Web Performance Metrics-CBP.gov

Mar 1, 2022 - Mar 31, 2022

◯ All Users
100.00% Sessions

Total Visits

4,475,305
% of Total: **100.00% (4,475,305)**

Pageviews

8,677,411
% of Total: **100.00% (8,677,411)**

Avg. Visit Duration

00:01:37
Avg for View: **00:01:37 (0.00%)**

Unique Visitors

3,286,363
% of Total: **100.00% (3,286,363)**

Avg. Pages / Visit

1.94
Avg for View: **1.94 (0.00%)**

Avg. Time on Page

00:01:42
Avg for View: **00:01:42 (0.00%)**

Bounce Rate

54.38%
Avg for View: **54.38% (0.00%)**

Top Pages

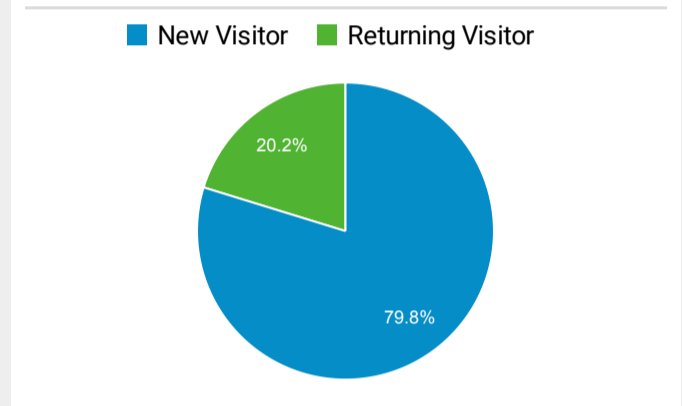| Page Title	Pageviews
Global Entry | U.S. Customs and Border Protection	854,067
U.S. Customs and Border Protection | Securing America's Borders	564,761
How to Apply for Global Entry | U.S. Customs and Border Protection	480,140
Global Entry Enrollment Centers | U.S. Customs and Border Protection	292,860
Electronic System for Travel Authorization | U.S. Customs and Border Protection	212,308
Enrollment on Arrival | U.S. Customs and Border Protection	199,252
Locate a Port of Entry | U.S. Customs and Border Protection	191,571
Arrival/Departure Forms: I-94 and I-94W | U.S. Customs and Border Protection	185,480
HRM Talent Network Form	129,390
Global Entry Frequently Asked Questions | U.S. Customs and Border Protection	128,943

Visits by Social Network

Social Network	Sessions
Facebook	33,351
Twitter	10,129
LinkedIn	2,523
Instagram	2,055
reddit	1,061
YouTube	1,046
TripAdvisor	924

Visits by Source

Legend: ■ google ■ (direct) ■ GetworkbyLinkup ■ bing ■ ttp.cbp.dhs.gov ■ Other

- 49.7%
- 24.6%
- 18.1%
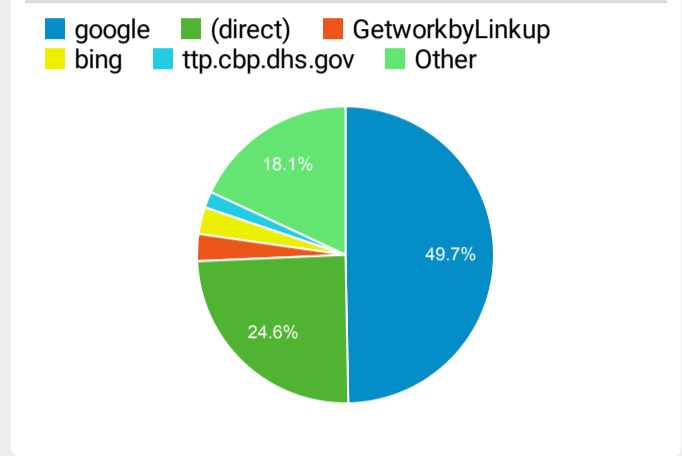
New vs. Returned Visitors

Legend: ■ New Visitor ■ Returning Visitor

- 79.8%
- 20.2%

Pageviews and Pages / Session by Mobile (Inc...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,109,980	2.30
Yes	3,567,431	1.58