

# StudyintheStates.dhs.gov Web Performance Metrics

Feb 1, 2016 - Feb 29, 2016

**All Users**  
100.00% Sessions

## Total Visits

**216,911**

% of Total: 100.00% (216,911)



## Avg. Visit Duration

**00:02:32**

Avg for View: 00:02:32 (0.00%)



## Pageviews

**271,251**

% of Total: 100.00% (271,251)



## Unique Visitors

**90,328**

% of Total: 100.00% (90,328)



## Avg. Pages / Visit

**2.38**

Avg for View: 2.38 (0.00%)



## Avg. Time on Page

**00:01:50**

Avg for View: 00:01:50 (0.00%)



## Bounce Rate

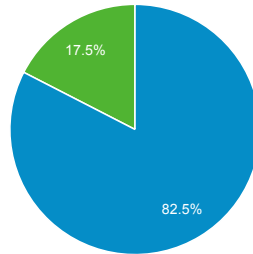
**55.92%**

Avg for View: 55.92% (0.00%)



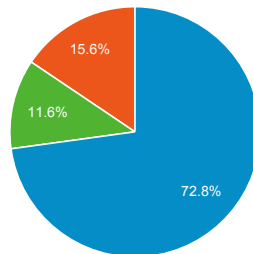
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	60,060	62.66%
(direct) / (none)	23,512	49.75%
ice.gov / referral	5,065	38.01%
educationusa.state.gov / referral	3,891	28.99%
search.usa.gov / referral	2,851	31.71%
bing / organic	2,007	60.99%
facebook.com / referral	1,547	63.48%
m.facebook.com / referral	1,448	65.68%
yahoo / organic	1,443	59.39%
travel.state.gov / referral	1,005	27.96%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	64,394	25.66%
What is the Form I-20?   Study in the States	14,374	71.28%
Welcome to Study in the States   Study in the States	11,659	47.07%
Students   Study in the States	8,588	50.41%
Paying your I-90 1 SEVIS Fee   Study in the States	7,797	40.76%

## Sessions by Social Network

Social Network	Sessions
Facebook	3,242
Twitter	464
LinkedIn	74
Vkontakte	66
Sina Weibo	18
Disqus	9
Naver	9
reddit	9
Blogger	7
Quora	6

