Web Performance Metrics-CBP.gov

Jul 1, 2022 - Jul 31, 2022

○ All Users
100.00% Sessions

Total Visits
4,924,014
% of Total: **100.00% (4,924,014)**

Pageviews
9,596,497
% of Total: **100.00% (9,596,497)**

Avg. Visit Duration
00:01:39
Avg for View: **00:01:39 (0.00%)**

Unique Visitors
3,677,168
% of Total: **100.00% (3,677,168)**

Avg. Pages / Visit
1.95
Avg for View: **1.95 (0.00%)**

Avg. Time on Page
00:01:44
Avg for View: **00:01:44 (0.00%)**

Bounce Rate
53.36%
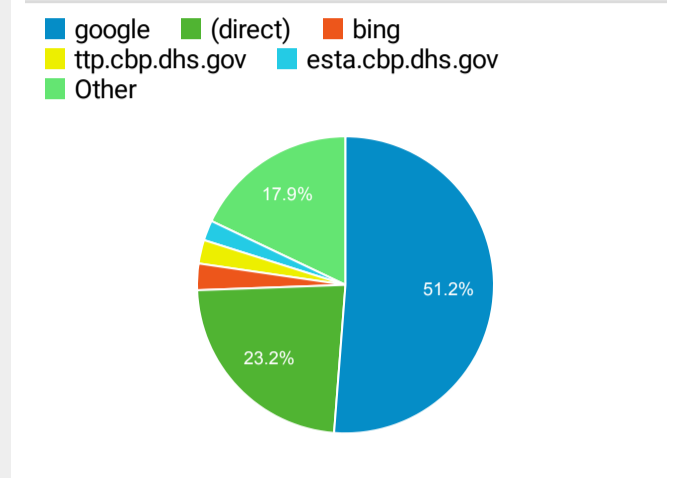Avg for View: **53.36% (0.00%)**

Top Pages

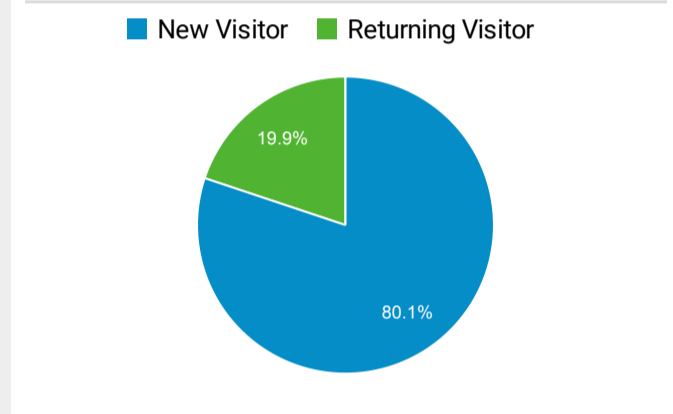| Page Title	Pageviews
Global Entry	U.S. Customs and Border Protection	1,004,223
U.S. Customs and Border Protection	U.S. Customs and Border Protection	598,645
How to Apply for Global Entry	U.S. Customs and Border Protection	580,799
Global Entry Enrollment Centers	U.S. Customs and Border Protection	337,787
Enrollment on Arrival	U.S. Customs and Border Protection	334,909
Arrival/Departure Forms: I-94 and I-94W	U.S. Customs and Border Protection	205,816
Electronic System for Travel Authorization	U.S. Customs and Border Protection	204,936
Mobile Passport Control	U.S. Customs and Border Protection	166,363
Global Entry Frequently Asked Questions	U.S. Customs and Border Protection	148,155
Search Results	U.S. Customs and Border Protection	137,963

Visits by Social Network

Social Network	Sessions
Facebook	30,221
Twitter	10,239
reddit	2,726
LinkedIn	2,576
Naver	2,379
Instagram	2,265
YouTube	1,501

Visits by Source

- google
- (direct)
- bing
- ttp.cbp.dhs.gov
- esta.cbp.dhs.gov
- Other

51.2% — 23.2% — 17.9%

New vs. Returned Visitors

- New Visitor
- Returning Visitor

80.1% — 19.9%

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

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,055,132	2.29
Yes	4,541,365	1.67