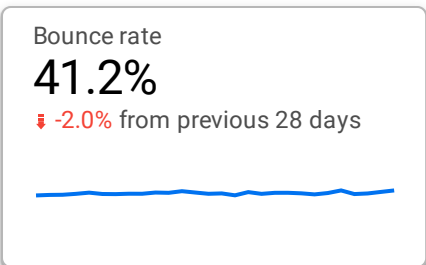
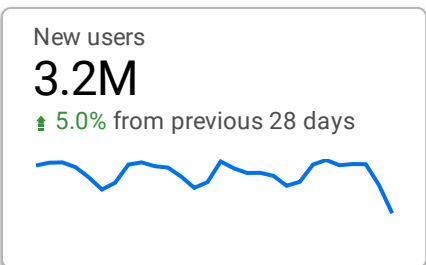
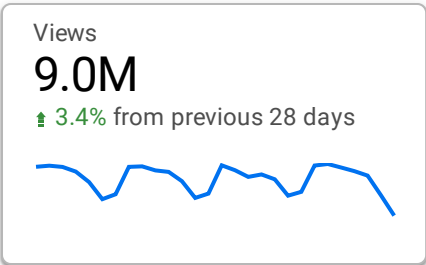
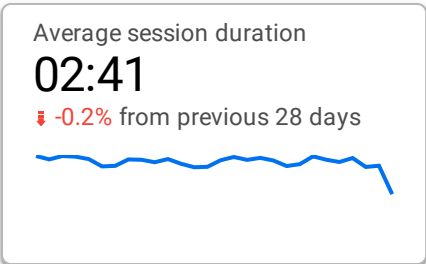
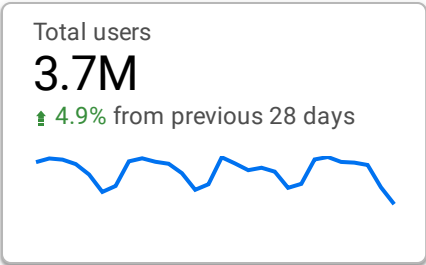
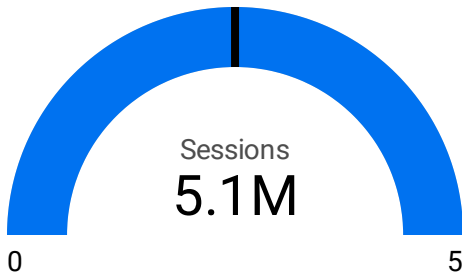




## CBP.gov Web Performance Metrics

### Google Single Site - CBP.gov



### Top Pages

	Page title	Views	Bounce rate
1.	Global Entry   U.S. Customs and Border Protection	1,139,400	32.77%
2.	Mobile Passport Control (MPC)   U.S. Customs and Border ...	634,203	55.34%
3.	U.S. Customs and Border Protection   U.S. Customs and Bor...	609,079	36.6%
4.	How to Apply for Global Entry   U.S. Customs and Border Pr...	470,507	27.28%
5.	Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and...	206,108	30.78%
6.	Global Entry Enrollment on Arrival   U.S. Customs and Bord...	192,322	30.98%
7.	NEXUS   U.S. Customs and Border Protection	187,274	40.2%
8.	Global Entry Enrollment Centers   U.S. Customs and Border ...	165,375	5.69%
9.	Trusted Traveler Programs   U.S. Customs and Border Prote...	160,131	12.58%
10.	Search Results   U.S. Customs and Border Protection	143,419	5.93%

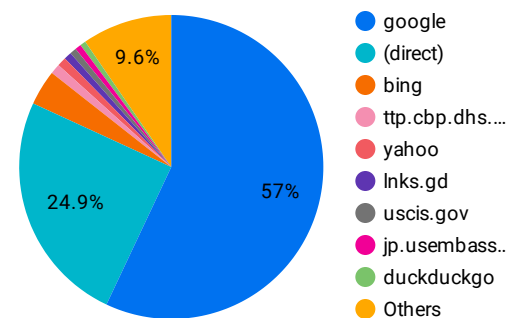
1 - 100 / 15391

### Visits by Social Network

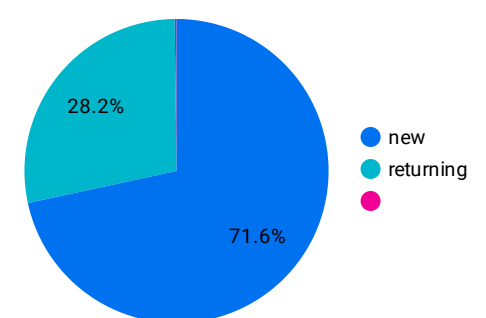
	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	275	48.36%	201
2.	instagram.com / paid_social	204	98.53%	196
3.	facebook.com / paid_social	80	96.25%	77
4.	linkedin.com / paid_social	69	98.55%	66
5.	twitter / social_media	34	61.76%	14
6.	twitter.com / paid_social	23	78.26%	18
7.	truthsocial.com / referral	10	30%	3
8.	facebook / social	6	33.33%	5

1 - 17 / 17

### Visits by Source



### New vs. Returned Visitors



# CBP.gov Web Search Metrics

Select date range ▼

## CBP.gov Search Count

Event count

146,091

Views

9,055,837

Sessions

5,153,118

## CBP.gov Site Search Terms

	Search term	Event count
1.	log in global entry	2,788
2.	login	2,230
3.	renew global entry	2,046
4.	login global entry	1,755
5.	sign in	1,354
6.	global entry application	1,318
7.	renew global entry card	1,107
8.	i-94	912
9.	esta	731
10.	log in	725
11.	global entry renewal	611
12.	esta application	547
13.	activate global entry card	543
14.	global entry interviews	531

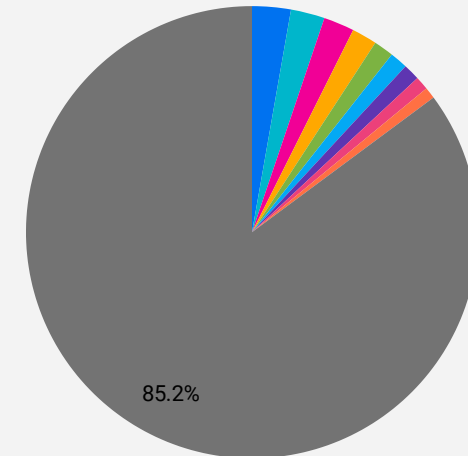
1 - 50000 / 52772 < >

## Top Click Through by Query (Google External)

	Query	Url Clicks
1.	global entry	379,669
2.	global entry login	121,025
3.	global entry application	112,189
4.	cbp	46,227
5.	nexus	43,522
6.	trusted traveler program	36,638
7.	nexus login	30,584
8.	mobile passport control	30,121

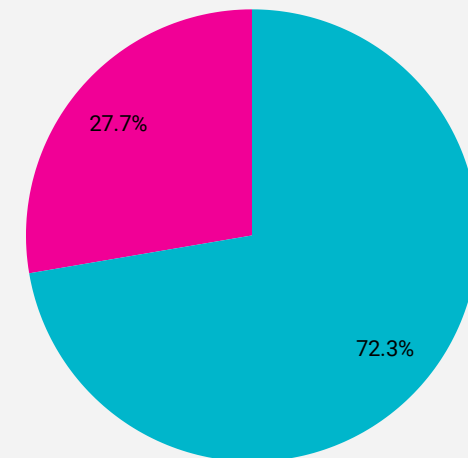
1 - 50000 / 81497 < >

## Search Term by Users



- log in global entry
- login
- renew global entry
- login global entry
- global entry application
- sign in
- renew global entry card
- i-94
- esta
- Others

## New / Returning Users



- new
- returning

## Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	64,894,824
2.	Canada	8,233,452
3.	Mexico	4,512,523

1 - 100 / 244 < >

## Google Search Impressions

Impressions

107,459,762

Impressions

107,459,762