

Web Performance Metrics-CBP.gov

Dec 1, 2018 - Dec 31, 2018

All Users
100.00% Sessions

Total Visits

3,206,015

% of Total: 100.00% (3,206,015)



Pageviews

7,591,746

% of Total: 100.00% (7,591,746)



Avg. Visit Duration

00:01:55

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



Unique Visitors

2,436,121

% of Total: 100.00% (2,436,121)



Avg. Pages / Visit

2.37

Avg for View: 2.37 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00:01:24 (0.00%)



Bounce Rate

45.19%

Avg for View: 45.19% (0.00%)



Top Pages

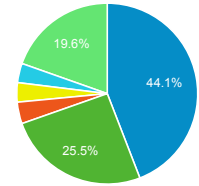
Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	627,031
U.S. Customs and Border Protection Securing America's Borders	426,363
How to Apply for Global Entry U.S. Customs and Border Protection	268,457
U.S. Customs and Border Protection is now hiring!	241,664
Careers U.S. Customs and Border Protection	206,829
North American Free Trade Agreement (NAFTA) U.S. Customs and Border Protection	199,926
Locate a Port of Entry U.S. Customs and Border Protection	194,179
Border Patrol Agent U.S. Customs and Border Protection	175,208
Global Entry Enrollment Centers U.S. Customs and Border Protection	149,572
Arrival/Departure Forms: I-94 and I-94 W U.S. Customs and Border Protection	148,533

Visits by Social Network

Social Network	Sessions
Facebook	33,126
Twitter	16,251
reddit	2,545
Naver	1,361
TripAdvisor	1,130
LinkedIn	596
YouTube	425

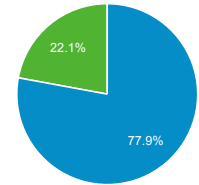
Visits by Source

■ google
 ■ (direct)
 ■ bing
 ■ FB
 ■ facebook
 ■ Other



New vs. Returned Visitors

■ New Visitor
 ■ Returning Visitor



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,330,958	2.77
Yes	3,260,788	1.99