

Web Performance Metrics-CBP.gov

Jul 1, 2016 - Jul 31, 2016

All Users
100.00% Sessions

Total Visits

3,280,261

% of Total: 100.00% (3,280,261)



Avg. Visit Duration

00:02:28

Avg for View: 00:02:28 (0.00%)



Pageviews

9,629,372

% of Total: 100.00% (9,629,372)



Unique Visitors

2,451,942

% of Total: 100.00% (2,451,942)



Avg. Pages / Visit

2.94

Avg for View: 2.94 (0.00%)



Avg. Time on Page

00:01:16

Avg for View: 00:01:16 (0.00%)



Bounce Rate

39.14%

Avg for View: 39.14% (0.00%)



Top Pages

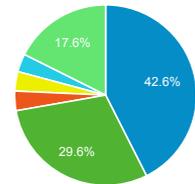
Page Title	Pageviews	Bounce Rate
Global Entry U.S. Customs and Border Protection	818,935	22.28%
Current Openings U.S. Customs and Border Protection	532,617	48.49%
U.S. Customs and Border Protection Securing America's Borders	449,544	38.88%
How to Apply for Global Entry U.S. Customs and Border Protection	440,488	20.34%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	320,381	24.63%
Global Entry Enrollment Centers U.S. Customs and Border Protection	256,601	11.22%
For U.S. Citizens/Lawful Permanent Residents U.S. Customs and Border Protection	243,313	43.05%
Locate a Port of Entry U.S. Customs and Border Protection	215,908	25.02%
Electronic System for Travel Authorization U.S. Customs and Border Protection	214,793	27.32%
NEXUS U.S. Customs and Border Protection	166,890	23.26%

Visits by Social Network

Social Network	Sessions
Facebook	21,571
Twitter	3,131
BuzzFeed	1,229
Naver	765
Stack Exchange	596
Blogger	511
reddit	377

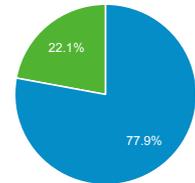
Visits by Source

google (direct) LinkUp
bing search.usa.gov
Other



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,154,246	2.99
Yes	3,475,126	2.84

