

Web Performance Metrics-CBP.gov

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

2,218,518

% of Total: 100.00% (2,218,518)



Pageviews

4,788,571

% of Total: 100.00% (4,788,571)



Avg. Visit Duration

00:01:33

Avg for View: 00:01:33 (0.00%)



Unique Visitors

1,719,042

% of Total: 100.00% (1,719,042)



Avg. Pages / Visit

2.16

Avg for View: 2.16 (0.00%)



Avg. Time on Page

00:01:20

Avg for View: 00:01:20 (0.00%)



Bounce Rate

53.74%

Avg for View: 53.74% (0.00%)



Top Pages

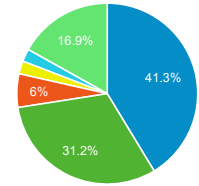
Page Title	Pageviews
U.S. Customs and Border Protection Securing America's Borders	550,623
Border Patrol Agent - Apply Now U.S. Customs and Border Protection	222,425
Global Entry U.S. Customs and Border Protection	215,975
Locate a Port of Entry U.S. Customs and Border Protection	137,364
Arrival/Departure Forms: I-94 and I-94 W U.S. Customs and Border Protection	103,042
Careers U.S. Customs and Border Protection	77,973
How to Apply for Global Entry U.S. Customs and Border Protection	73,930
Global Entry Enrollment Centers U.S. Customs and Border Protection	68,191
Contact Us U.S. Customs and Border Protection	53,590
Travel U.S. Customs and Border Protection	50,645

Visits by Social Network

Social Network	Sessions
Facebook	21,491
Twitter	12,343
LinkedIn	1,729
Instagram Stories	1,554
Instagram	1,118
reddit	1,106
YouTube	606

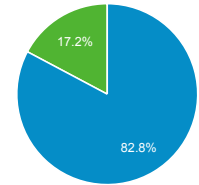
Visits by Source

google (direct) LinkUp
bing Google Other



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,015,744	2.50
Yes	1,772,827	1.75