Web Performance Metrics-CBP.gov

Jul 1, 2021 - Jul 31, 2021

◯ All Users
100.00% Sessions

Total Visits

3,839,709
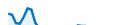% of Total: **100.00% (3,839,709)**

Pageviews

11,636,850
% of Total: **100.00% (11,636,850)**

Avg. Visit Duration

00:01:37
Avg for View: **00:01:37 (0.00%)**

Unique Visitors

2,889,267
% of Total: **100.00% (2,889,267)**

Avg. Pages / Visit

3.03
Avg for View: **3.03 (0.00%)**

Avg. Time on Page

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

Bounce Rate

43.74%
Avg for View: **43.74% (0.00%)**

Top Pages

Page Title	Pageviews
Global Entry	U.S. Customs and Border Protection	1,040,616
U.S. Customs and Border Protection	Securing America's Borders	953,511
Border Patrol Agent - Apply Now	U.S. Customs and Border Protection	657,012
How to Apply for Global Entry	U.S. Customs and Border Protection	450,588
Locate a Port of Entry	U.S. Customs and Border Protection	328,923
Global Entry Enrollment Centers	U.S. Customs and Border Protection	324,746
Arrival/Departure Forms: I-94 and I-94 W	U.S. Customs and Border Protection	228,836
Enrollment on Arrival	U.S. Customs and Border Protection	223,798
CBP COVID-19 Updates and Announcements	U.S. Customs and Border Protection	175,845
Travel	U.S. Customs and Border Protection	171,983

Visits by Social Network

Social Network	Sessions
Facebook	37,531
Twitter	17,555
LinkedIn	1,956
Instagram Stories	1,781
YouTube	1,307
Instagram	810
reddit	804

Visits by Source

Legend: google, (direct), LinkUp, bing, Google, Other

43.1% google, 24.5% (direct), 19.1% Other
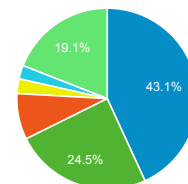
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

81% New Visitor, 19% Returning Visitor
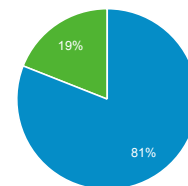
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,654,035	3.72
Yes	4,982,815	2.43

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