Web Performance Metrics-CBP.gov

Sep 1, 2017 - Sep 30, 2017

All Users
100.00% Sessions

Total Visits

2,657,276
% of Total: **100.00% (2,657,276)**

Avg. Visit Duration

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

Pageviews

6,880,426
% of Total: **100.00% (6,880,426)**

Unique Visitors

1,960,258
% of Total: **100.00% (1,960,258)**

Avg. Pages / Visit

2.59
Avg for View: **2.59 (0.00%)**

Avg. Time on Page

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

Bounce Rate

42.17%
Avg for View: **42.17% (0.00%)**

Top Pages

Page Title	Pageviews	Bounce Rate
Global Entry	U.S. Customs and Border Protection	599,585	28.07%
U.S. Customs and Border Protection	Securing America's Borders	406,656	41.77%
How to Apply for Global Entry	U.S. Customs and Border Protection	247,766	24.06%
Arrival/Departure Forms: I-94 and I-94W	U.S. Customs and Border Protection	244,955	23.01%
Locate a Port of Entry	U.S. Customs and Border Protection	190,232	27.15%
Electronic System for Travel Authorization	U.S. Customs and Border Protection	149,724	26.00%
Global Entry Enrollment Centers	U.S. Customs and Border Protection	142,437	10.92%
NEXUS	U.S. Customs and Border Protection	115,826	31.64%
Electronic Visa Update System (EVUS) Frequently Asked Questions	U.S. Customs and Border Protection	104,410	20.36%
Contact Us	U.S. Customs and Border Protection	101,726	41.90%

Visits by Social Network

Social Network	Sessions
Facebook	10,621
Twitter	9,316
reddit	3,320
Naver	850
TripAdvisor	668
LinkedIn	653
Blogger	362

Visits by Source

- google
- (direct)
- search.usa.gov
- bing
- yahoo
- Other

45%
33.4%
12.7%
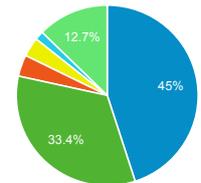
New vs. Returned Visitors

- New Visitor
- Returning Visitor

23.2%
76.8%
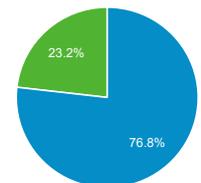
Pageviews and Pages / Session by …

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,718,084	2.84
Yes	2,162,342	2.17