

# CBP.gov Web Performance Metrics

Jan 1, 2018 - Jan 31, 2018

All Users  
100.00% Sessions

## Total Visits

**3,399,391**

% of Total: 100.00% (3,399,391)



## Avg. Visit Duration

**00:02:14**

Avg for View: 00:02:14 (0.00%)



## Pageviews

**8,619,228**

% of Total: 100.00% (8,619,228)



## Unique Visitors

**2,450,543**

% of Total: 100.00% (2,450,543)



## Avg. Pages / Visit

**2.54**

Avg for View: 2.54 (0.00%)



## Avg. Time on Page

**00:01:27**

Avg for View: 00:01:27 (0.00%)



## Bounce Rate

**41.39%**

Avg for View: 41.39% (0.00%)



## Top Pages

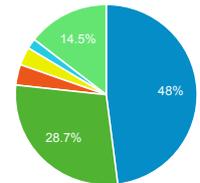
Page Title	Pageviews	Bounce Rate
Global Entry   U.S. Customs and Border Protection	764,071	23.10%
U.S. Customs and Border Protection   Securing America's Borders	471,164	42.08%
How to Apply for Global Entry   U.S. Customs and Border Protection	411,122	22.82%
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	274,926	23.53%
Locate a Port of Entry   U.S. Customs and Border Protection	233,822	29.15%
Global Entry Enrollment Centers   U.S. Customs and Border Protection	215,966	11.01%
Border Patrol Agent   U.S. Customs and Border Protection	179,103	54.05%
Customs and Border Protection Officer   U.S. Customs and Border Protection	144,405	60.21%
Current Openings   U.S. Customs and Border Protection	143,160	38.47%
Electronic System for Travel Authorization   U.S. Customs and Border Protection	138,800	29.99%

## Visits by Social Network

Social Network	Sessions
Facebook	17,901
Twitter	7,495
BuzzFeed	2,695
TripAdvisor	1,700
reddit	1,099
Glassdoor	841
Naver	834

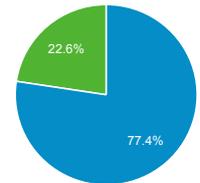
## Visits by Source

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	5,765,373	2.81
Yes	2,853,855	2.12