

StudyintheStates.dhs.gov Web Performance Metrics

Feb 1, 2017 - Feb 28, 2017

All Users
 100.00% Sessions

Total Visits

293,270

% of Total: 100.00% (293,270)



Avg. Visit Duration

00:02:17

Avg for View: 00:02:17 (0.00%)



Pageviews

363,640

% of Total: 100.00% (363,640)



Unique Visitors

125,861

% of Total: 100.00% (125,861)



Avg. Pages / Visit

2.18

Avg for View: 2.18 (0.00%)



Avg. Time on Page

00:01:55

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



Bounce Rate

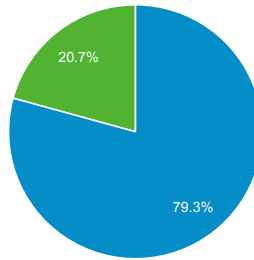
54.77%

Avg for View: 54.77% (0.00%)



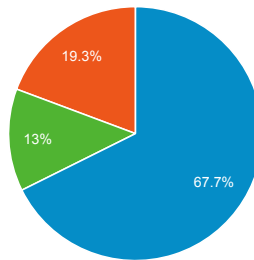
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	63,713	27.82%
What is the Form I-20? Study in the States	14,729	72.89%
Study in the States	13,465	45.42%
Paying your I-901 SEVIS Fee Study in the States	11,947	36.05%
Students Study in the States	10,519	49.62%

Sessions by Social Network

Social Network	Sessions
Facebook	2,828
Twitter	422
Quora	159
Vkontakte	30
Naver	28
LinkedIn	22
WordPress	21
reddit	13
YouTube	8
Pinterest	4

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	89,305	60.79%
(direct) / (none)	28,958	50.54%
ice.gov / referral	9,891	39.02%
search.usa.gov / referral	3,972	30.01%
bing / organic	3,400	55.97%
educationusa.state.gov / referral	2,880	30.73%
uscis.gov / referral	2,752	37.10%
yahoo / organic	1,948	54.31%
m.facebook.com / referral	1,738	70.43%
iss.washington.edu / referral	1,390	41.73%

