

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

May 1, 2017 - May 31, 2017

**All Users**  
 100.00% Sessions

**Total Visits**

**419,135**

% of Total: 100.00% (419,135)



**Avg. Visit Duration**

**00:02:26**

Avg for View: 00:02:26 (0.00%)



**Pageviews**

**518,125**

% of Total: 100.00% (518,125)



**Unique Visitors**

**171,762**

% of Total: 100.00% (171,762)



**Avg. Pages / Visit**

**2.24**

Avg for View: 2.24 (0.00%)



**Avg. Time on Page**

**00:01:58**

Avg for View: 00:01:58 (0.00%)



**Bounce Rate**

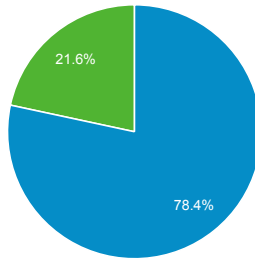
**52.98%**

Avg for View: 52.98% (0.00%)



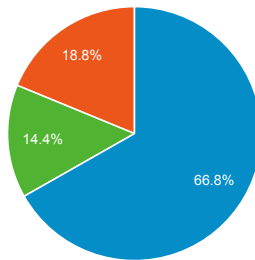
**New vs. Returned Visitors**

■ New Visitor ■ Returning Visitor



**Avg. Visits per Visitor**

■ 1 ■ 2 ■ Other



**Total Pageviews**

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	79,186	27.19%
Paying your I-901 SEVIS Fee   Study in the States	38,796	33.48%
What is the Form I-20?   Study in the States	23,573	63.17%
I-901 SEVIS Fee Payment Tutorial   Study in the States	20,938	61.34%
Redirection page   Study in the States	20,402	29.30%

**Sessions by Social Network**

Social Network	Sessions
Facebook	3,564
Twitter	504
Quora	241
WordPress	98
LinkedIn	83
Naver	58
reddit	36
YouTube	18
Sina Weibo	12
goo.gl	7

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

Source / Medium	Sessions	Bounce Rate
google / organic	120,377	58.62%
(direct) / (none)	45,611	51.27%
ice.gov / referral	18,331	33.71%
search.usa.gov / referral	4,709	32.62%
bing / organic	4,048	55.39%
educationusa.state.gov / referral	3,384	31.53%
uscis.gov / referral	3,238	39.59%
yahoo / organic	2,151	54.86%
m.facebook.com / referral	2,040	66.86%
iss.washington.edu / referral	1,093	42.45%

