

StudyintheStates.dhs.gov Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015

All Sessions
100.00%

Total Visits

204,292

% of Total: 100.00% (204,292)



Avg. Visit Duration

00:02:37

Avg for View: 00:02:37 (0.00%)



Pageviews

259,053

% of Total: 100.00% (259,053)



Unique Visitors

85,938

% of Total: 100.00% (85,938)



Avg. Pages / Visit

2.37

Avg for View: 2.37 (0.00%)



Avg. Time on Page

00:01:55

Avg for View: 00:01:55 (0.00%)



Bounce Rate

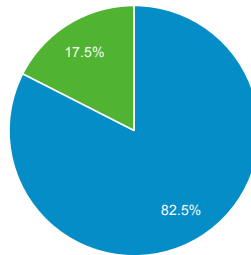
56.22%

Avg for View: 56.22% (0.00%)



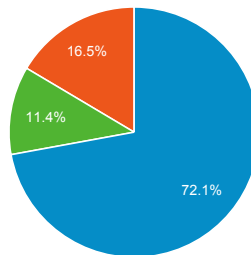
New vs. Returned Visitors

■ 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 | 55,190 | 63.04% |
| (direct) / (none) | 24,790 | 50.61% |
| ice.gov / referral | 3,874 | 36.71% |
| educationusa.state.gov / referral | 3,351 | 31.33% |
| facebook.com / referral | 2,268 | 63.76% |
| travel.state.gov / referral | 2,146 | 35.32% |
| m.facebook.com / referral | 1,989 | 69.48% |
| search.usa.gov / referral | 1,981 | 29.68% |
| bing / organic | 1,569 | 54.75% |
| yahoo / organic | 1,169 | 54.66% |

Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|--|-----------|-------------|
| School Search Study in the States | 54,323 | 28.02% |
| What is the Form I-20? Study in the States | 12,988 | 71.35% |
| Welcome to Study in the States Study in the States | 11,170 | 47.32% |
| Paying your I-901 SEVIS Fee Study in the States | 9,690 | 43.86% |
| I-901 SEVIS Fee Payment Tutorial Study in the States | 8,873 | 35.41% |

Sessions by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 4,457 |
| Twitter | 562 |
| LinkedIn | 36 |
| Vkontakte | 34 |
| Naver | 23 |
| reddit | 7 |
| Sina Weibo | 6 |
| Disqus | 5 |
| Blogger | 4 |
| Weebly | 3 |

