

Web Performance Metrics-CBP.gov

Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Total Visits
5,444,974
% of Total: 100.00% (5,444,974)

Pageviews
9,653,816
% of Total: 100.00% (9,653,816)

Avg. Visit Duration
00:01:28
Avg for View: 00:01:28 (0.00%)

Unique Visitors
4,159,386
% of Total: 100.00% (4,159,386)

Avg. Pages / Visit
1.77
Avg for View: 1.77 (0.00%)

Avg. Time on Page
00:01:53
Avg for View: 00:01:53 (0.00%)

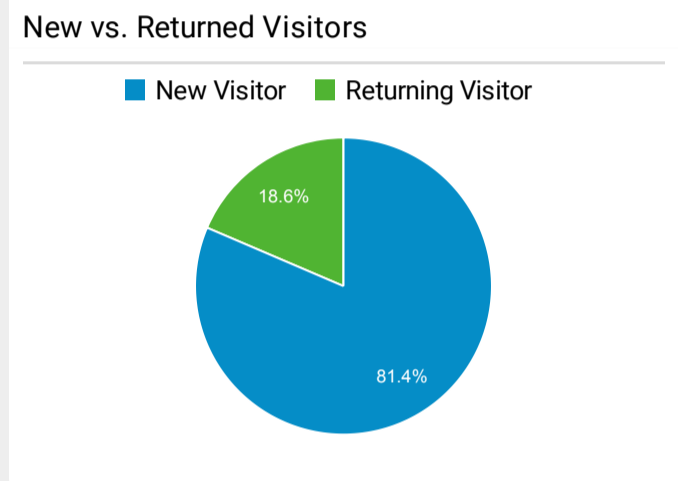
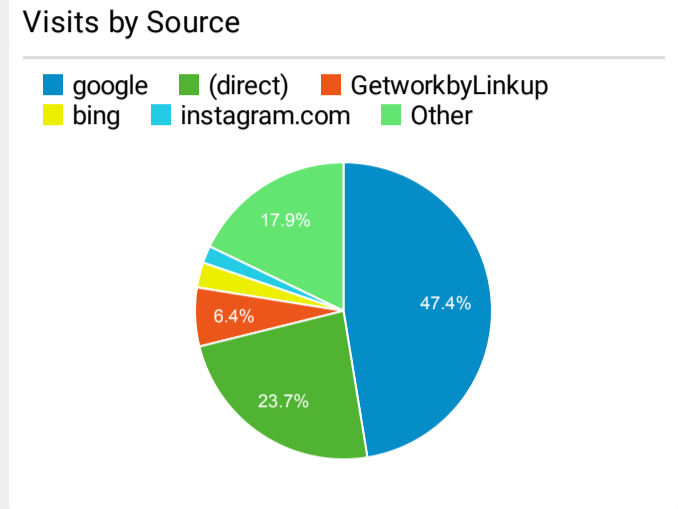
Bounce Rate
58.04%
Avg for View: 58.04% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	914,959
U.S. Customs and Border Protection U.S. Customs and Border Protection	550,427
Apply Now U.S. Customs and Border Protection	531,779
How to Apply for Global Entry U.S. Customs and Border Protection	492,819
Mobile Passport Control U.S. Customs and Border Protection	295,934
HRM Talent Network Form	252,858
Enrollment on Arrival U.S. Customs and Border Protection	235,266
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	206,751
Global Entry Enrollment Centers U.S. Customs and Border Protection	198,336
Electronic System for Travel Authorization U.S. Customs and Border Protection	186,218

Visits by Social Network

Social Network	Sessions
Facebook	28,548
Twitter	3,914
BuzzFeed	3,198
LinkedIn	2,727
YouTube	2,081
Instagram	1,986
Naver	1,594



Pageviews and Pages / Session by Mobile (Inc...)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,844,783	2.13
Yes	4,809,033	1.52

Feb 1, 2023 - Feb 28, 2023

Web Search Metrics-CBP.gov

All Users
100.00% Sessions

Sessions

5,444,974
% of Total: 100.00% (5,444,974)



Visits to CBP.gov

5,444,974
% of Total: 100.00% (5,444,974)



Total Internal Searches

114,795
% of Total: 100.00% (114,795)



Total External Searches (Google)

2,522,640
% of Total: 46.33% (5,444,974)



Organic Search Traffic

Full Referrer	Sessions
google	2,297,799
bing	149,170
yahoo	42,215
duckduckgo	27,798
ecosia.org	2,456
baidu	2,089
naver	589
aol	154
qwant.com	151
yandex	146

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	4,213
www.cbp.govwww.cbp.gov/	1,860
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,229
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,010
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	876
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	814
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	562
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	558
www.cbp.govwww.cbp.gov/careers/usbp	536
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	411

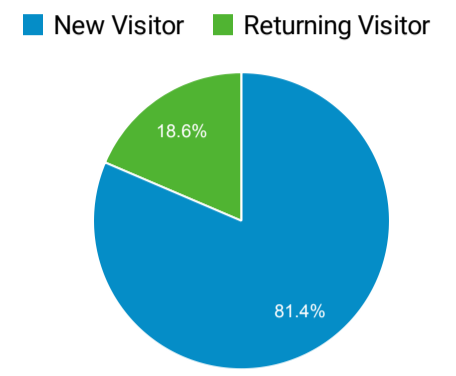
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,866
log in global entry	1,635
login	1,269
global entry login	1,230
renew global entry card	1,065
global entry application	903
i-94	813
sign in	707
esta	685
six month club	657

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	29,424
global entry	84
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	79
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	78
https://www.cbp.gov/about/mobile-apps-directory/cbpone	66
https://www.cbp.gov/travel/international-visitors/esta	64
cbp	49
cbp one	32
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions	31
https://www.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	26

New vs. Returned Visitors



Avg. Visits per Visitor

