Web Performance Metrics-CBP.gov

Mar 1, 2016 - Mar 31, 2016

All Users
100.00% Sessions

Total Visits

3,798,339
% of Total: 100.00% (3,798,339)

Avg. Visit Duration

00:02:19
Avg for View: 00:02:19 (0.00%)

Pageviews

10,262,588
% of Total: 100.00% (10,262,588)

Unique Visitors

2,882,481
% of Total: 100.00% (2,882,481)

Avg. Pages / Visit

2.70
Avg for View: 2.70 (0.00%)

Avg. Time on Page

00:01:21
Avg for View: 00:01:21 (0.00%)
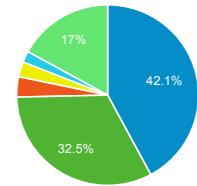
Bounce Rate

45.65%
Avg for View: 45.65% (0.00%)

Top Pages

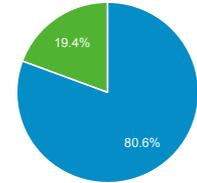| Page Title	Pageviews	Bounce Rate
Global Entry	U.S. Customs and Border Protection	720,515	19.75%
美国国土安全部网站常见问题及回答(FAQs)	U.S. Customs and Border Protection	717,543	81.01%
U.S. Customs and Border Protection	Securing America's Borders	476,253	40.93%
How to Apply for Global Entry	U.S. Customs and Border Protection	403,380	21.00%
Current Openings	U.S. Customs and Border Protection	397,902	47.28%
Arrival/Departure Forms: I-94 and I-94W	U.S. Customs and Border Protection	352,361	22.98%
Electronic System for Travel Authorization	U.S. Customs and Border Protection	250,337	27.52%
Global Entry Enrollment Centers	U.S. Customs and Border Protection	220,622	11.56%
Locate a Port of Entry	U.S. Customs and Border Protection	219,249	24.10%
For U.S. Citizens/Lawful Permanent Residents	U.S. Customs and Border Protection	215,340	40.13%

Visits by Social Network

Social Network	Sessions
Facebook	9,246
Twitter	4,027
TripAdvisor	3,768
Sina Weibo	3,082
Naver	736
reddit	487
Stack Exchange	487

Visits by Source

Legend: (direct), google, search.usa.gov, bing, LinkUp_CBPO, Other

42.1% (direct)
32.5% google
17% Other

New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

80.6% New Visitor
19.4% Returning Visitor

Pageviews and Pages / Session by …

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,347,077	2.98
Yes	3,915,511	2.35