

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

Feb 1, 2018 - Feb 28, 2018

**All Users**  
 100.00% Sessions

**Total Visits**

**306,115**  
 % of Total: 100.00% (306,115)



**Avg. Visit Duration**

**00:02:21**  
 Avg for View: 00:02:21 (0.00%)



**Pageviews**

**379,050**  
 % of Total: 100.00% (379,050)



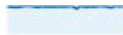
**Unique Visitors**

**124,257**  
 % of Total: 100.00% (124,257)



**Avg. Pages / Visit**

**2.24**  
 Avg for View: 2.24 (0.00%)



**Avg. Time on Page**

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



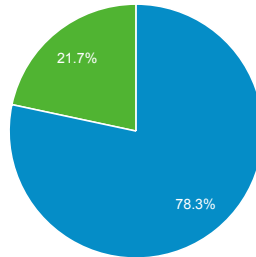
**Bounce Rate**

**55.89%**  
 Avg for View: 55.89% (0.00%)



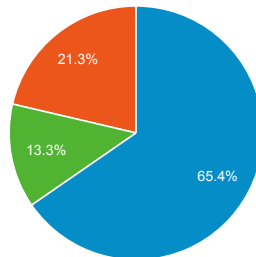
**New vs. Returned Visitors**

■ New Visitor ■ Returning Visitor



**Avg. Visits per Visitor**

■ 1 ■ 2 ■ Other



**Total Pageviews**

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	70,893	31.61%
What is the Form I-20?   Study in the States	16,380	65.00%
Welcome   Study in the States	13,140	49.64%
Paying the I-901 SEVIS Fee   Study in the States	10,762	36.56%
Students   Study in the States	10,348	50.84%

**Sessions by Social Network**

Social Network	Sessions
Facebook	1,007
Quora	230
Twitter	226
YouTube	64
Vkontakte	27
reddit	24
Naver	21
LinkedIn	16
WeChat	16
WordPress	7

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

Source / Medium	Sessions	Bounce Rate
google / organic	92,884	61.38%
(direct) / (none)	29,510	54.54%
ice.gov / referral	7,554	38.30%
search.usa.gov / referral	4,675	30.91%
uscis.gov / referral	3,687	40.25%
bing / organic	3,146	58.11%
educationusa.state.gov / referral	3,016	38.66%
yahoo / organic	1,352	61.98%
iss.washington.edu / referral	1,235	43.40%
egov.ice.gov / referral	1,019	29.54%

