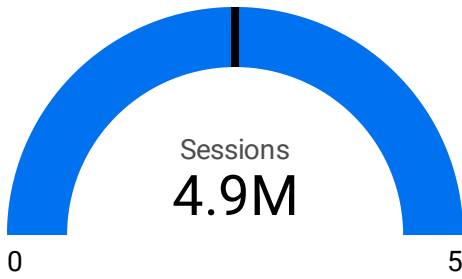




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Total users
3.5M
-7.2% from previous 28 days



Average session duration
02:40
-1.8% from previous 28 days



Views
8.5M
-3.3% from previous 28 days



New users
3.0M
-8.2% from previous 28 days



Bounce rate
42.1%
+5.9% from previous 28 days



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,112,243	30.72%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	588,845	37.2%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	525,484	54.58%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	446,750	27.9%
5.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	205,511	28.4%
6.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	200,726	32.66%
7.	NEXUS U.S. Customs and Border Protection	169,884	42.65%
8.	Global Entry Enrollment Centers U.S. Customs and Border ...	164,046	5%
9.	Trusted Traveler Programs U.S. Customs and Border Prote...	163,006	12.28%
10.	Electronic System for Travel Authorization U.S. Customs a...	141,319	38.68%

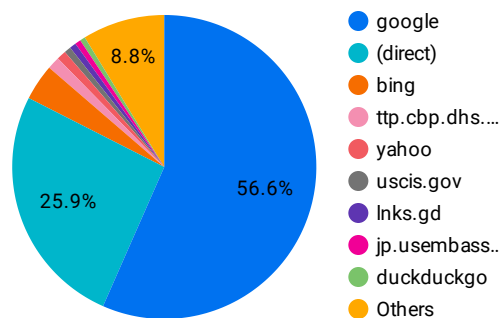
1 - 100 / 10503

Visits by Social Network

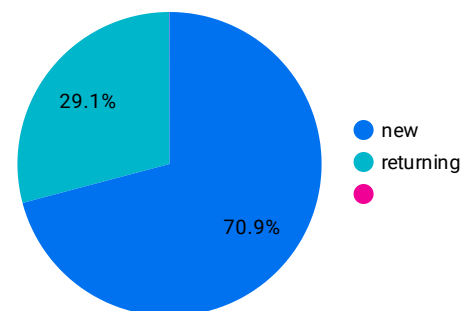
	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	240	47.08%	169
2.	facebook.com / paid_social	122	97.54%	114
3.	instagram.com / paid_social	104	95.19%	97
4.	linkedin.com / paid_social	41	92.68%	37
5.	twitter / social_media	38	68.42%	15
6.	twitter.com / paid_social	25	76%	21
7.	linkedin / social	14	71.43%	9
8.	facebook / social_media	9	66.67%	5

1 - 17 / 17

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

May 1, 2024 - May 31, 2024

CBP.gov Search Count

Event count
145,346

Views
8,633,251

Sessions
4,773,159

CBP.gov Site Search Terms

	Search term	Event count
1.	log in global entry	2,644
2.	login	2,143
3.	renew global entry	2,022
4.	login global entry	1,645
5.	global entry application	1,285
6.	sign in	1,244
7.	renew global entry card	1,072
8.	global entry renewal	961
9.	i-94	952
10.	log in	756
11.	esta	700
12.	activate global entry card	684
13.	esta application	587
14.	tn visa	578

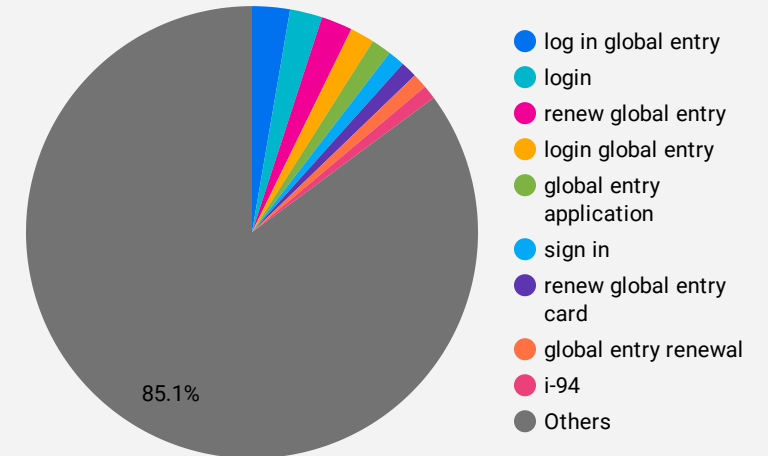
1 - 50000 / 52716

Top Click Through by Query (Google External)

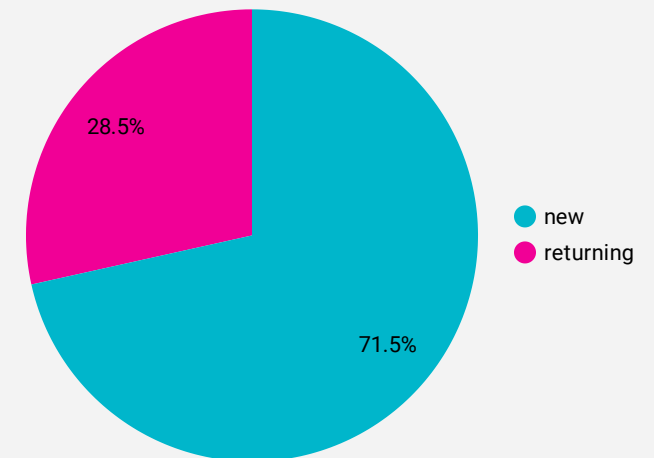
	Query	Url Clicks
1.	global entry	365,637
2.	global entry application	106,240
3.	global entry login	90,618
4.	cbp	39,496
5.	trusted traveler program	37,438
6.	nexus	34,768
7.	nexus login	29,579
8.	senti	28,001

1 - 50000 / 82381

Search Term by Users



New / Returning Users



Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	60,281,259
2.	Canada	7,488,953
3.	Mexico	4,239,639

1 - 100 / 242

Google Search Impressions

Impressions
99,408,723

Impressions
99,408,723