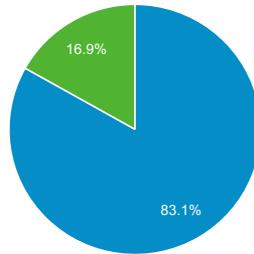
**57.76%**

Avg for View: 57.76% (0.00%)



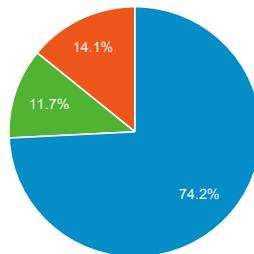
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	68,386	27.40%
What is the Form I-20?   Study in the States	14,945	71.50%
Welcome to Study in the States   Study in the States	12,662	45.79%
Students   Study in the States	9,736	48.58%
17-Month OPT STEM Extension   Study in the States	9,595	72.03%

## Sessions by Social Network

Social Network	Sessions
Facebook	3,709
Twitter	953
LinkedIn	34
Vkontakte	31
Naver	13
Blogger	9
reddit	8
Disqus	6
Quora	4
Pinterest	3

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	66,157	63.20%
(direct) / (none)	24,380	51.76%
educationusa.state.gov / referral	4,138	31.10%
search.usa.gov / referral	2,410	32.90%
bing / organic	2,027	57.23%
travel.state.gov / referral	1,777	30.44%
facebook.com / referral	1,738	66.28%
ice.gov / referral	1,592	38.88%
m.facebook.com / referral	1,494	71.02%
yahoo / organic	1,396	57.45%

