

# StudyintheStates.dhs.gov Web Performance Metrics

Apr 1, 2019 - Apr 30, 2019

All Users  
100.00% Sessions

## Total Visits

**562,609**  
% of Total: 100.00% (562,609)



## Avg. Visit Duration

**00:02:13**  
Avg for View: 00:02:13 (0.00%)



## Pageviews

**688,772**  
% of Total: 100.00% (688,772)



## Unique Visitors

**230,640**  
% of Total: 100.00% (230,640)



## Avg. Pages / Visit

**2.13**  
Avg for View: 2.13 (0.00%)



## Avg. Time on Page

**00:01:57**  
Avg for View: 00:01:57 (0.00%)



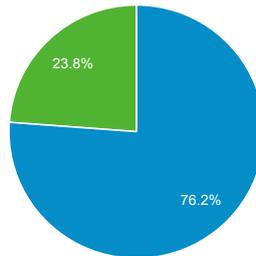
## Bounce Rate

**54.15%**  
Avg for View: 54.15% (0.00%)



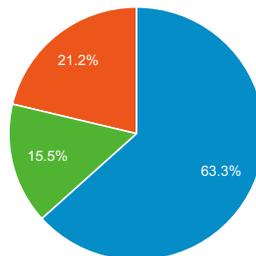
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

| Page Title                                       | Pageviews | Bounce Rate |
|--|-----------|-------------|
| School Search   Study in the States              | 76,904    | 30.25%      |
| SEVP Portal Help   Study in the States           | 32,004    | 45.35%      |
| Paying the I-901 SEVIS Fee   Study in the States | 26,737    | 38.33%      |
| Form I-983 Overview   Study in the States        | 25,472    | 34.96%      |
| Students and the Form I-20   Study in the States | 23,734    | 62.25%      |

## Sessions by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 2,159    |
| Quora          | 462      |
| YouTube        | 455      |
| Twitter        | 189      |
| Instagram      | 93       |
| LinkedIn       | 50       |
| Naver          | 48       |
| Vkontakte      | 28       |
| WordPress      | 15       |
| Douban         | 10       |

## Visits and Bounce Rate by Source/Medium

| Source / Medium                   | Sessions | Bounce Rate |
|-----------------------------------|----------|-------------|
| google / organic                  | 176,790  | 57.52%      |
| (direct) / (none)                 | 70,067   | 53.31%      |
| sevp.ice.gov / referral           | 14,098   | 45.75%      |
| search.usa.gov / referral         | 6,693    | 33.98%      |
| bing / organic                    | 4,439    | 53.82%      |
| uscis.gov / referral              | 3,071    | 40.51%      |
| educationusa.state.gov / referral | 2,618    | 32.51%      |
| mail.google.com / referral        | 2,483    | 46.56%      |
| iss.washington.edu / referral     | 2,401    | 39.86%      |
| links.govdelivery.com / referral  | 1,634    | 68.67%      |