

## StudyintheStates.dhs.gov Web Performance Metrics

Mar 1, 2020 - Mar 31, 2020

**All Users**  
100.00% Sessions

### Total Visits

**456,892**

% of Total: 100.00% (456,892)



### Avg. Visit Duration

**00:01:59**

Avg for View: 00:01:59 (0.00%)



### Pageviews

**547,453**

% of Total: 100.00% (547,453)



### Unique Visitors

**210,133**

% of Total: 100.00% (210,133)



### Avg. Pages / Visit

**1.92**

Avg for View: 1.92 (0.00%)



### Avg. Time on Page

**00:02:08**

Avg for View: 00:02:08 (0.00%)



### Bounce Rate

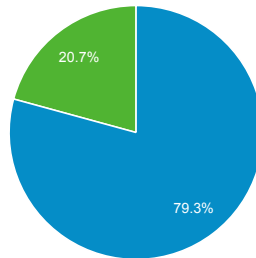
**57.94%**

Avg for View: 57.94% (0.00%)



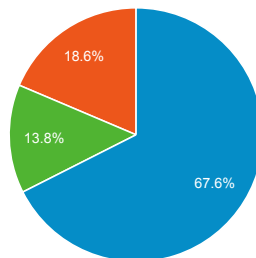
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
School Search   Study in the States	46,321	34.89%
SEVP Portal Help   Study in the States	24,808	48.81%
Students and the Form I-20   Study in the States	24,246	67.03%
Welcome   Study in the States	22,667	49.09%
Students   Study in the States	18,068	56.39%

### Sessions by Social Network

Social Network	Sessions
Facebook	1,657
Quora	419
YouTube	367
Twitter	277
LinkedIn	128
Instagram Stories	51
reddit	32
Instagram	30
Naver	26
Zalo	13

### Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	159,954	59.08%
(direct) / (none)	65,150	60.32%
sevp.ice.gov / referral	7,162	45.85%
uscis.gov / referral	6,746	64.60%
search.usa.gov / referral	5,971	36.93%
bing / organic	3,747	55.27%
educationusa.state.gov / referral	1,668	32.55%
lnks.gd / referral	1,616	68.94%
mail.google.com / referral	1,584	50.00%
iss.washington.edu / referral	1,548	44.90%