

# Web Performance Metrics-CBP.gov

Sep 1, 2018 - Sep 30, 2018

All Users  
100.00% Sessions

## Total Visits

**3,237,654**

% of Total: 100.00% (3,237,654)



## Pageviews

**7,929,511**

% of Total: 100.00% (7,929,511)



## Avg. Visit Duration

**00:02:11**

Avg for View: 00:02:11 (0.00%)



## Unique Visitors

**2,387,576**

% of Total: 100.00% (2,387,576)



## Avg. Pages / Visit

**2.45**

Avg for View: 2.45 (0.00%)



## Avg. Time on Page

**00:01:30**

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



## Bounce Rate

**43.14%**

Avg for View: 43.14% (0.00%)



## Top Pages

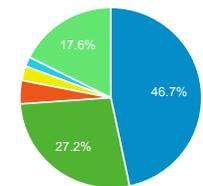
| Page Title   | Pageviews |
|--|-----------|
| Global Entry   U.S. Customs and Border Protection  | 677,666   |
| U.S. Customs and Border Protection   Securing America's Borders                                    | 457,405   |
| How to Apply for Global Entry   U.S. Customs and Border Protection                                 | 355,220   |
| Locate a Port of Entry   U.S. Customs and Border Protection  | 206,086   |
| Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection                      | 188,669   |
| Global Entry Enrollment Centers   U.S. Customs and Border Protection                               | 186,253   |
| U.S. Customs and Border Protection is now hiring!  | 157,851   |
| Careers   U.S. Customs and Border Protection   | 157,364   |
| Eagle Pass Border Patrol Agents Arrest Convicted Sex Offender   U.S. Customs and Border Protection | 145,499   |
| Electronic System for Travel Authorization   U.S. Customs and Border Protection                    | 131,840   |

## Visits by Social Network

| Social Network    | Sessions |
|-------------------|----------|
| Facebook          | 23,113   |
| Twitter           | 6,923    |
| reddit            | 3,765    |
| LinkedIn          | 2,172    |
| Instagram Stories | 1,454    |
| TripAdvisor       | 1,165    |
| Naver             | 530      |

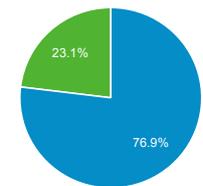
## Visits by Source

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                        | 5,102,827 | 2.81            |
| Yes                       | 2,826,684 | 1.99            |

