

Web Performance Metrics-CBP.gov

Apr 1, 2015 - Apr 30, 2015



Total Visits

2,327,056

% of Total: 100.00% (2,327,056)



Avg. Visit Duration

00:02:40

Avg for View: 00:02:40 (0.00%)



Pageviews

6,764,701

% of Total: 100.00% (6,764,701)



Unique Visitors

1,708,569

% of Total: 100.00% (1,708,569)



Avg. Pages / Visit

2.91

Avg for View: 2.91 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00:01:24 (0.00%)



Bounce Rate

40.45%

Avg for View: 40.45% (0.00%)



Top Pages

Page Title	Pageviews	Bounce Rate
About Global Entry U.S. Customs and Border Protection	553,998	22.76%
U.S. Customs and Border Protection Securing America's Borders	382,718	38.50%
How to Apply for Global Entry U.S. Customs and Border Protection	343,953	22.67%
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	315,464	24.19%
Can't Find Needed Content? U.S. Customs and Border Protection	272,771	59.96%
Electronic System for Travel Authorization U.S. Customs and Border Protection	205,801	26.58%
Locate a Port of Entry U.S. Customs and Border Protection	191,705	23.27%
Contact Us U.S. Customs and Border Protection	138,842	36.96%
Eligibility for Global Entry U.S. Customs and Border Protection	115,381	50.97%
CBP Forms U.S. Customs and Border Protection	109,016	30.08%

Visits by Social Network

Social Network	Sessions
Facebook	14,709
TripAdvisor	6,467
Twitter	3,299
Naver	1,028
wikiHow	746
Blogger	651
Stack Exchange	290

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session b...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,915,097	2.97
Yes	1,849,604	2.76

