

StudyintheStates.dhs.gov Web Performance Metrics

Jan 1, 2018 - Jan 31, 2018

All Users
 100.00% Sessions

Total Visits

356,524
 % of Total: 100.00% (356,524)



Avg. Visit Duration

00:02:25
 Avg for View: 00:02:25 (0.00%)



Pageviews

440,405
 % of Total: 100.00% (440,405)



Unique Visitors

140,472
 % of Total: 100.00% (140,472)



Avg. Pages / Visit

2.27
 Avg for View: 2.27 (0.00%)



Avg. Time on Page

00:01:54
 Avg for View: 00:01:54 (0.00%)



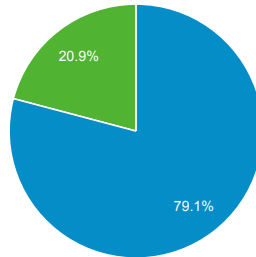
Bounce Rate

55.63%
 Avg for View: 55.63% (0.00%)



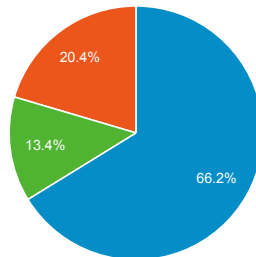
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	84,283	31.39%
What is the Form I-20? Study in the States	18,571	66.17%
Welcome Study in the States	15,134	48.17%
Paying the I-901 SEVIS Fee Study in the States	11,838	37.33%
Students Study in the States	11,738	51.28%

Sessions by Social Network

Social Network	Sessions
Facebook	1,997
Twitter	507
Quora	265
LinkedIn	51
YouTube	34
reddit	31
Naver	19
Vkontakte	14
WordPress	13
Instagram	9

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	107,525	60.55%
(direct) / (none)	33,284	54.52%
ice.gov / referral	8,663	38.98%
search.usa.gov / referral	5,272	33.84%
educationusa.state.gov / referral	3,899	35.88%
bing / organic	3,796	56.93%
uscis.gov / referral	3,302	40.73%
yahoo / organic	1,617	58.13%
egov.ice.gov / referral	1,521	30.51%
iss.washington.edu / referral	1,174	42.59%

