

**StudyintheStates.dhs.gov Web Performance Metrics**

Apr 1, 2017 - Apr 30, 2017

**All Users**  
 100.00% Sessions

**Total Visits**

**363,714**

% of Total: 100.00% (363,714)



**Avg. Visit Duration**

**00:02:18**

Avg for View: 00:02:18 (0.00%)



**Pageviews**

**449,162**

% of Total: 100.00% (449,162)



**Unique Visitors**

**154,180**

% of Total: 100.00% (154,180)



**Avg. Pages / Visit**

**2.20**

Avg for View: 2.20 (0.00%)



**Avg. Time on Page**

**00:01:55**

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



**Bounce Rate**

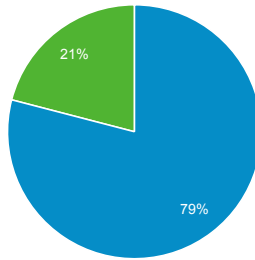
**54.21%**

Avg for View: 54.21% (0.00%)



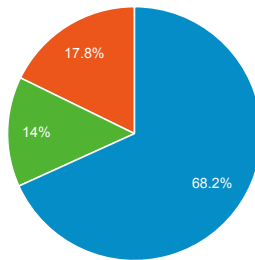
**New vs. Returned Visitors**

■ New Visitor ■ Returning Visitor



**Avg. Visits per Visitor**

■ 1 ■ 2 ■ Other



**Total Pageviews**

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	70,727	26.27%
Paying your I-901 SEVIS Fee   Study in the States	23,163	33.47%
What is the Form I-20?   Study in the States	21,001	65.14%
Welcome   Study in the States	15,154	45.77%
Students   Study in the States	12,099	49.85%

**Sessions by Social Network**

Social Network	Sessions
Facebook	4,442
Twitter	997
Quora	204
LinkedIn	45
Naver	42
WordPress	32
reddit	31
Sina Weibo	9
Pinterest	5
Facebook Apps	4

**Visits and Bounce Rate by Source/Medium**

Source / Medium	Sessions	Bounce Rate
google / organic	107,415	58.91%
(direct) / (none)	37,480	52.89%
ice.gov / referral	13,711	37.01%
uscis.gov / referral	4,190	43.44%
search.usa.gov / referral	3,972	31.55%
bing / organic	3,480	56.90%
educationusa.state.gov / referral	2,938	28.45%
m.facebook.com / referral	2,689	74.19%
yahoo / organic	1,807	56.06%
facebook.com / referral	1,230	65.37%

