

Web Performance Metrics-CBP.gov

May 1, 2023 - May 31, 2023

All Users
100.00% Sessions

Total Visits
6,333,711
% of Total: 100.00% (6,333,711)

Pageviews
11,111,841
% of Total: 100.00% (11,111,841)

Avg. Visit Duration
00:01:27
Avg for View: 00:01:27 (0.00%)

Unique Visitors
4,720,691
% of Total: 100.00% (4,720,691)

Avg. Pages / Visit
1.75
Avg for View: 1.75 (0.00%)

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

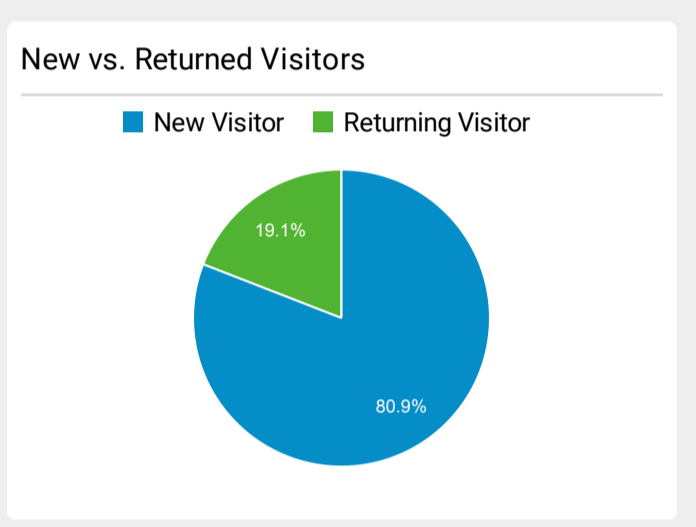
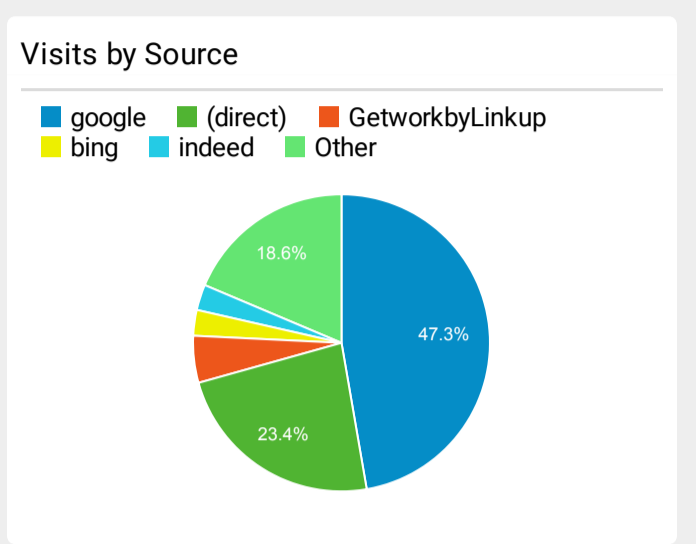
Bounce Rate
57.67%
Avg for View: 57.67% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,048,947
U.S. Customs and Border Protection U.S. Customs and Border Protection	647,516
How to Apply for Global Entry U.S. Customs and Border Protection	543,081
Apply Now U.S. Customs and Border Protection	415,232
Mobile Passport Control U.S. Customs and Border Protection	327,554
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	258,984
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	247,045
Global Entry Enrollment Centers U.S. Customs and Border Protection	207,872
Electronic System for Travel Authorization U.S. Customs and Border Protection	198,122
HRM Talent Network Form	196,987

Visits by Social Network

Social Network	Sessions
Facebook	158,302
Twitter	13,482
Instagram	3,181
Naver	2,802
BuzzFeed	2,544
YouTube	2,423
LinkedIn	2,308



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	5,812,478	1.52
No	5,299,363	2.11

Web Search Metrics-CBP.gov

May 1, 2023 - May 31, 2023

All Users
100.00% Sessions

Sessions

6,333,711
% of Total: 100.00% (6,333,711)



Visits to CBP.gov

6,333,711
% of Total: 100.00% (6,333,711)



Total Internal Searches

125,319
% of Total: 100.00% (125,319)



Total External Searches (Google)

3,044,437
% of Total: 48.07% (6,333,711)



Organic Search Traffic

Full Referrer	Sessions
google	2,771,806
bing	178,459
yahoo	52,754
duckduckgo	34,886
baidu	2,647
ecosia.org	2,285
naver	914
qwant.com	178
yandex	165
aol	70

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/leyesendurecieron	88,716
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	3,574
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-makes-changes-cbp-one-app	3,484
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	3,245
www.cbp.govwww.cbp.gov/coyote-criminal	3,066
www.cbp.govwww.cbp.gov/	2,801
www.cbp.govwww.cbp.gov/newsroom/stats/typical-day-fy2022	2,349
www.cbp.govwww.cbp.gov/about	2,091
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	2,034
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,893

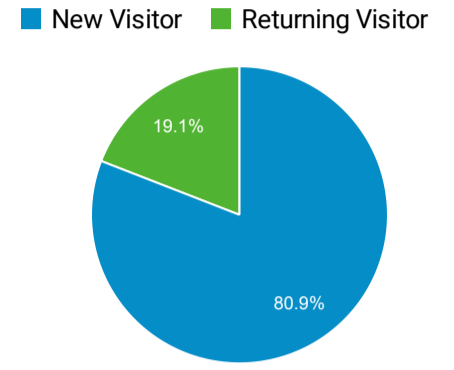
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,964
log in global entry	1,930
login	1,356
i-94	1,039
renew global entry card	920
login global entry	864
esta	827
global entry interviews	804
sign in	743
esta application	576

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	36,166
global entry	105
cbp	81
비자면제신청서	80
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	70
https://www.cbp.gov/travel/international-visitors/esta	69
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	64
비자면제	41
CBP	34
비자	34

New vs. Returned Visitors



Avg. Visits per Visitor

