

StudyintheStates.dhs.gov Web Performance Metrics

Mar 1, 2014 - Mar 31, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

80,306
% of Total: 100.00% (80,306)



Avg. Visit Duration

00:02:16
Site Avg: 00:02:16 (0.00%)



Pageviews

99,082
% of Total: 100.00% (99,082)



Unique Visitors

38,926
% of Total: 100.00% (38,926)



Avg. Pages / Visit

2.07
Site Avg: 2.07 (0.00%)



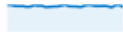
Avg. Time on Page

00:02:07
Site Avg: 00:02:07 (0.00%)



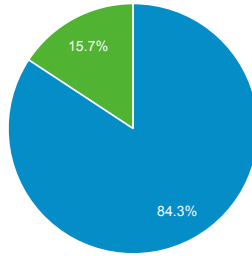
Bounce Rate

65.63%
Site Avg: 65.63% (0.00%)



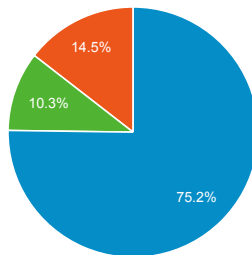
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Study in the States	11,762	45.98%
Study in the States - School Search	10,913	73.19%
Study in the States - Students	4,787	37.17%
Study in the States - SEVIS	3,637	55.75%
Study in the States - What is a Form I-20?	3,104	71.71%

Sessions by Social Network

Social Network	Sessions
Facebook	358
Twitter	214
Naver	16
Quora	14
Vkontakte	13
Sina Weibo	10
Yahoo! Answers	6
LinkedIn	4
SlideShare	2
WordPress	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	20,691	71.67%
(direct) / (none)	10,429	63.47%
ice.gov / referral	7,956	56.61%
usa.gov / referral	928	49.03%
bing / organic	595	51.43%
cbp.gov / referral	397	83.12%
travel.state.gov / referral	317	52.68%
facebook.com / referral	281	65.48%
t.co / referral	214	65.89%
yahoo / organic	209	66.03%

