Web Performance Metrics-CBP.gov

Feb 1, 2021 - Feb 28, 2021

All Users
100.00% Sessions

Total Visits

2,488,508
% of Total: **100.00% (2,488,508)**

Pageviews

5,143,491
% of Total: **100.00% (5,143,491)**

Avg. Visit Duration

00:01:35
Avg for View: **00:01:35 (0.00%)**

Unique Visitors

1,879,174
% of Total: **100.00% (1,879,174)**

Avg. Pages / Visit

2.07
Avg for View: **2.07 (0.00%)**

Avg. Time on Page

00:01:29
Avg for View: **00:01:29 (0.00%)**

Bounce Rate

57.97%
Avg for View: **57.97% (0.00%)**

Top Pages

Page Title	Pageviews
Border Patrol Agent - Apply Now | U.S. Customs and Border Protection	353,539
U.S. Customs and Border Protection | Securing America's Borders	345,751
Global Entry | U.S. Customs and Border Protection	267,749
Locate a Port of Entry | U.S. Customs and Border Protection	145,956
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	121,315
How to Apply for Global Entry | U.S. Customs and Border Protection	101,617
Careers | U.S. Customs and Border Protection	96,521
Global Entry Enrollment Centers | U.S. Customs and Border Protection	85,005
HRM Talent Network Form	68,849
Travel | U.S. Customs and Border Protection	57,105

Visits by Social Network

Social Network	Sessions
Facebook	47,967
Twitter	11,470
Instagram Stories	1,815
LinkedIn	1,755
reddit	1,249
YouTube	936
Instagram	902

Visits by Source

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

google 40.5%
(direct) 23.7%
Other 21%
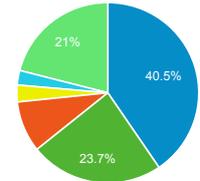
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

New Visitor 81.4%
Returning Visitor 18.6%
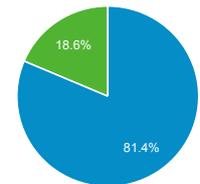
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,049,658	2.47
Yes	2,093,833	1.67