

# Web Performance Metrics-CBP.gov

May 1, 2021 - May 31, 2021

All Users  
100.00% Sessions

## Total Visits

**3,252,604**  
% of Total: 100.00% (3,252,604)

## Pageviews

**12,688,432**  
% of Total: 100.00% (12,688,432)

## Avg. Visit Duration

**00:01:34**  
Avg for View: 00:01:34 (0.00%)

## Unique Visitors

**2,457,509**  
% of Total: 100.00% (2,457,509)

## Avg. Pages / Visit

**3.90**  
Avg for View: 3.90 (0.00%)

## Avg. Time on Page

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

## Bounce Rate

**13.79%**  
Avg for View: 13.79% (0.00%)

## Top Pages

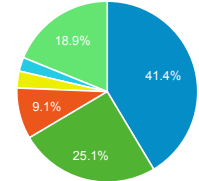
Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,042,408
U.S. Customs and Border Protection   Securing America's Borders	935,958
Border Patrol Agent - Apply Now   U.S. Customs and Border Protection	799,576
How to Apply for Global Entry   U.S. Customs and Border Protection	448,555
Locate a Port of Entry   U.S. Customs and Border Protection	349,532
Global Entry Enrollment Centers   U.S. Customs and Border Protection	323,964
Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection	258,986
Enrollment on Arrival   U.S. Customs and Border Protection	203,560
Careers   U.S. Customs and Border Protection	190,005
Travel   U.S. Customs and Border Protection	162,467

## Visits by Social Network

Social Network	Sessions
Facebook	37,807
Twitter	14,519
LinkedIn	2,331
Instagram Stories	2,003
YouTube	1,264
reddit	930
Instagram	873

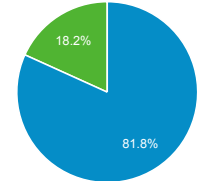
## Visits by Source

■ google ■ (direct) ■ LinkUp  
■ Google ■ bing ■ Other



## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	7,315,883	4.67
Yes	5,372,549	3.19