

StudyintheStates.dhs.gov Web Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Total Visits

493,284

% of Total: 100.00% (493,284)



Avg. Visit Duration

00:02:11

Avg for View: 00:02:11 (0.00%)



Pageviews

594,293

% of Total: 100.00% (594,293)



Unique Visitors

215,875

% of Total: 100.00% (215,875)



Avg. Pages / Visit

2.03

Avg for View: 2.03 (0.00%)



Avg. Time on Page

00:02:06

Avg for View: 00:02:06 (0.00%)



Bounce Rate

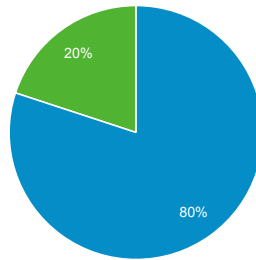
56.31%

Avg for View: 56.31% (0.00%)



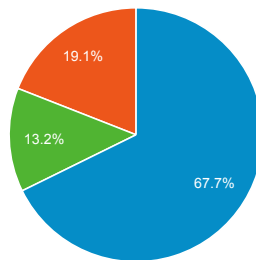
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search Study in the States	69,424	30.86%
SEVP Portal Help Study in the States	23,216	46.34%
Welcome Study in the States	19,537	52.68%
Students and the Form I-20 Study in the States	17,888	60.68%
Students Study in the States	15,976	56.29%

Sessions by Social Network

Social Network	Sessions
Facebook	7,251
YouTube	690
Twitter	442
Quora	278
Instagram	94
LinkedIn	65
Instagram Stories	50
Naver	35
Vkontakte	31
WordPress	12

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	169,125	58.36%
(direct) / (none)	59,764	58.78%
sevp.ice.gov / referral	8,631	37.97%
search.usa.gov / referral	6,858	39.14%
m.facebook.com / referral	5,776	57.43%
bing / organic	4,384	54.84%
educationusa.state.gov / referral	2,857	33.04%
uscis.gov / referral	2,317	39.88%
mail.google.com / referral	1,588	49.50%
iss.washington.edu / referral	1,417	42.55%