

StudyintheStates.dhs.gov Web Performance Metrics

Aug 1, 2016 - Aug 31, 2016

All Users
100.00% Sessions

Total Visits

323,528

% of Total: 100.00% (323,528)



Avg. Visit Duration

00:02:28

Avg for View: 00:02:28 (0.00%)



Pageviews

404,227

% of Total: 100.00% (404,227)



Unique Visitors

132,858

% of Total: 100.00% (132,858)



Avg. Pages / Visit

2.28

Avg for View: 2.28 (0.00%)



Avg. Time on Page

00:01:55

Avg for View: 00:01:55 (0.00%)



Bounce Rate

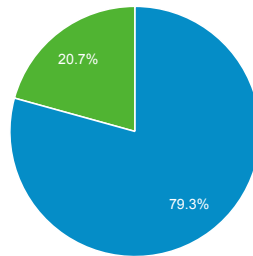
54.71%

Avg for View: 54.71% (0.00%)



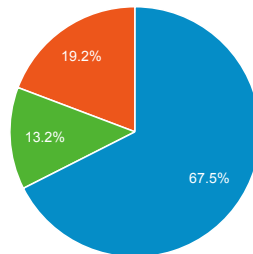
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	74,198	28.04%
What is the Form I-20? Study in the States	17,594	68.88%
Paying your I-901 SEVIS Fee Study in the States	15,699	37.41%
Study in the States	14,541	46.64%
Students Study in the States	12,755	50.69%

Sessions by Social Network

Social Network	Sessions
Facebook	3,539
Twitter	594
Quora	124
LinkedIn	69
Naver	41
WordPress	36
reddit	33
Vkontakte	15
Blogger	13
Sina Weibo	9

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	91,484	59.60%
(direct) / (none)	34,408	53.59%
ice.gov / referral	11,099	39.30%
educationusa.state.gov / referral	4,488	32.80%
search.usa.gov / referral	4,205	31.06%
bing / organic	3,268	55.51%
uscis.gov / referral	2,959	39.10%
yahoo / organic	1,959	56.41%
m.facebook.com / referral	1,785	73.00%
facebook.com / referral	1,559	66.39%

