

# Web Performance Metrics-CBP.gov

Sep 1, 2015 - Sep 30, 2015

All Sessions  
100.00%

## Total Visits

**2,387,453**

% of Total: 100.00% (2,387,453)



## Avg. Visit Duration

**00:02:48**

Avg for View: 00:02:48 (0.00%)



## Pageviews

**7,465,572**

% of Total: 100.00% (7,465,572)



## Unique Visitors

**1,816,832**

% of Total: 100.00% (1,816,832)



## Avg. Pages / Visit

**3.13**

Avg for View: 3.13 (0.00%)



## Avg. Time on Page

**00:01:19**

Avg for View: 00:01:19 (0.00%)



## Bounce Rate

**37.90%**

Avg for View: 37.90% (0.00%)



## Top Pages

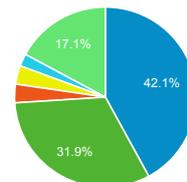
Page Title	Pageviews	Bounce Rate
Global Entry   U.S. Customs and Border Protection	620,099	20.91%
U.S. Customs and Border Protection   Securing America's Borders	458,653	32.98%
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	384,542	21.94%
How to Apply for Global Entry   U.S. Customs and Border Protection	327,097	22.65%
Electronic System for Travel Authorization   U.S. Customs and Border Protection	300,040	26.07%
Locate a Port of Entry   U.S. Customs and Border Protection	201,837	24.51%
For U.S. Citizens/Lawful Permanent Residents   U.S. Customs and Border Protection	166,362	45.41%
Can't Find Needed Content?   U.S. Customs and Border Protection	154,407	57.65%
NEXUS   U.S. Customs and Border Protection	143,142	26.23%
Global Entry Enrollment Centers   U.S. Customs and Border Protection	141,995	12.52%

## Visits by Social Network

Social Network	Sessions
Facebook	8,145
TripAdvisor	6,541
Twitter	3,992
Google+	1,405
Naver	958
Blogger	808
reddit	434

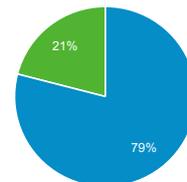
## Visits by Source

google (direct) dhs.gov  
bing yahoo Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Pageviews and Pages / Session by Mobile

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,302,895	3.18
Yes	2,162,677	3.00

