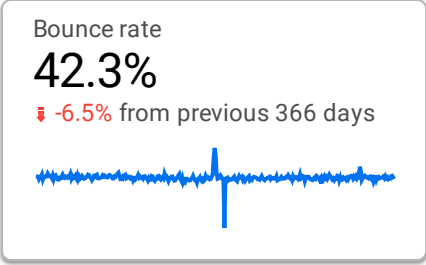
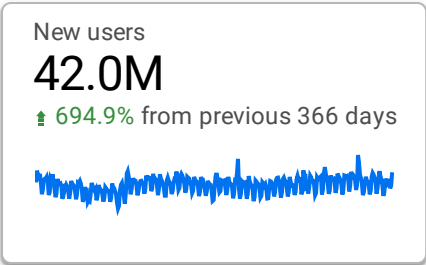
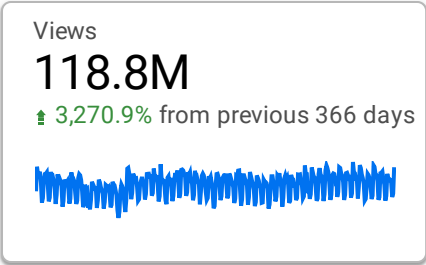
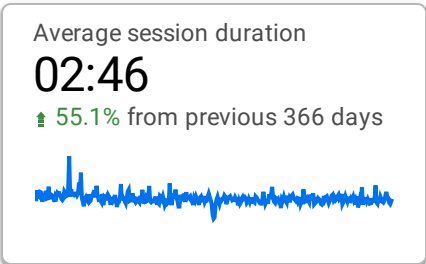
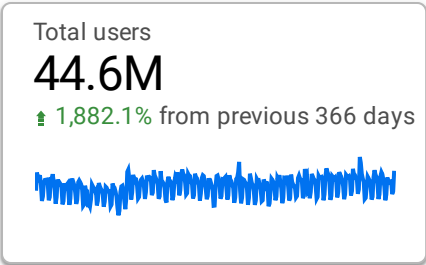
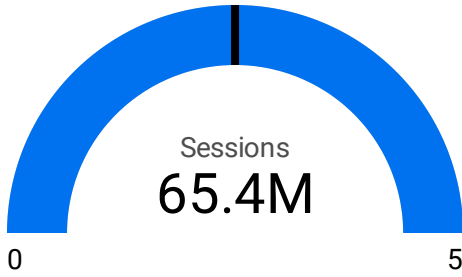




# CBP.gov Web Performance Metrics

## Google Single Site - CBP.gov



## Top Pages

	Page title	Views	Bounce rate
1.	Global Entry   U.S. Customs and Border Protection	14,836,052	30.71%
2.	U.S. Customs and Border Protection   U.S. Customs and Bor...	7,943,588	33.67%
3.	Mobile Passport Control (MPC)   U.S. Customs and Border ...	6,727,326	54.65%
4.	How to Apply for Global Entry   U.S. Customs and Border Pr...	6,201,761	26.88%
5.	Global Entry Enrollment on Arrival   U.S. Customs and Bord...	2,642,328	30.04%
6.	Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and...	2,625,836	29.96%
7.	NEXUS   U.S. Customs and Border Protection	2,302,997	40.91%
8.	Global Entry Enrollment Centers   U.S. Customs and Border ...	2,288,749	5.32%
9.	Trusted Traveler Programs   U.S. Customs and Border Prote...	2,177,823	13.04%
10.	Electronic System for Travel Authorization   U.S. Customs a...	2,100,750	40.5%

1 - 100 / 71082

## Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	3,240	37.72%	2,751
2.	instagram.com / paid_social	2,689	88.66%	2,445
3.	linkedin.com / paid_social	2,017	84.83%	1,773
4.	facebook.com / paid_social	1,528	92.02%	1,406
5.	twitter.com / paid_social	672	100%	611
6.	twitter / social_media	428	28.5%	428

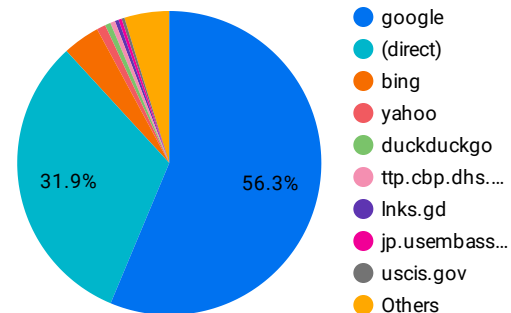
1 - 11 / 11

## Visits By Device Category

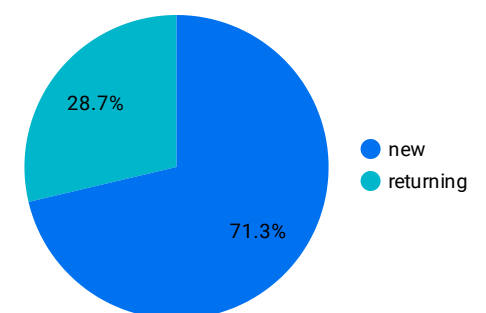
	Device category	Sessions	Engagement rate	Total users
1.	mobile	33,324,339	54.37%	24,868,224
2.	desktop	30,917,065	62.07%	19,239,371
3.	tablet	846,149	61.94%	630,379

1 - 4 / 4

## Visits by Source



## New vs. Returned Visitors



# CBP.gov Web Search Metrics

Oct 1, 2023 - Sep 30, 2024

## CBP.gov Search Count

Event count  
1,720,013

Views  
108,128,197

Sessions  
59,871,817

## CBP.gov Site Search Terms

	Search term	Event count
1.	login	28,223
2.	log in global entry	26,532
3.	renew global entry	26,210
4.	login global entry	17,133
5.	sign in	14,546
6.	global entry application	12,233
7.	renew global entry card	12,104
8.	log in	10,135
9.	i-94	9,834
10.	global entry renewal	9,608
11.	esta	8,623
12.	global entry interviews	7,540
13.	renewal global entry	6,619
14.	esta application	6,448

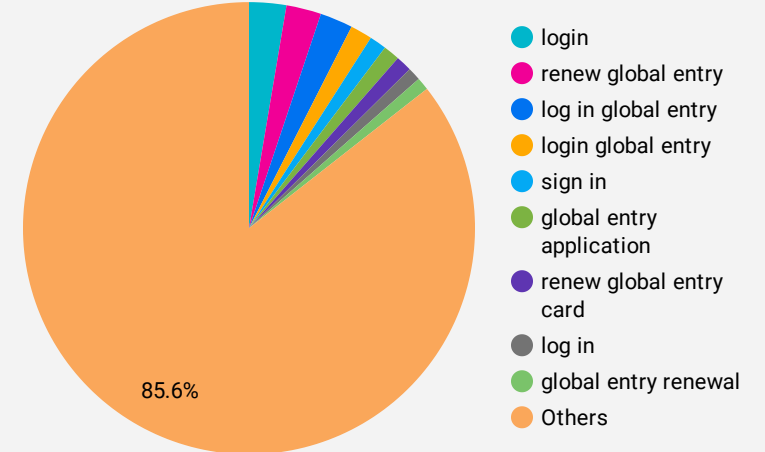
1 - 50000 / 465354

## Top Click Through by Query (Google External)

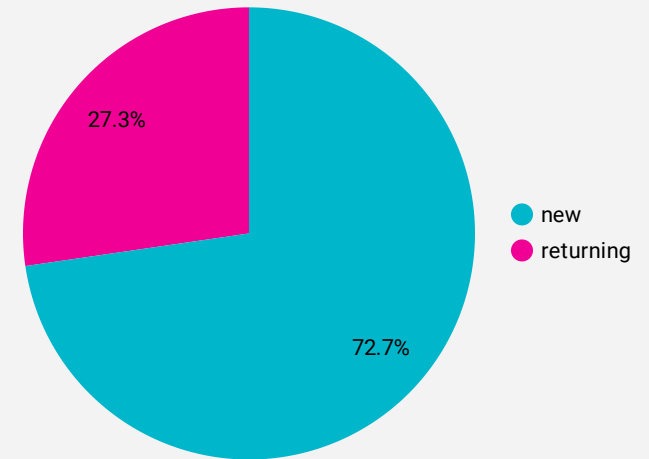
	Query	Url Clicks
1.	global entry	5,413,645
2.	global entry application	1,651,736
3.	global entry login	1,396,259
4.	cbp	592,052
5.	nexus	536,848
6.	trusted traveler program	525,646
7.	nexus login	415,505
8.	senti	403,977

1 - 50000 / 335941

## Search Term by Users



## New / Returning Users



## Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	784,696,1...
2.	Canada	98,525,806
3.	Mexico	54,275,437

1 - 100 / 244

## Google Search Impressions

Impressions  
1,288,324,408

Impressions  
1,288,324,408