

# Web Performance Metrics-CBP.gov

Jul 1, 2020 - Jul 31, 2020

**All Users**  
100.00% Sessions

## Total Visits

**2,693,626**

% of Total: 100.00% (2,693,626)



## Pageviews

**5,643,476**

% of Total: 100.00% (5,643,476)



## Avg. Visit Duration

**00:01:41**

Avg for View: 00:01:41 (0.00%)



## Unique Visitors

**2,027,715**

% of Total: 100.00% (2,027,715)



## Avg. Pages / Visit

**2.10**

Avg for View: 2.10 (0.00%)



## Avg. Time on Page

**00:01:32**

Avg for View: 00:01:32 (0.00%)



## Bounce Rate

**59.15%**

Avg for View: 59.15% (0.00%)



## Top Pages

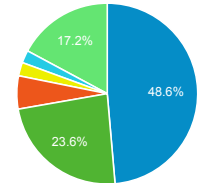
Page Title	Pageviews
U.S. Customs and Border Protection   Securing America's Borders	416,690
CBP COVID-19 Updates and Announcements   U.S. Customs and Border Protection	268,174
Border Patrol Agent - Apply Now   U.S. Customs and Border Protection	266,081
Global Entry   U.S. Customs and Border Protection	193,905
Locate a Port of Entry   U.S. Customs and Border Protection	183,148
Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection	119,519
Contact Us   U.S. Customs and Border Protection	99,951
Careers   U.S. Customs and Border Protection	97,794
Travel   U.S. Customs and Border Protection	76,717
How to Apply for Global Entry   U.S. Customs and Border Protection	59,429

## Visits by Social Network

Social Network	Sessions
Facebook	53,342
Twitter	33,012
LinkedIn	3,008
reddit	2,090
YouTube	776
Instagram	547
Instagram Stories	502

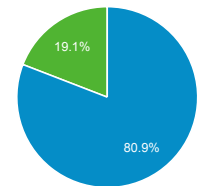
## Visits by Source

google (direct) LinkUp  
bing Inks.gd Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,269,865	2.48
Yes	2,373,611	1.73