

## StudyintheStates.dhs.gov Web Performance Metrics

Oct 1, 2020 - Oct 31, 2020

**All Users**  
100.00% Sessions

### Total Visits

**349,469**

% of Total: 100.00% (349,469)



### Avg. Visit Duration

**00:01:54**

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



### Pageviews

**411,647**

% of Total: 100.00% (411,647)



### Unique Visitors

**173,569**

% of Total: 100.00% (173,569)



### Avg. Pages / Visit

**1.74**

Avg for View: 1.74 (0.00%)



### Avg. Time on Page

**00:02:32**

Avg for View: 00:02:32 (0.00%)



### Bounce Rate

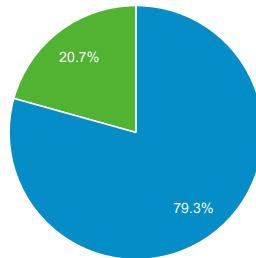
**61.97%**

Avg for View: 61.97% (0.00%)



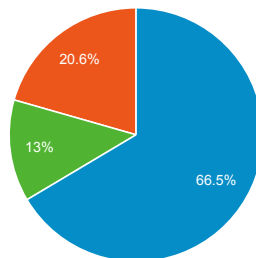
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	25,731	37.87%
SEVP Portal Help   Study in the States	22,618	58.06%
Students and the Form I-20   Study in the States	18,008	65.93%
Homepage   Study in the States	14,555	59.37%
Form I-983 Overview   Study in the States	10,632	46.17%

### Sessions by Social Network

Social Network	Sessions
Facebook	765
YouTube	354
Quora	208
Twitter	84
reddit	55
Naver	50
LinkedIn	33
Instagram Stories	24
Instagram	17
Blogger	4

### Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	132,083	63.92%
(direct) / (none)	56,803	65.76%
sevp.ice.gov / referral	7,184	52.12%
search.usa.gov / referral	6,254	37.56%
bing / organic	3,227	57.36%
uscis.gov / referral	2,434	44.33%
educationusa.state.gov / referral	1,533	35.36%
mail.google.com / referral	1,273	55.85%
yahoo / organic	819	62.64%
usa.gov / referral	736	44.29%