

# StudyintheStates.dhs.gov Web Performance Metrics

Nov 1, 2017 - Nov 30, 2017

**All Users**  
 100.00% Sessions

## Total Visits

**304,576**  
 % of Total: 100.00% (304,576)



## Avg. Visit Duration

**00:02:22**  
 Avg for View: 00:02:22 (0.00%)



## Pageviews

**378,218**  
 % of Total: 100.00% (378,218)



## Unique Visitors

**128,777**  
 % of Total: 100.00% (128,777)



## Avg. Pages / Visit

**2.21**  
 Avg for View: 2.21 (0.00%)



## Avg. Time on Page

**00:01:56**  
 Avg for View: 00:01:56 (0.00%)



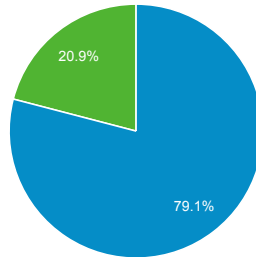
## Bounce Rate

**55.79%**  
 Avg for View: 55.79% (0.00%)



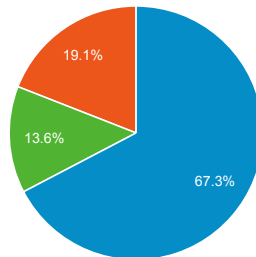
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	66,054	32.31%
Paying the I-901 SEVIS Fee   Study in the States	18,221	33.35%
What is the Form I-20?   Study in the States	16,506	65.88%
Welcome   Study in the States	12,300	46.91%
Redirection page   Study in the States	10,378	28.97%

## Sessions by Social Network

Social Network	Sessions
Facebook	2,235
Twitter	303
Quora	236
LinkedIn	34
Naver	33
WordPress	30
Vkontakte	29
YouTube	27
reddit	23
Pinterest	8

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	92,327	60.96%
(direct) / (none)	31,932	54.06%
ice.gov / referral	8,669	36.47%
search.usa.gov / referral	3,842	32.87%
bing / organic	3,112	59.32%
educationusa.state.gov / referral	2,768	35.69%
uscis.gov / referral	2,278	41.04%
yahoo / organic	1,739	57.27%
m.facebook.com / referral	1,333	68.79%
iss.washington.edu / referral	872	45.87%

