

StudyintheStates.dhs.gov Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

301,474

% of Total: 100.00% (301,474)



Avg. Visit Duration

00:01:50

Avg for View: 00:01:50 (0.00%)



Pageviews

354,702

% of Total: 100.00% (354,702)



Unique Visitors

155,368

% of Total: 100.00% (155,368)



Avg. Pages / Visit

1.71

Avg for View: 1.71 (0.00%)



Avg. Time on Page

00:02:33

Avg for View: 00:02:33 (0.00%)



Bounce Rate

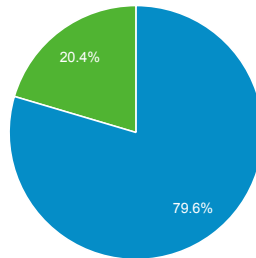
61.75%

Avg for View: 61.75% (0.00%)



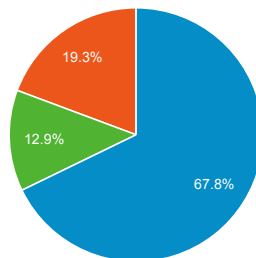
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	22,250	38.36%
Students and the Form I-20 Study in the States	15,792	66.19%
SEVP Portal Help Study in the States	14,566	56.86%
Homepage Study in the States	12,206	55.54%
Paying the I-901 SEVIS Fee Study in the States	9,319	48.02%

Sessions by Social Network

Social Network	Sessions
Facebook	915
YouTube	332
Quora	209
Twitter	154
reddit	80
LinkedIn	65
Instagram	51
Naver	48
Instagram Stories	30
Vkontakte	5

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	117,432	62.52%
(direct) / (none)	48,984	67.15%
search.usa.gov / referral	5,387	39.37%
sevp.ice.gov / referral	5,353	51.77%
bing / organic	2,772	56.49%
uscis.gov / referral	2,078	44.95%
educationusa.state.gov / referral	1,421	37.23%
mail.google.com / referral	1,042	56.43%
lnks.gd / referral	979	74.16%
yahoo / organic	716	57.68%