

CBP.gov Web Performance Metrics

Feb 1, 2017 - Feb 28, 2017

All Users
100.00% Sessions

Total Visits

3,709,174

% of Total: 100.00% (3,709,174)



Avg. Visit Duration

00:02:31

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



Pageviews

10,738,514

% of Total: 100.00% (10,738,514)



Unique Visitors

2,747,777

% of Total: 100.00% (2,747,777)



Avg. Pages / Visit

2.90

Avg for View: 2.90 (0.00%)



Avg. Time on Page

00:01:19

Avg for View: 00:01:19 (0.00%)



Bounce Rate

40.54%

Avg for View: 40.54% (0.00%)



Top Pages

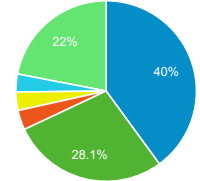
Page Title	Pageviews	Bounce Rate
Global Entry U.S. Customs and Border Protection	777,954	23.63%
Current Openings U.S. Customs and Border Protection	600,817	46.37%
U.S. Customs and Border Protection Securing America's Borders	513,120	36.42%
How to Apply for Global Entry U.S. Customs and Border Protection	464,780	20.12%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	340,898	22.10%
For U.S. Citizens/Lawful Permanent Residents U.S. Customs and Border Protection	244,980	46.13%
Locate a Port of Entry U.S. Customs and Border Protection	243,800	27.01%
Global Entry Enrollment Centers U.S. Customs and Border Protection	226,344	12.08%
Protecting the Nation from Foreign Terrorist Entry into the United States U.S. Customs and Border Protection	195,458	72.83%
Careers U.S. Customs and Border Protection	193,805	19.93%

Visits by Social Network

Social Network	Sessions
Facebook	47,322
Twitter	11,557
BuzzFeed	1,315
reddit	1,216
LinkedIn	780
Naver	757
Stack Exchange	550

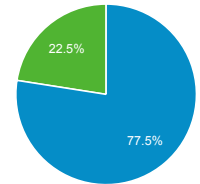
Visits by Source

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



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,521,295	2.94
Yes	4,217,219	2.83

