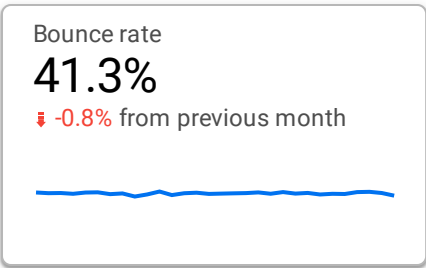
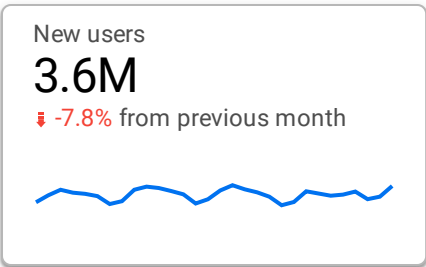
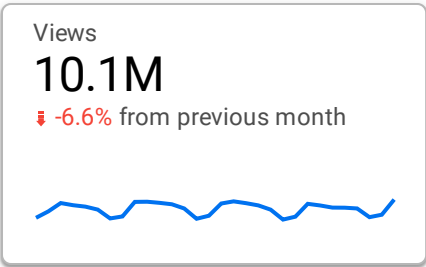
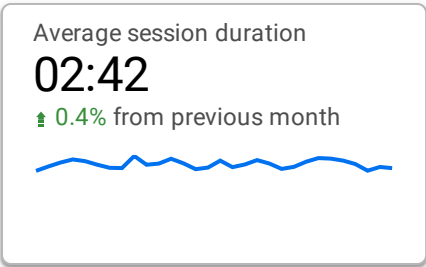
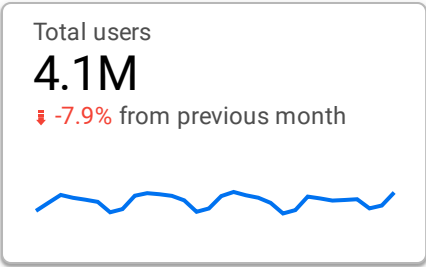
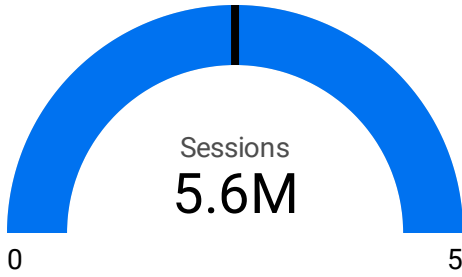




## CBP.gov Web Performance Metrics

### Google Single Site - CBP.gov



### Top Pages

	Page title	Views	Bounce rate
1.	Global Entry   U.S. Customs and Border Protection	1,313,194	31.43%
2.	U.S. Customs and Border Protection   U.S. Customs and Bor...	703,132	36.07%
3.	Mobile Passport Control (MPC)   U.S. Customs and Border ...	533,784	56.18%
4.	How to Apply for Global Entry   U.S. Customs and Border Pr...	481,310	30.36%
5.	CBP One™ Mobile Application   U.S. Customs and Border Pr...	257,550	38.7%
6.	Eligibility for Global Entry   U.S. Customs and Border Protect...	256,118	10.44%
7.	NEXUS   U.S. Customs and Border Protection	247,466	44.53%
8.	Global Entry Enrollment on Arrival   U.S. Customs and Bord...	202,786	29.7%
9.	Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and...	197,229	29.81%
10.	Trusted Traveler Programs   U.S. Customs and Border Prote...	172,965	11.79%

1 - 100 / 16571

### Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	459	40.09%	369
2.	instagram.com / paid_social	233	97%	223
3.	facebook.com / paid_social	193	94.82%	178
4.	linkedin.com / paid_social	104	95.19%	100
5.	x.com / paid_social	68	91.18%	60
6.	twitter / social_media	40	45%	18

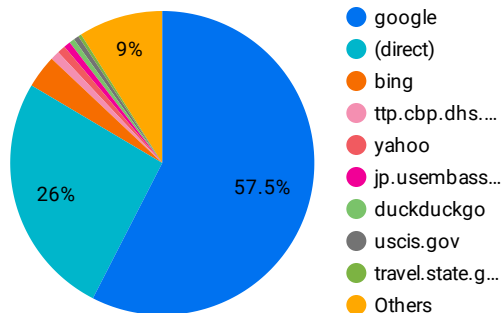
1 - 13 / 13

### Visits By Device Category

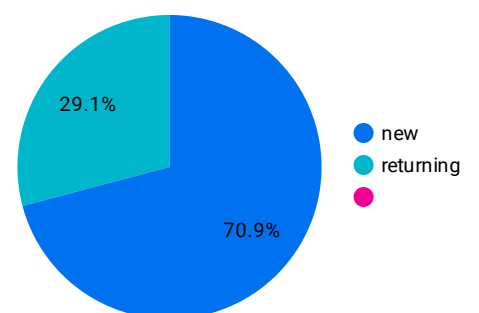
	Device category	Sessions	Engagement rate	Total users
1.	mobile	2,865,864	55.96%	2,152,028
2.	desktop	2,449,213	60.94%	1,717,189
3.	tablet	65,999	63.79%	53,784

1 - 4 / 4

### Visits by Source



### New vs. Returned Visitors



# CBP.gov Web Search Metrics

Select date range ▼

## CBP.gov Search Count

Event count  
**147,506**

Views  
**9,473,630**

Sessions  
**5,219,897**

## CBP.gov Site Search Terms

	Search term	Event count
1.	login	2,740
2.	renewal	2,068
3.	renew global entry	1,528
4.	renew	1,488
5.	log in	1,329
6.	Login	1,260
7.	global entry renewal	1,189
8.	sign in	980
9.	Log in	732
10.	l94	648
11.	Renewal	635
12.	esta	598
13.	create account and log in	594
14.	Renew	591

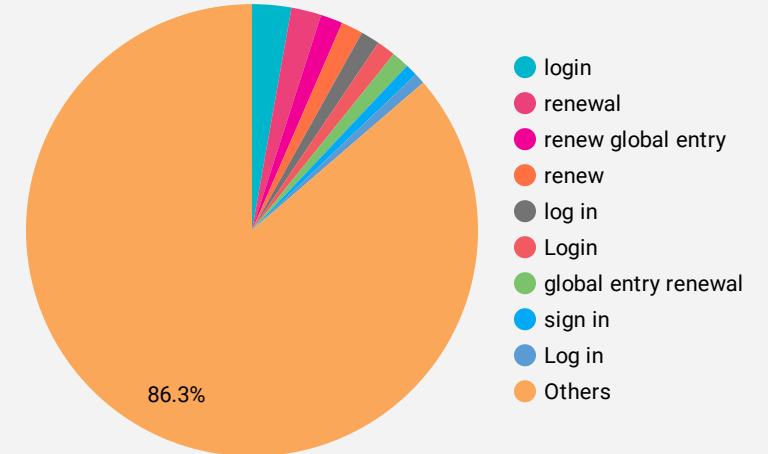
1 - 50000 / 59395 < >

## Top Click Through by Query (Google External)

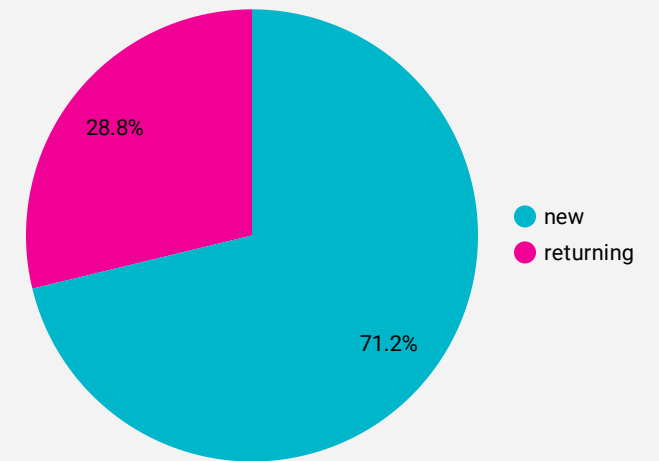
	Query	Url Clicks
1.	global entry	416,107
2.	global entry application	133,074
3.	global entry login	99,943
4.	nexus	59,136
5.	cbp	46,977
6.	trusted traveler program	33,482
7.	nexus login	32,097
8.	cbp one	28,891

1 - 50000 / 84964 < >

## Search Term by Users



## New / Returning Users



## Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	69,813,797
2.	Canada	9,783,071
3.	Mexico	5,133,806

1 - 100 / 243 < >

## Google Search Impressions

Impressions  
**112,103,622**

Impressions  
**112,103,622**