

Web Performance Metrics-CBP.gov

Nov 1, 2017 - Nov 30, 2017

All Users
100.00% Sessions

Total Visits

2,767,090

% of Total: 100.00% (2,767,090)



Avg. Visit Duration

00:02:16

Avg for View: 00:02:16 (0.00%)



Pageviews

6,998,511

% of Total: 100.00% (6,998,511)



Unique Visitors

2,005,864

% of Total: 100.00% (2,005,864)



Avg. Pages / Visit

2.53

Avg for View: 2.53 (0.00%)



Avg. Time on Page

00:01:28

Avg for View: 00:01:28 (0.00%)



Bounce Rate

41.86%

Avg for View: 41.86% (0.00%)



Top Pages

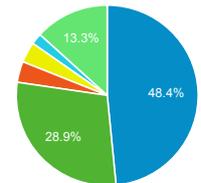
Page Title	Pageviews	Bounce Rate
Global Entry U.S. Customs and Border Protection	616,140	22.37%
U.S. Customs and Border Protection Securing America's Borders	458,638	41.37%
How to Apply for Global Entry U.S. Customs and Border Protection	315,374	22.89%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	205,176	24.32%
Locate a Port of Entry U.S. Customs and Border Protection	192,039	29.56%
Global Entry Enrollment Centers U.S. Customs and Border Protection	173,577	11.75%
Electronic System for Travel Authorization U.S. Customs and Border Protection	122,236	28.25%
Contact Us U.S. Customs and Border Protection	103,835	42.12%
Careers U.S. Customs and Border Protection	96,027	22.93%
Travel U.S. Customs and Border Protection	92,893	42.48%

Visits by Social Network

Social Network	Sessions
Facebook	19,536
Twitter	5,951
TripAdvisor	779
Naver	677
reddit	462
LinkedIn	448
YouTube	370

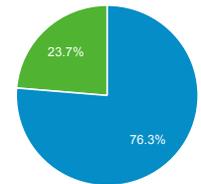
Visits by Source

google (direct) bing
search.usa.gov
ttp.cbp.dhs.gov Other



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,820,098	2.78
Yes	2,178,413	2.11

