

# Web Performance Metrics-CBP.gov

Aug 1, 2016 - Aug 31, 2016

All Users  
100.00% Sessions

## Total Visits

**3,152,997**

% of Total: 100.00% (3,152,997)



## Avg. Visit Duration

**00:02:36**

Avg for View: 00:02:36 (0.00%)



## Pageviews

**9,422,677**

% of Total: 100.00% (9,422,677)



## Unique Visitors

**2,309,287**

% of Total: 100.00% (2,309,287)



## Avg. Pages / Visit

**2.99**

Avg for View: 2.99 (0.00%)



## Avg. Time on Page

**00:01:18**

Avg for View: 00:01:18 (0.00%)



## Bounce Rate

**38.12%**

Avg for View: 38.12% (0.00%)

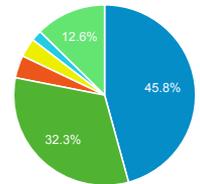


## Top Pages

Page Title	Pageviews	Bounce Rate
Global Entry   U.S. Customs and Border Protection	810,794	23.49%
U.S. Customs and Border Protection   Securing America's Borders	491,589	39.56%
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	432,228	23.24%
How to Apply for Global Entry   U.S. Customs and Border Protection	420,113	20.77%
Global Entry Enrollment Centers   U.S. Customs and Border Protection	240,310	12.06%
For U.S. Citizens/Lawful Permanent Residents   U.S. Customs and Border Protection	229,175	46.16%
Locate a Port of Entry   U.S. Customs and Border Protection	228,086	25.00%
Electronic System for Travel Authorization   U.S. Customs and Border Protection	218,036	27.54%
Contact Us   U.S. Customs and Border Protection	174,121	33.93%
NEXUS   U.S. Customs and Border Protection	170,806	22.78%

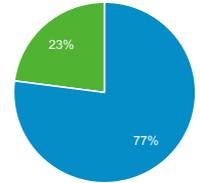
## Visits by Source

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



## New vs. Returned Visitors

New Visitor Returning Visitor



## Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,191,969	2.99
Yes	3,230,708	2.99

## Visits by Social Network

Social Network	Sessions
Facebook	22,212
Twitter	3,399
Naver	1,072
Stack Exchange	574
Blogger	479
reddit	378
Yelp	256

