

Web Performance Metrics-CBP.gov

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Total Visits
3,591,171
% of Total: 100.00% (3,591,171)

Pageviews
7,307,074
% of Total: 100.00% (7,307,074)

Avg. Visit Duration
00:01:41
Avg for View: 00:01:41 (0.00%)

Unique Visitors
2,709,225
% of Total: 100.00% (2,709,225)

Avg. Pages / Visit
2.03
Avg for View: 2.03 (0.00%)

Avg. Time on Page
00:01:37
Avg for View: 00:01:37 (0.00%)

Bounce Rate
53.76%
Avg for View: 53.76% (0.00%)

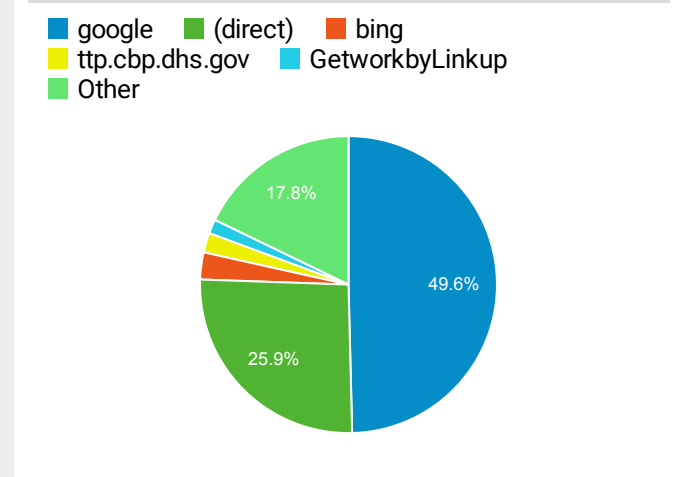
Top Pages

| Page Title | Pageviews |
|---|-----------|
| Global Entry U.S. Customs and Border Protection | 657,396 |
| U.S. Customs and Border Protection Securing America's Borders | 536,926 |
| How to Apply for Global Entry U.S. Customs and Border Protection | 311,269 |
| Global Entry Enrollment Centers U.S. Customs and Border Protection | 217,142 |
| Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection | 210,019 |
| Locate a Port of Entry U.S. Customs and Border Protection | 195,156 |
| Electronic System for Travel Authorization U.S. Customs and Border Protection | 184,283 |
| Enrollment on Arrival U.S. Customs and Border Protection | 139,948 |
| Travel U.S. Customs and Border Protection | 110,850 |
| Border Patrol Agent - Apply Now U.S. Customs and Border Protection | 98,700 |

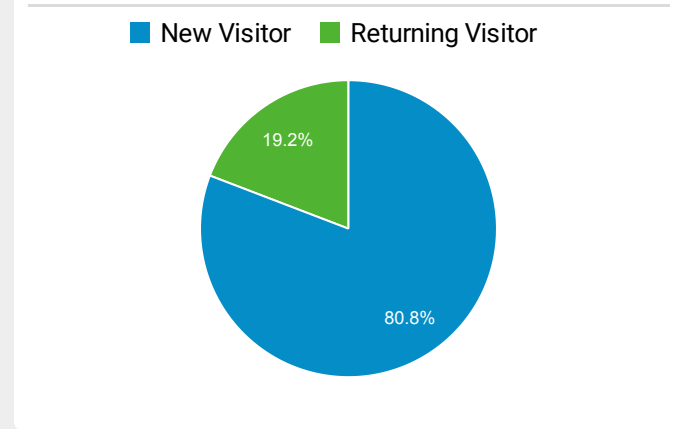
Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 52,023 |
| Twitter | 17,971 |
| LinkedIn | 3,268 |
| Instagram | 1,372 |
| reddit | 1,235 |
| YouTube | 905 |
| TripAdvisor | 778 |

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session by Mobile (Including Tablet)

| Mobile (Including Tablet) | Pageviews | Pages / Session |
|---------------------------|-----------|-----------------|
| No | 4,178,563 | 2.39 |
| Yes | 3,128,511 | 1.70 |