Web Performance Metrics-CBP.gov

Jul 1, 2018 - Jul 31, 2018

All Users
100.00% Sessions

Total Visits

3,837,297
% of Total: **100.00% (3,837,297)**

Pageviews

9,325,293
% of Total: **100.00% (9,325,293)**

Avg. Visit Duration

00:02:07
Avg for View: **00:02:07 (0.00%)**

Unique Visitors

2,830,944
% of Total: **100.00% (2,830,944)**

Avg. Pages / Visit

2.43
Avg for View: **2.43 (0.00%)**

Avg. Time on Page

00:01:28
Avg for View: **00:01:28 (0.00%)**

Bounce Rate

42.93%
Avg for View: **42.93% (0.00%)**

## Top Pages

Page Title	Pageviews
Global Entry | U.S. Customs and Border Protection	760,705
U.S. Customs and Border Protection | Securing America's Borders	520,666
How to Apply for Global Entry | U.S. Customs and Border Protection	446,883
Locate a Port of Entry | U.S. Customs and Border Protection	255,400
Global Entry Enrollment Centers | U.S. Customs and Border Protection	236,735
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	230,611
U.S. Customs and Border Protection is now hiring!	195,803
Careers | U.S. Customs and Border Protection	170,175
Electronic System for Travel Authorization | U.S. Customs and Border Protection	147,708
Travel | U.S. Customs and Border Protection	131,820

Visits by Social Network

Social Network	Sessions
Facebook	31,815
Twitter	13,836
TripAdvisor	1,693
reddit	1,263
LinkedIn	1,147
Naver	704
YouTube	573

Visits by Source

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

Pie chart: 47.8%, 25.1%, 18.7%
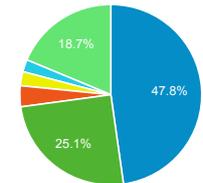
New vs. Returned Visitors

- New Visitor
- Returning Visitor

Pie chart: New Visitor 77.4%, Returning Visitor 22.6%
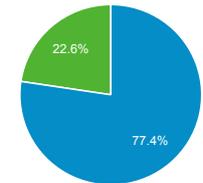
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,825,636	2.79
Yes	3,499,657	2.00