

# StudyintheStates.dhs.gov Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015



## Total Visits

**215,997**

% of Total: 100.00% (215,997)



## Avg. Visit Duration

**00:02:44**

Avg for View: 00:02:44 (0.00%)



## Pageviews

**274,811**

% of Total: 100.00% (274,811)



## Unique Visitors

**81,847**

% of Total: 100.00% (81,847)



## Avg. Pages / Visit

**2.60**

Avg for View: 2.60 (0.00%)



## Avg. Time on Page

**00:01:43**

Avg for View: 00:01:43 (0.00%)



## Bounce Rate

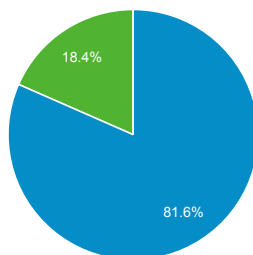
**51.94%**

Avg for View: 51.94% (0.00%)



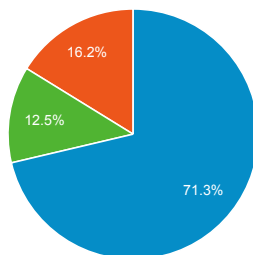
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	47,069	61.52%
(direct) / (none)	17,150	52.23%
ice.gov / referral	14,825	32.13%
educationusa.state.gov / referral	4,668	33.08%
travel.state.gov / referral	2,523	27.19%
search.usa.gov / referral	1,906	28.12%
bing / organic	1,342	50.37%
usa.gov / referral	1,305	37.78%
yahoo / organic	1,137	51.28%
Broadcast / (not set)	1,093	36.05%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	70,105	27.40%
What is the Form I-20?   Study in the States	15,074	72.69%
Welcome to Study in the States   Study in the States	13,382	45.34%
I-901 SEVIS Fee Payment Tutorial   Study in the States	11,117	30.99%
Paying your I-901 SEVIS Fee   Study in the States	10,827	48.41%

## Sessions by Social Network

Social Network	Sessions
Facebook	2,060
Twitter	322
Quora	63
Naver	28
LinkedIn	20
reddit	19
Vkontakte	13
Sina Weibo	9
Disqus	6
Pocket	5

