

StudyintheStates.dhs.gov Web Performance Metrics

Sep 1, 2014 - Sep 30, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

135,657

% of Total: 100.00% (135,657)



Avg. Visit Duration

00:03:13

Site Avg: 00:03:13 (0.00%)



Pageviews

180,622

% of Total: 100.00% (180,622)



Unique Visitors

47,638

% of Total: 100.00% (47,638)



Avg. Pages / Visit

3.11

Site Avg: 3.11 (0.00%)



Avg. Time on Page

00:01:32

Site Avg: 00:01:32 (0.00%)



Bounce Rate

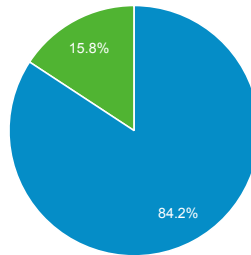
52.51%

Site Avg: 52.51% (0.00%)



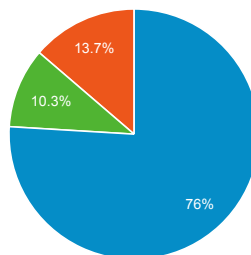
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	47,618	25.47%
Welcome to Study in the States Study in the States	12,552	39.14%
Students Study in the States	6,101	49.48%
Schools Study in the States	5,120	35.20%
What is the Form I-20? Study in the States	4,351	70.91%

Sessions by Social Network

Social Network	Sessions
Facebook	1,168
Twitter	146
Sina Weibo	116
Quora	31
Naver	21
Vkontakte	20
Google+	7
Blogger	6
WordPress	3
Allnurses	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	26,473	63.73%
(direct) / (none)	10,981	48.94%
ice.gov / referral	7,472	28.37%
travel.state.gov / referral	2,102	25.64%
usa.gov / referral	1,215	28.81%
bing / organic	810	48.77%
cbp.gov / referral	500	63.00%
yahoo / organic	480	52.50%
facebook.com / referral	435	66.21%
l.facebook.com / referral	301	57.81%

