

StudyintheStates.dhs.gov Web Performance Metrics

Apr 1, 2014 - Apr 30, 2014

All Sessions
100.00%

+ Add Segment

Total Visits

95,378
% of Total: 100.00% (95,378)



Avg. Visit Duration

00:02:26
Site Avg: 00:02:26 (0.00%)



Pageviews

120,118
% of Total: 100.00% (120,118)



Unique Visitors

44,616
% of Total: 100.00% (44,616)



Avg. Pages / Visit

2.12
Site Avg: 2.12 (0.00%)



Avg. Time on Page

00:02:11
Site Avg: 00:02:11 (0.00%)



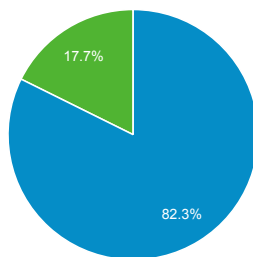
Bounce Rate

64.06%
Site Avg: 64.06% (0.00%)



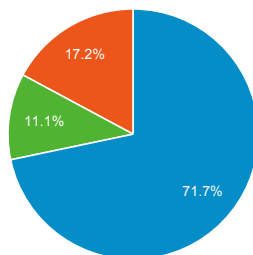
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Study in the States	12,249	42.01%
Study in the States - School Search	10,900	75.05%
Study in the States - SEVIS	6,974	51.62%
Study in the States - Stakeholder Webinars	6,752	70.40%
Study in the States - Students	5,113	35.44%

Sessions by Social Network

Social Network	Sessions
Facebook	660
Twitter	123
Naver	19
Vkontakte	11
Quora	9
Sina Weibo	8
LinkedIn	3
Pinterest	3
reddit	2
tinyURL	2

Visits and Bounce Rate by Source/Medium

Source / Medium	Sessions	Bounce Rate
google / organic	22,294	71.00%
(direct) / (none)	15,629	59.58%
ice.gov / referral	9,671	58.01%
usa.gov / referral	871	49.02%
bing / organic	848	53.77%
yahoo / organic	354	61.58%
travel.state.gov / referral	323	53.87%
facebook.com / referral	306	64.71%
m.facebook.com / referral	235	83.40%
ait.org.tw / referral	225	87.11%

