

Web Performance Metrics-CBP.gov

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Total Visits

3,872,865

% of Total: 100.00% (3,872,865)



Pageviews

8,094,831

% of Total: 100.00% (8,094,831)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Unique Visitors

2,931,548

% of Total: 100.00% (2,931,548)



Avg. Pages / Visit

2.09

Avg for View: 2.09 (0.00%)



Avg. Time on Page

00:01:31

Avg for View: 00:01:31 (0.00%)



Bounce Rate

54.09%

Avg for View: 54.09% (0.00%)



Top Pages

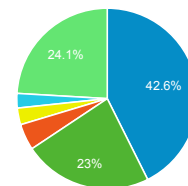
| Page Title | Pageviews |
|---|-----------|
| Global Entry U.S. Customs and Border Protection | 666,947 |
| Border Patrol Agent - Apply Now U.S. Customs and Border Protection | 629,871 |
| U.S. Customs and Border Protection Securing America's Borders | 518,053 |
| How to Apply for Global Entry U.S. Customs and Border Protection | 375,039 |
| Global Entry Enrollment Centers U.S. Customs and Border Protection | 211,748 |
| Locate a Port of Entry U.S. Customs and Border Protection | 171,252 |
| Electronic System for Travel Authorization U.S. Customs and Border Protection | 167,754 |
| Careers U.S. Customs and Border Protection | 163,033 |
| Contact Us U.S. Customs and Border Protection | 156,306 |
| Arrival/Departure Forms: I-94 and I-94 W U.S. Customs and Border Protection | 128,177 |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 18,272 |
| Twitter | 16,887 |
| YouTube | 1,275 |
| TripAdvisor | 1,114 |
| reddit | 782 |
| LinkedIn | 636 |
| Naver | 508 |

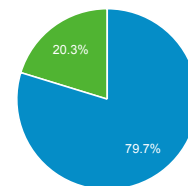
Visits by Source

google (direct) addotnet
FB bing Other



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by ...

| Mobile (Including Tablet) | Pageviews | Pages / Session |
|---------------------------|-----------|-----------------|
| No | 4,920,290 | 2.35 |
| Yes | 3,174,541 | 1.79 |