Web Performance Metrics-CBP.gov

May 1, 2020 - May 31, 2020

⬤ All Users
100.00% Sessions

Total Visits

2,326,463
% of Total: **100.00% (2,326,463)**

Pageviews

5,072,726
% of Total: **100.00% (5,072,726)**

Avg. Visit Duration

00:01:49
Avg for View: **00:01:49 (0.00%)**

Unique Visitors

1,722,125
% of Total: **100.00% (1,722,125)**

Avg. Pages / Visit

2.18
Avg for View: **2.18 (0.00%)**

Avg. Time on Page

00:01:32
Avg for View: **00:01:32 (0.00%)**

Bounce Rate

56.52%
Avg for View: **56.52% (0.00%)**

Top Pages

Page Title	Pageviews
U.S. Customs and Border Protection | Securing America's Borders	398,180
Border Patrol Agent - Apply Now | U.S. Customs and Border Protection	324,187
Locate a Port of Entry | U.S. Customs and Border Protection	204,236
Global Entry | U.S. Customs and Border Protection	158,175
Arrival/Departure Forms: I-94 and I-94 W | U.S. Customs and Border Protection	132,024
Border Wall System | U.S. Customs and Border Protection	108,515
Careers | U.S. Customs and Border Protection	96,973
CBP COVID-19 Updates and Announcements | U.S. Customs and Border Protection	95,451
Contact Us | U.S. Customs and Border Protection	75,812
Travel | U.S. Customs and Border Protection	70,565

Visits by Social Network

Social Network	Sessions
Facebook	58,794
Twitter	31,171
LinkedIn	2,028
YouTube	734
reddit	585
Instagram Stories	359
Instagram	348

Visits by Source

■ google ■ (direct) ■ LinkUp
■ FB ■ bing ■ Other

41.4%   24.6%   20.7%
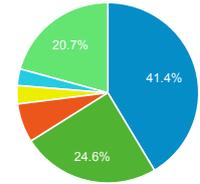
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

80.4%   19.6%
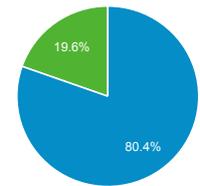
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	2,953,271	2.56
Yes	2,119,455	1.81