

CBP.gov Web Performance Metrics

Jul 1, 2017 - Jul 31, 2017

All Users
100.00% Sessions

Total Visits

3,217,838

% of Total: 100.00% (3,217,838)



Avg. Visit Duration

00:02:31

Avg for View: 00:02:31 (0.00%)



Pageviews

8,980,948

% of Total: 100.00% (8,980,948)



Unique Visitors

2,356,452

% of Total: 100.00% (2,356,452)



Avg. Pages / Visit

2.79

Avg for View: 2.79 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00:01:24 (0.00%)



Bounce Rate

40.25%

Avg for View: 40.25% (0.00%)



Top Pages

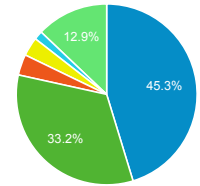
Page Title	Pageviews	Bounce Rate
Global Entry U.S. Customs and Border Protection	790,636	25.95%
U.S. Customs and Border Protection Securing America's Borders	482,953	39.19%
How to Apply for Global Entry U.S. Customs and Border Protection	418,375	21.48%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	271,601	23.99%
Locate a Port of Entry U.S. Customs and Border Protection	228,504	26.57%
Global Entry Enrollment Centers U.S. Customs and Border Protection	224,801	10.93%
For U.S. Citizens/Lawful Permanent Residents U.S. Customs and Border Protection	191,098	41.73%
Electronic System for Travel Authorization U.S. Customs and Border Protection	174,634	25.70%
NEXUS U.S. Customs and Border Protection	156,794	28.68%
Careers U.S. Customs and Border Protection	143,982	29.72%

Visits by Social Network

Social Network	Sessions
Facebook	22,389
Twitter	7,439
LinkedIn	2,215
Naver	956
reddit	724
YouTube	598
TripAdvisor	577

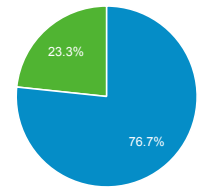
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,721,443	2.97
Yes	3,259,505	2.53

