

# StudyintheStates.dhs.gov Web Performance Metrics

Sep 1, 2016 - Sep 30, 2016

**All Users**  
100.00% Sessions

## Total Visits

**269,550**

% of Total: 100.00% (269,550)



## Avg. Visit Duration

**00:02:24**

Avg for View: 00:02:24 (0.00%)



## Pageviews

**336,098**

% of Total: 100.00% (336,098)



## Unique Visitors

**111,569**

% of Total: 100.00% (111,569)



## Avg. Pages / Visit

**2.27**

Avg for View: 2.27 (0.00%)



## Avg. Time on Page

**00:01:52**

Avg for View: 00:01:52 (0.00%)



## Bounce Rate

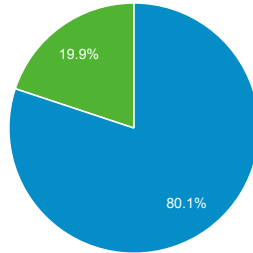
**55.07%**

Avg for View: 55.07% (0.00%)



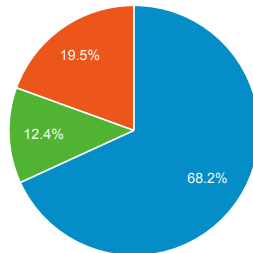
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	66,505	27.89%
Study in the States	13,922	46.48%
What is the Form I-20?   Study in the States	13,917	71.30%
Students   Study in the States	10,694	49.79%
STEM OPT   Study in the States	9,652	41.75%

## Sessions by Social Network

Social Network	Sessions
Facebook	3,292
Twitter	491
Quora	122
LinkedIn	60
Naver	36
WordPress	29
reddit	25
Sina Weibo	22
Vkontakte	19
Blogger	12

## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	76,771	60.91%
(direct) / (none)	26,711	51.97%
ice.gov / referral	8,560	40.84%
educationusa.state.gov / referral	4,118	32.27%
search.usa.gov / referral	3,656	31.35%
bing / organic	3,133	54.87%
uscis.gov / referral	2,392	41.39%
yahoo / organic	1,607	56.32%
m.facebook.com / referral	1,605	70.16%
facebook.com / referral	1,469	69.57%

