Web Performance Metrics-CBP.gov

Jun 1, 2020 - Jun 30, 2020

◯ All Users
100.00% Sessions

Total Visits

2,692,300
% of Total: **100.00% (2,692,300)**

Pageviews

5,795,109
% of Total: **100.00% (5,795,109)**

Avg. Visit Duration

00:01:44
Avg for View: **00:01:44 (0.00%)**

Unique Visitors

2,032,128
% of Total: **100.00% (2,032,128)**

Avg. Pages / Visit

2.15
Avg for View: **2.15 (0.00%)**

Avg. Time on Page

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

Bounce Rate

56.48%
Avg for View: **56.48% (0.00%)**

Top Pages

Page Title	Pageviews
U.S. Customs and Border Protection | Securing America's Borders	481,892
Border Patrol Agent - Apply Now | U.S. Customs and Border Protection	377,478
CBP COVID-19 Updates and Announcements | U.S. Customs and Border Protection	216,887
Locate a Port of Entry | U.S. Customs and Border Protection	200,558
Global Entry | U.S. Customs and Border Protection	198,633
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	129,538
Contact Us | U.S. Customs and Border Protection	104,441
Careers | U.S. Customs and Border Protection	94,597
Travel | U.S. Customs and Border Protection	93,201
U.S. – Mexico – Canada Agreement (USMCA) | U.S. Customs and Border Protection	87,882

Visits by Social Network

Social Network	Sessions
Facebook	33,123
Twitter	28,995
LinkedIn	2,266
reddit	1,953
YouTube	654
Instagram Stories	484
Instagram	274

Visits by Source

Legend: google, (direct), LinkUp, lnks.gd, bing, Other

google 44.6%, (direct) 23.6%, LinkUp 8.7%, Other 17.3%
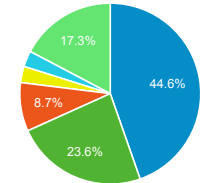
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

New Visitor 80.9%, Returning Visitor 19.1%
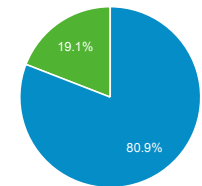
Pageviews and Pages / Session by …

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,487,683	2.53
Yes	2,307,426	1.75