


# Web Performance Metrics-CBP.gov

Aug 1, 2021 - Aug 31, 2021

**All Users**  
100.00% Sessions


## Total Visits

**4,100,350**  
% of Total: 100.00% (4,100,350)




## Pageviews

**8,168,044**  
% of Total: 100.00% (8,168,044)




## Avg. Visit Duration

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



## Unique Visitors

**3,124,056**  
% of Total: 100.00% (3,124,056)




## Avg. Pages / Visit

**1.99**  
Avg for View: 1.99 (0.00%)




## Avg. Time on Page

**00:01:31**  
Avg for View: 00:01:31 (0.00%)



## Bounce Rate

**59.05%**  
Avg for View: 59.05% (0.00%)



## Top Pages

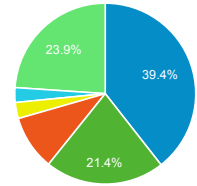
Page Title	Pageviews
Border Patrol Agent - Apply Now   U.S. Customs and Border Protection	683,340
Global Entry   U.S. Customs and Border Protection	624,722
U.S. Customs and Border Protection   Securing America's Borders	503,943
How to Apply for Global Entry   U.S. Customs and Border Protection	279,157
Locate a Port of Entry   U.S. Customs and Border Protection	253,685
Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection	203,037
Global Entry Enrollment Centers   U.S. Customs and Border Protection	196,450
HRM Talent Network Form	173,154
Talent Network Form	146,080
Enrollment on Arrival   U.S. Customs and Border Protection	130,076

## Visits by Social Network

Social Network	Sessions
Facebook	38,482
Twitter	10,911
YouTube	3,271
LinkedIn	2,747
Instagram Stories	1,906
reddit	927
Instagram	850

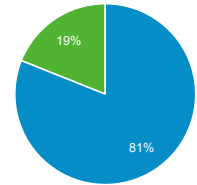
## Visits by Source

google (direct) LinkUp  
Google dfa Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,393,335	2.49
Yes	3,774,709	1.62