Web Performance Metrics-CBP.gov

Jun 1, 2019 - Jun 30, 2019

○ All Users
100.00% Sessions

Total Visits

4,197,457
% of Total: **100.00% (4,197,457)**

Pageviews

9,231,423
% of Total: **100.00% (9,231,423)**

Avg. Visit Duration

00:01:48
Avg for View: **00:01:48 (0.00%)**

Unique Visitors

3,079,818
% of Total: **100.00% (3,079,818)**

Avg. Pages / Visit

2.20
Avg for View: **2.20 (0.00%)**

Avg. Time on Page

00:01:30
Avg for View: **00:01:30 (0.00%)**

Bounce Rate

51.84%
Avg for View: **51.84% (0.00%)**

Top Pages

Page Title	Pageviews
Global Entry	U.S. Customs and Border Protection	820,068
Border Patrol Agent - Apply Now	U.S. Customs and Border Protection	551,336
U.S. Customs and Border Protection	Securing America's Borders	529,589
How to Apply for Global Entry	U.S. Customs and Border Protection	440,664
Locate a Port of Entry	U.S. Customs and Border Protection	232,655
Global Entry Enrollment Centers	U.S. Customs and Border Protection	226,011
Arrival/Departure Forms: I-94 and I-94 W	U.S. Customs and Border Protection	185,750
Careers	U.S. Customs and Border Protection	174,411
Electronic System for Travel Authorization	U.S. Customs and Border Protection	149,163
Travel	U.S. Customs and Border Protection	136,998

Visits by Social Network

Social Network	Sessions
Facebook	30,782
Twitter	18,924
TripAdvisor	1,167
YouTube	860
Naver	779
LinkedIn	475
reddit	465

Visits by Source

■ google ■ (direct) ■ bing
■ search.usa.gov ■ DBM
■ Other

- 52.5%
- 24.6%
- 14.9%
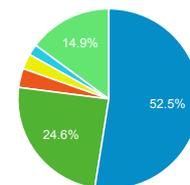
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

- 77.8%
- 22.2%
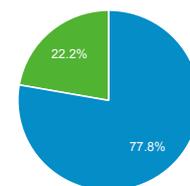
Pageviews and Pages / Session by …

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,299,375	2.61
Yes	3,932,048	1.82