

## StudyintheStates.dhs.gov Web Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users  
100.00% Sessions

### Total Visits

**453,732**

% of Total: 100.00% (453,732)



### Avg. Visit Duration

**00:02:11**

Avg for View: 00:02:11 (0.00%)



### Pageviews

**551,856**

% of Total: 100.00% (551,856)



### Unique Visitors

**198,858**

% of Total: 100.00% (198,858)



### Avg. Pages / Visit

**2.05**

Avg for View: 2.05 (0.00%)



### Avg. Time on Page

**00:02:03**

Avg for View: 00:02:03 (0.00%)



### Bounce Rate

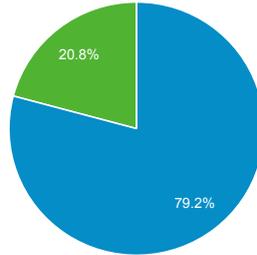
**55.93%**

Avg for View: 55.93% (0.00%)



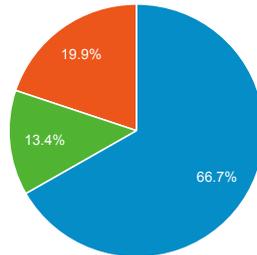
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	62,450	32.10%
SEVP Portal Help   Study in the States	21,644	48.57%
Welcome   Study in the States	19,055	51.05%
Students and the Form I-20   Study in the States	17,003	61.48%
Students   Study in the States	15,434	54.80%

### Sessions by Social Network

Social Network	Sessions
Facebook	1,624
YouTube	540
Quora	224
Twitter	153
LinkedIn	74
Instagram	42
Naver	31
WordPress	23
Vkontakte	16
Instagram Stories	14

### Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	157,633	57.94%
(direct) / (none)	57,393	58.19%
sevp.ice.gov / referral	7,395	40.01%
search.usa.gov / referral	6,605	34.72%
bing / organic	4,024	54.37%
educationusa.state.gov / referral	2,212	31.96%
uscis.gov / referral	2,145	39.07%
mail.google.com / referral	1,892	51.53%
iss.washington.edu / referral	1,285	40.08%
m.facebook.com / referral	1,123	65.18%