

# Web Performance Metrics-CBP.gov

Apr 1, 2021 - Apr 30, 2021

**All Users**  
100.00% Sessions

## Total Visits

**3,037,178**

% of Total: 100.00% (3,037,178)



## Pageviews

**6,395,729**

% of Total: 100.00% (6,395,729)



## Avg. Visit Duration

**00:01:37**

Avg for View: 00:01:37 (0.00%)



## Unique Visitors

**2,268,094**

% of Total: 100.00% (2,268,094)



## Avg. Pages / Visit

**2.11**

Avg for View: 2.11 (0.00%)



## Avg. Time on Page

**00:01:28**

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



## Bounce Rate

**55.53%**

Avg for View: 55.53% (0.00%)



## Top Pages

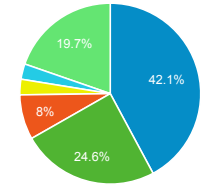
Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	470,624
U.S. Customs and Border Protection   Securing America's Borders	430,649
Border Patrol Agent - Apply Now   U.S. Customs and Border Protection	349,192
How to Apply for Global Entry   U.S. Customs and Border Protection	194,165
Locate a Port of Entry   U.S. Customs and Border Protection	181,986
Global Entry Enrollment Centers   U.S. Customs and Border Protection	152,228
Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection	136,180
Enrollment on Arrival   U.S. Customs and Border Protection	94,961
Careers   U.S. Customs and Border Protection	93,828
Travel   U.S. Customs and Border Protection	78,849

## Visits by Social Network

Social Network	Sessions
Facebook	53,061
Twitter	21,406
LinkedIn	3,113
Instagram Stories	2,866
YouTube	1,314
Instagram	1,183
reddit	859

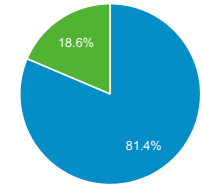
## Visits by Source

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	3,827,502	2.53
Yes	2,568,227	1.68