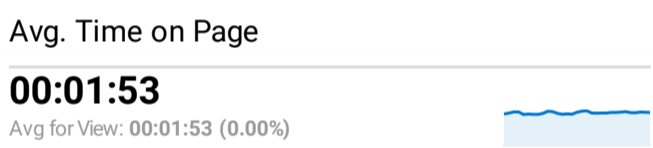
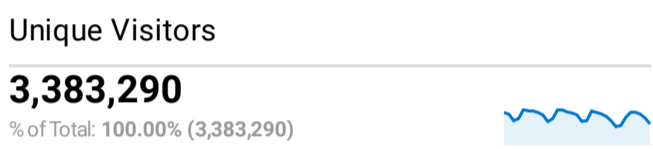
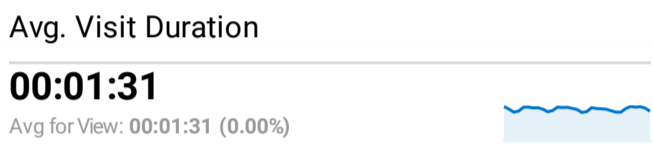
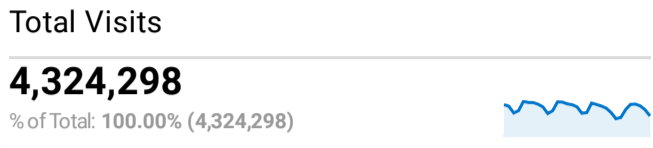


Web Performance Metrics-CBP.gov

Dec 1, 2022 - Dec 31, 2022

All Users  
100.00% Sessions

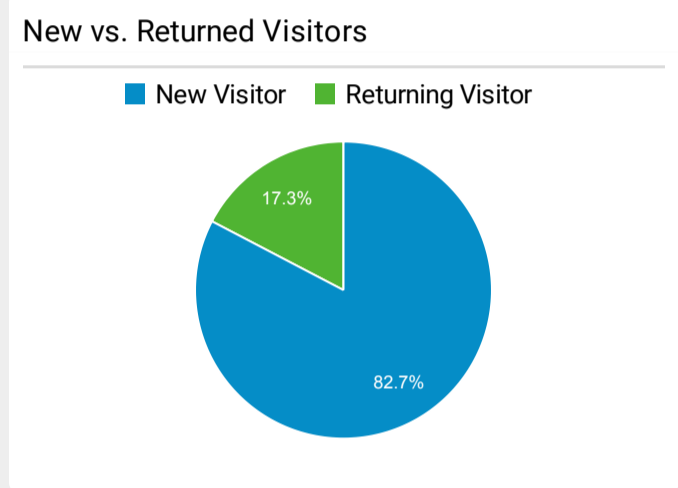
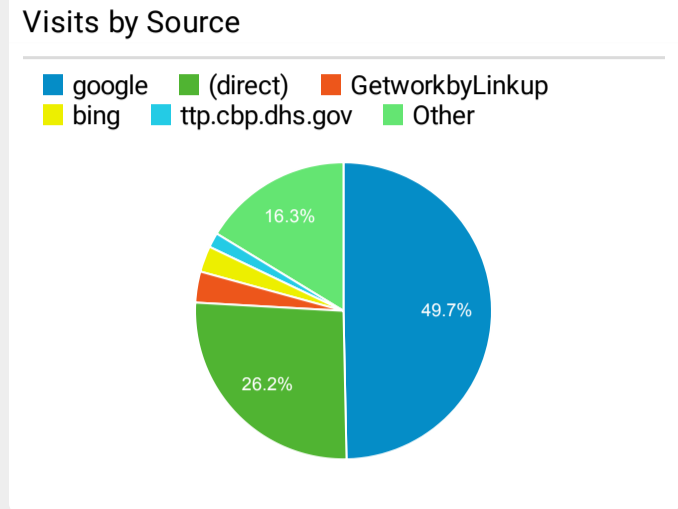


**Top Pages**

| Page Title  | Pageviews |
|---|-----------|
| Global Entry   U.S. Customs and Border Protection                               | 765,627   |
| U.S. Customs and Border Protection   U.S. Customs and Border Protection         | 489,466   |
| How to Apply for Global Entry   U.S. Customs and Border Protection              | 353,863   |
| Mobile Passport Control   U.S. Customs and Border Protection                    | 283,333   |
| Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection    | 214,460   |
| Enrollment on Arrival   U.S. Customs and Border Protection                      | 202,976   |
| Apply Now   U.S. Customs and Border Protection                                  | 158,071   |
| Electronic System for Travel Authorization   U.S. Customs and Border Protection | 156,078   |
| Global Entry Enrollment Centers   U.S. Customs and Border Protection            | 155,731   |
| Search Results   U.S. Customs and Border Protection                             | 113,488   |

**Visits by Social Network**

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 23,743   |
| Twitter        | 4,425    |
| Instagram      | 2,175    |
| LinkedIn       | 1,974    |
| YouTube        | 1,970    |
| reddit         | 1,733    |
| Naver          | 1,251    |



**Pageviews and Pages / Session by Mobile (Including Tablet)**

| Mobile (Including Tablet) | Pageviews | Pages / Session |
|---------------------------|-----------|-----------------|
| Yes                       | 3,935,910 | 1.55            |
| No                        | 3,862,710 | 2.16            |

Web Search Metrics-CBP.gov

Dec 1, 2022 - Dec 31, 2022

All Users  
100.00% Sessions

Sessions

4,324,298

% of Total: 100.00% (4,324,298)



Visits to CBP.gov

4,324,298

% of Total: 100.00% (4,324,298)



Total Internal Searches

91,666

% of Total: 100.00% (91,666)



Total External Searches (Google)

2,271,151

% of Total: 52.52% (4,324,298)



Organic Search Traffic

| Full Referrer | Sessions  |
|---------------|-----------|
| google        | 2,085,341 |
| bing          | 122,339   |
| yahoo         | 33,522    |
| duckduckgo    | 24,891    |
| ecosia.org    | 2,179     |
| baidu         | 1,891     |
| naver         | 589       |
| aol           | 138       |
| qwant.com     | 113       |
| yandex        | 72        |

Sessions by Shared URL

| Shared URL   | Sessions |
|--|----------|
| www.cbp.govwww.cbp.gov/careers/apply-now   | 1,541    |
| www.cbp.govwww.cbp.gov/  | 1,452    |
| www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control  | 1,195    |
| www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items                             | 961      |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry   | 778      |
| www.cbp.govwww.cbp.gov/travel/international-visitors/i-94  | 584      |
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/wellesley-island-border-patrol-agents-and-jefferson-county-sheriff-s | 576      |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival                                  | 564      |
| www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters  | 543      |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/sentri/how-apply-sentri  | 473      |

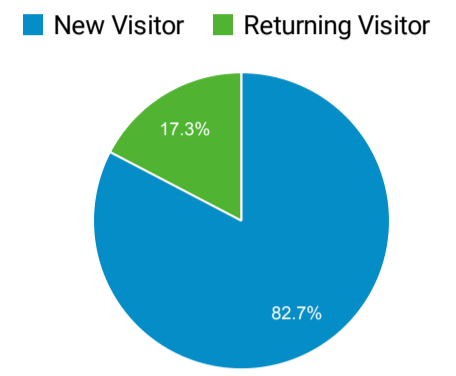
Top Internal Searches by Search Term

| Search Term              | Total Unique Searches |
|--------------------------|-----------------------|
| renew global entry       | 1,158                 |
| log in global entry      | 1,137                 |
| login                    | 1,092                 |
| global entry application | 1,002                 |
| i-94                     | 752                   |
| renew global entry card  | 648                   |
| global entry interviews  | 539                   |
| esta                     | 495                   |
| six month club           | 427                   |
| log in                   | 419                   |

Top External Searches (Google - as reported)

| Keyword   | Sessions |
|---|----------|
| (not set)   | 26,302   |
| global entry  | 101      |
| cbp   | 88       |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry                         | 74       |
| https://www.cbp.gov/travel/international-visitors/esta                                    | 67       |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply               | 62       |
| https://www.cbp.gov/travel/international-visitors/i-94                                    | 35       |
| CBP Global Entry  | 32       |
| https://www.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items | 31       |
| CBP   | 28       |

New vs. Returned Visitors



Avg. Visits per Visitor

