

# Web Performance Metrics-CBP.gov

Oct 1, 2017 - Oct 31, 2017

All Users  
100.00% Sessions

## Total Visits

**2,880,651**  
% of Total: 100.00% (2,880,651)



## Avg. Visit Duration

**00:02:24**  
Avg for View: 00:02:24 (0.00%)



## Pageviews

**7,480,742**  
% of Total: 100.00% (7,480,742)



## Unique Visitors

**2,043,168**  
% of Total: 100.00% (2,043,168)



## Avg. Pages / Visit

**2.60**  
Avg for View: 2.60 (0.00%)



## Avg. Time on Page

**00:01:30**  
Avg for View: 00:01:30 (0.00%)



## Bounce Rate

**39.40%**  
Avg for View: 39.40% (0.00%)



## Top Pages

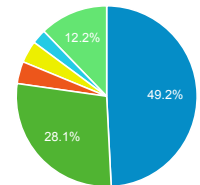
Page Title	Pageviews	Bounce Rate
Global Entry   U.S. Customs and Border Protection	728,784	21.49%
U.S. Customs and Border Protection   Securing America's Borders	456,971	41.16%
How to Apply for Global Entry   U.S. Customs and Border Protection	376,461	21.42%
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	230,179	23.12%
Global Entry Enrollment Centers   U.S. Customs and Border Protection	198,134	11.85%
Locate a Port of Entry   U.S. Customs and Border Protection	195,884	28.22%
Electronic System for Travel Authorization   U.S. Customs and Border Protection	137,598	27.55%
Contact Us   U.S. Customs and Border Protection	124,673	39.67%
Trusted Traveler Programs   U.S. Customs and Border Protection	111,098	21.25%
Travel   U.S. Customs and Border Protection	105,119	40.79%

## Visits by Social Network

Social Network	Sessions
Facebook	11,492
Twitter	4,742
Naver	794
TripAdvisor	742
LinkedIn	598
YouTube	514
Blogger	352

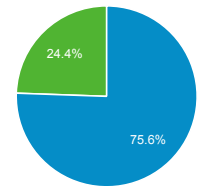
## Visits by Source

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	5,273,202	2.83
Yes	2,207,540	2.18

