

Web Performance Metrics-CBP.gov

Jan 1, 2017 - Jan 31, 2017

All Users
100.00% Sessions

Total Visits

3,702,518

% of Total: 100.00% (3,702,518)



Avg. Visit Duration

00:02:31

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



Pageviews

10,576,082

% of Total: 100.00% (10,576,082)



Unique Visitors

2,745,001

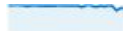
% of Total: 100.00% (2,745,001)



Avg. Pages / Visit

2.86

Avg for View: 2.86 (0.00%)



Avg. Time on Page

00:01:21

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



Bounce Rate

39.67%

Avg for View: 39.67% (0.00%)



Top Pages

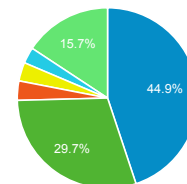
Page Title	Pageviews	Bounce Rate
Global Entry U.S. Customs and Border Protection	866,826	23.80%
U.S. Customs and Border Protection Securing America's Borders	524,958	37.46%
How to Apply for Global Entry U.S. Customs and Border Protection	523,715	20.43%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	402,240	21.43%
Current Openings U.S. Customs and Border Protection	295,939	48.43%
Global Entry Enrollment Centers U.S. Customs and Border Protection	259,054	10.88%
For U.S. Citizens/Lawful Permanent Residents U.S. Customs and Border Protection	254,098	47.05%
Locate a Port of Entry U.S. Customs and Border Protection	223,319	26.15%
Electronic System for Travel Authorization U.S. Customs and Border Protection	207,992	27.19%
Electronic Visa Update System (E VUS) Frequently Asked Questions U.S. Customs and Border Protection	200,077	21.83%

Visits by Social Network

Social Network	Sessions
Facebook	50,039
Twitter	15,242
BuzzFeed	3,462
reddit	2,807
LinkedIn	1,342
Naver	978
Stack Exchange	657

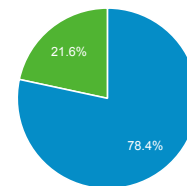
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,639,167	2.91
Yes	3,936,915	2.77

