

StudyintheStates.dhs.gov Web Performance Metrics

Oct 1, 2016 - Oct 31, 2016

All Users
 100.00% Sessions

Total Visits

272,430
 % of Total: 100.00% (272,430)



Avg. Visit Duration

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



Pageviews

339,217
 % of Total: 100.00% (339,217)



Unique Visitors

114,064
 % of Total: 100.00% (114,064)



Avg. Pages / Visit

2.23
 Avg for View: 2.23 (0.00%)



Avg. Time on Page

00:01:56
 Avg for View: 00:01:56 (0.00%)



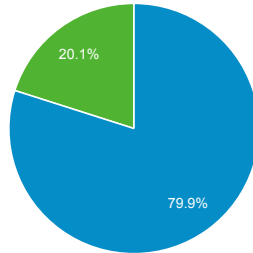
Bounce Rate

54.58%
 Avg for View: 54.58% (0.00%)



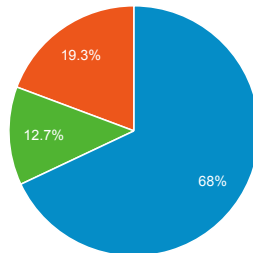
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	63,952	28.04%
What is the Form I-20? Study in the States	14,362	71.72%
Study in the States	12,352	47.50%
Paying your I-901 SEVIS Fee Study in the States	10,905	37.75%
Students Study in the States	10,782	50.23%

Sessions by Social Network

Social Network	Sessions
Facebook	3,069
Twitter	328
Quora	100
LinkedIn	46
WordPress	41
Naver	38
reddit	30
Vkontakte	13
YouTube	8
Blogger	5

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	78,717	60.53%
(direct) / (none)	27,942	51.55%
ice.gov / referral	8,610	38.07%
educationusa.state.gov / referral	3,690	30.84%
search.usa.gov / referral	3,516	31.51%
bing / organic	3,086	50.65%
uscis.gov / referral	2,487	40.41%
yahoo / organic	1,641	52.59%
m.facebook.com / referral	1,602	71.10%
facebook.com / referral	1,295	65.02%

