Web Performance Metrics-CBP.gov

Jan 1, 2021 - Jan 31, 2021

◯ All Users
100.00% Sessions

Total Visits

2,865,406
% of Total: **100.00% (2,865,406)**

Pageviews

5,931,739
% of Total: **100.00% (5,931,739)**

Avg. Visit Duration

00:01:30
Avg for View: **00:01:30 (0.00%)**

Unique Visitors

2,234,132
% of Total: **100.00% (2,234,132)**

Avg. Pages / Visit

2.07
Avg for View: **2.07 (0.00%)**

Avg. Time on Page

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

Bounce Rate

56.88%
Avg for View: **56.88% (0.00%)**

Top Pages

Page Title	Pageviews
Border Patrol Agent - Apply Now	U.S. Customs and Border Protection	521,078
U.S. Customs and Border Protection	Securing America's Borders	498,517
Global Entry	U.S. Customs and Border Protection	294,246
Locate a Port of Entry	U.S. Customs and Border Protection	157,244
Arrival/Departure Forms: I-94 and I-94 W	U.S. Customs and Border Protection	133,226
How to Apply for Global Entry	U.S. Customs and Border Protection	112,931
Careers	U.S. Customs and Border Protection	112,671
Global Entry Enrollment Centers	U.S. Customs and Border Protection	93,567
Border Wall System	U.S. Customs and Border Protection	83,255
HRM Talent Network Form	63,304

Visits by Social Network

Social Network	Sessions
Facebook	33,738
Twitter	12,466
LinkedIn	2,337
YouTube	1,875
Instagram Stories	1,657
reddit	1,537
Instagram	950

Visits by Source

Legend: google, (direct), LinkUp, Google, FB, Other

- 38.7%
- 25.3%
- 11.9%
- 18.1%
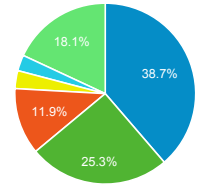
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

- 83.1%
- 16.9%
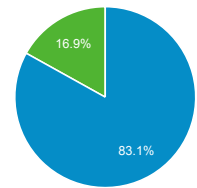
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	3,515,985	2.51
Yes	2,415,754	1.65