

# Web Performance Metrics-CBP.gov

Nov 1, 2018 - Nov 30, 2018

**All Users**  
100.00% Sessions

## Total Visits

**3,416,342**

% of Total: 100.00% (3,416,342)



## Pageviews

**8,276,610**

% of Total: 100.00% (8,276,610)



## Avg. Visit Duration

**00:01:58**

Avg for View: 00:01:58 (0.00%)



## Unique Visitors

**2,528,443**

% of Total: 100.00% (2,528,443)



## Avg. Pages / Visit

**2.42**

Avg for View: 2.42 (0.00%)



## Avg. Time on Page

**00:01:22**

Avg for View: 00:01:22 (0.00%)



## Bounce Rate

**45.12%**

Avg for View: 45.12% (0.00%)



## Top Pages

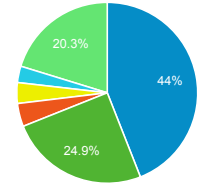
Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	684,191
U.S. Customs and Border Protection   Securing America's Borders	455,340
How to Apply for Global Entry   U.S. Customs and Border Protection	313,903
Careers   U.S. Customs and Border Protection	251,499
Locate a Port of Entry   U.S. Customs and Border Protection	238,504
North American Free Trade Agreement (NAFTA)   U.S. Customs and Border Protection	237,329
U.S. Customs and Border Protection is now hiring!	229,203
Border Patrol Agent   U.S. Customs and Border Protection	165,757
Global Entry Enrollment Centers   U.S. Customs and Border Protection	160,342
Arrival/Departure Forms: I-94 and I-94 W   U.S. Customs and Border Protection	149,317

## Visits by Social Network

Social Network	Sessions
Facebook	43,828
Twitter	22,668
TripAdvisor	1,122
reddit	884
Naver	803
Instagram	449
LinkedIn	418

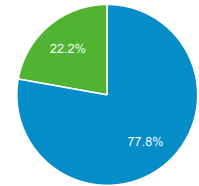
## Visits by Source

google (direct) bing  
FB facebook Other



## New vs. Returned Visitors

New Visitor Returning Visitor



## Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,962,125	2.85
Yes	3,314,485	1.98