

Web Performance Metrics-CBP.gov

Nov 1, 2023 - Nov 30, 2023

All Users
100.00% Sessions

Total Visits
5,383,126
% of Total: 100.00% (5,383,126)

Pageviews
9,724,574
% of Total: 100.00% (9,724,574)

Avg. Visit Duration
00:01:34
Avg for View: 00:01:34 (0.00%)

Unique Visitors
4,041,071
% of Total: 100.00% (4,041,071)

Avg. Pages / Visit
1.81
Avg for View: 1.81 (0.00%)

Avg. Time on Page
00:01:55
Avg for View: 00:01:55 (0.00%)

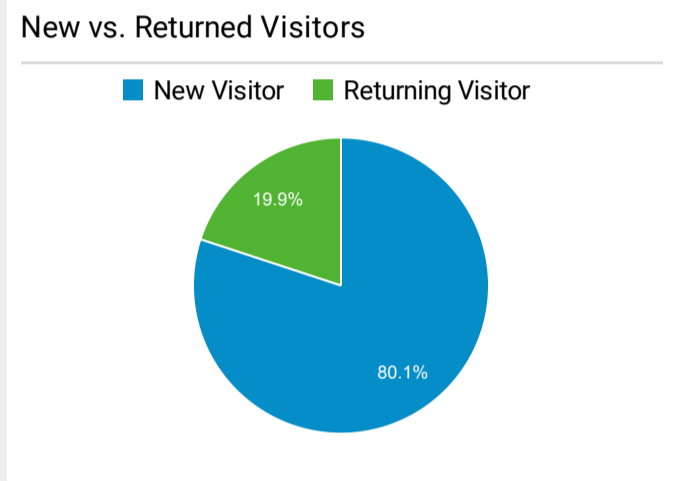
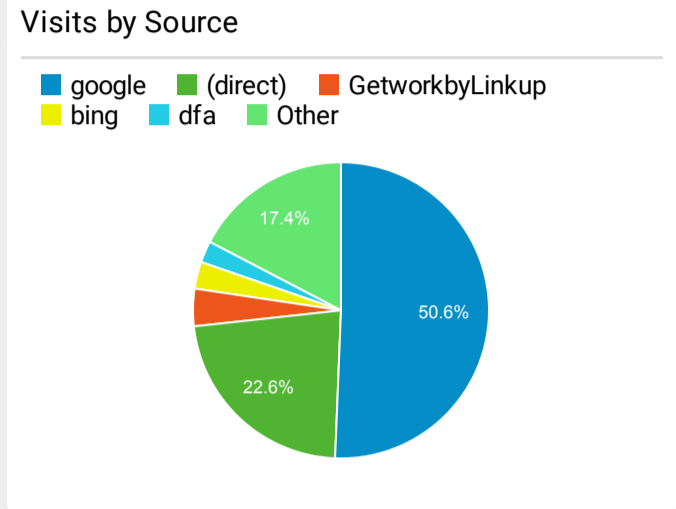
Bounce Rate
45.09%
Avg for View: 45.09% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,067,389
U.S. Customs and Border Protection U.S. Customs and Border Protection	584,105
Mobile Passport Control (MPC) U.S. Customs and Border Protection	467,014
How to Apply for Global Entry U.S. Customs and Border Protection	459,678
careers	283,762
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	194,834
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	190,799
Electronic System for Travel Authorization U.S. Customs and Border Protection	190,648
Connect to Recruiter CBP Careers	190,087
Global Entry Enrollment Centers U.S. Customs and Border Protection	186,687

Visits by Social Network

Social Network	Sessions
Facebook	49,106
Naver	5,527
YouTube	4,240
reddit	4,098
Twitter	3,595
LinkedIn	2,521
Instagram	2,113



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,938,430	2.12
Yes	4,786,144	1.56

Web Search Metrics-CBP.gov

Nov 1, 2023 - Nov 30, 2023

All Users
100.00% Sessions

Sessions
5,383,126
% of Total: 100.00% (5,383,126)

Visits to CBP.gov
5,383,126
% of Total: 100.00% (5,383,126)

Total Internal Searches
112,598
% of Total: 100.00% (112,598)

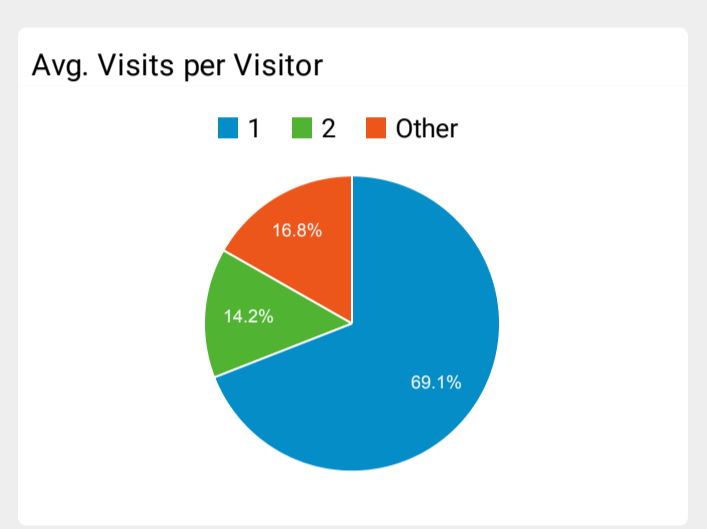
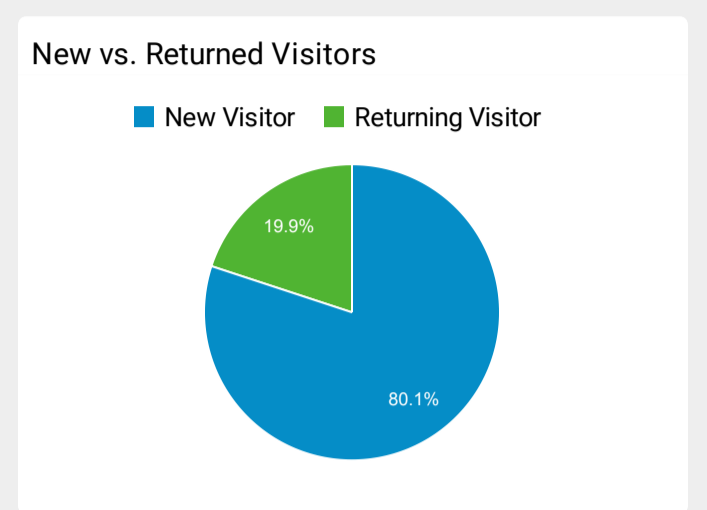
Total External Searches (Google)
2,806,357
% of Total: 52.13% (5,383,126)

Organic Search Traffic

Full Referrer	Sessions
google	2,576,943
bing	158,057
yahoo	39,351
duckduckgo	24,670
ecosia.org	2,297
baidu	2,290
naver	1,803
aol	769
yandex	57
qwant.com	52

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	3,514
careers.cbp.govcareers.cbp.gov/s/search-careers	3,117
www.cbp.govwww.cbp.gov/	2,201
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,378
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	848
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	629
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-korean	570
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	563
careers.cbp.govcareers.cbp.gov/s/career-paths/usbp	441
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	437



Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	2,240
renew global entry	2,048
login	1,983
login global entry	1,421
sign in	955
i-94	793
esta	778
renew global entry card	759
global entry application	723
log in	714

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	26,369
괌 비자면제신청서 양식	393
비자면제신청서	248
비자면제	123
비자	51
괌+비자면제신청서+양식	47
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	40
괌 비자면제신청서	40
괌+비자면제신청서	32
cbp	28