Web Performance Metrics-CBP.gov

Mar 1, 2017 - Mar 31, 2017

All Users
100.00% Sessions

Total Visits

3,751,636
% of Total: **100.00% (3,751,636)**

Avg. Visit Duration

00:02:34
Avg for View: **00:02:34 (0.00%)**

Pageviews

10,910,687
% of Total: **100.00% (10,910,687)**

Unique Visitors

2,740,521
% of Total: **100.00% (2,740,521)**

Avg. Pages / Visit

2.91
Avg for View: **2.91 (0.00%)**

Avg. Time on Page

00:01:20
Avg for View: **00:01:20 (0.00%)**

Bounce Rate

39.73%
Avg for View: **39.73% (0.00%)**

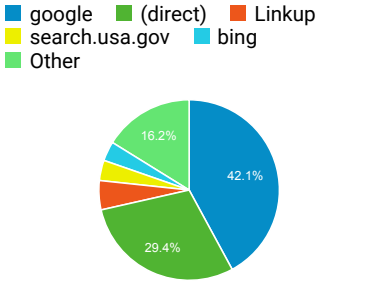
Top Pages

Page Title	Pageviews	Bounce Rate
Global Entry | U.S. Customs and Border Protection	825,714	23.75%
Current Openings | U.S. Customs and Border Protection	560,543	57.44%
U.S. Customs and Border Protection | Securing America's Borders	520,555	37.59%
How to Apply for Global Entry | U.S. Customs and Border Protection	487,650	20.24%
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	367,586	22.26%
Locate a Port of Entry | U.S. Customs and Border Protection	251,528	26.83%
For U.S. Citizens/Lawful Permanent Residents | U.S. Customs and Border Protection	250,085	46.16%
Global Entry Enrollment Centers | U.S. Customs and Border Protection	238,686	11.70%
Electronic System for Travel Authorization | U.S. Customs and Border Protection	228,501	26.17%
Careers | U.S. Customs and Border Protection	188,589	20.03%

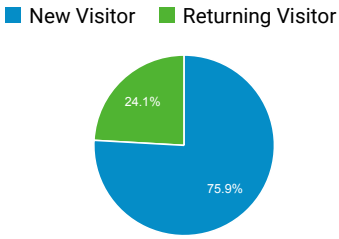
Visits by Social Network

Social Network	Sessions
Facebook	19,881
Twitter	8,477
Naver	849
BuzzFeed	587
Stack Exchange	551
reddit	543
Blogger	446

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,849,733	2.95
Yes	4,060,954	2.84

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