

Web Performance Metrics-CBP.gov

Jan 1, 2023 - Jan 31, 2023

All Users
100.00% Sessions

Total Visits
6,009,733
% of Total: 100.00% (6,009,733)

Pageviews
10,840,500
% of Total: 100.00% (10,840,500)

Avg. Visit Duration
00:01:31
Avg for View: 00:01:31 (0.00%)

Unique Visitors
4,588,107
% of Total: 100.00% (4,588,107)

Avg. Pages / Visit
1.80
Avg for View: 1.80 (0.00%)

Avg. Time on Page
00:01:52
Avg for View: 00:01:52 (0.00%)

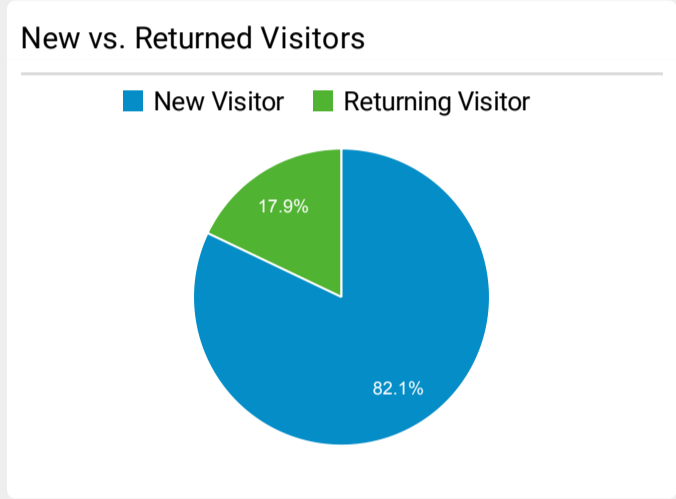
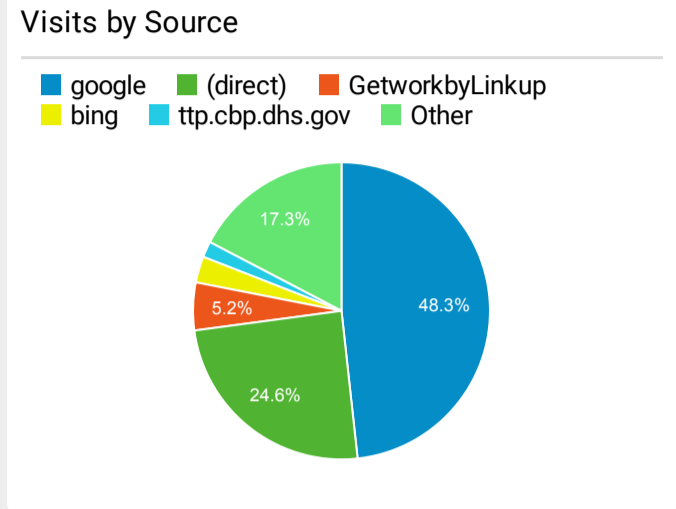
Bounce Rate
56.91%
Avg for View: 56.91% (0.00%)

Top Pages

| Page Title | Pageviews |
|---|-----------|
| Global Entry U.S. Customs and Border Protection | 1,071,207 |
| U.S. Customs and Border Protection U.S. Customs and Border Protection | 632,328 |
| How to Apply for Global Entry U.S. Customs and Border Protection | 613,631 |
| Apply Now U.S. Customs and Border Protection | 382,552 |
| Mobile Passport Control U.S. Customs and Border Protection | 368,207 |
| Enrollment on Arrival U.S. Customs and Border Protection | 276,320 |
| Global Entry Enrollment Centers U.S. Customs and Border Protection | 244,316 |
| Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection | 243,808 |
| HRM Talent Network Form | 233,188 |
| Electronic System for Travel Authorization U.S. Customs and Border Protection | 207,247 |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 32,875 |
| Twitter | 10,474 |
| LinkedIn | 5,686 |
| BuzzFeed | 5,629 |
| YouTube | 4,073 |
| Instagram | 3,120 |
| reddit | 1,584 |



Pageviews and Pages / Session by Mobile (Including Tablet)

| Mobile (Including Tablet) | Pageviews | Pages / Session |
|---------------------------|-----------|-----------------|
| Yes | 5,470,222 | 1.55 |
| No | 5,370,278 | 2.17 |

Jan 1, 2023 - Jan 31, 2023

Web Search Metrics-CBP.gov

All Users
100.00% Sessions

Sessions

6,009,733
% of Total: 100.00% (6,009,733)



Visits to CBP.gov

6,009,733
% of Total: 100.00% (6,009,733)



Total Internal Searches

125,482
% of Total: 100.00% (125,482)



Total External Searches (Google)

2,966,378
% of Total: 49.36% (6,009,733)



Organic Search Traffic

| Full Referrer | Sessions |
|---------------|-----------|
| google | 2,711,655 |
| bing | 171,139 |
| yahoo | 46,058 |
| duckduckgo | 32,086 |
| ecosia.org | 2,651 |
| baidu | 1,503 |
| naver | 675 |
| aol | 208 |
| yandex | 162 |
| qwant.com | 158 |

Sessions by Shared URL

| Shared URL | Sessions |
|--|----------|
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry | 6,230 |
| www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone | 5,546 |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/eligibility | 2,490 |
| www.cbp.govwww.cbp.gov/ | 2,471 |
| www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters | 1,525 |
| www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control | 1,510 |
| www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items | 1,165 |
| www.cbp.govwww.cbp.gov/es/document/fact-sheets/cbp-one-fact-sheet-spanish | 997 |
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/san-ysidro-port-entry-resumes-limited-hours-operation-ped-west | 743 |
| www.cbp.govwww.cbp.gov/frontline/implementing-uyghur-forced-labor-prevention-act | 727 |

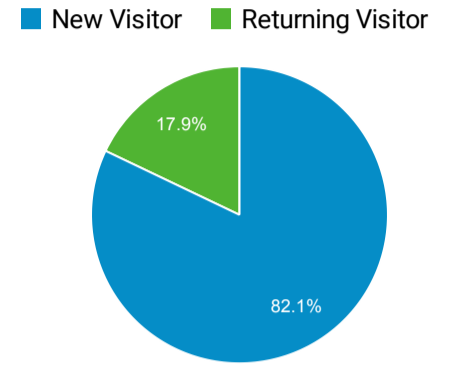
Top Internal Searches by Search Term

| Search Term | Total Unique Searches |
|--------------------------|-----------------------|
| renew global entry | 2,281 |
| log in global entry | 1,831 |
| login | 1,526 |
| renew global entry card | 1,403 |
| global entry application | 1,103 |
| global entry login | 990 |
| i-94 | 959 |
| six month club | 895 |
| sign in | 789 |
| global entry interviews | 693 |

Top External Searches (Google - as reported)

| Keyword | Sessions |
|--|----------|
| (not set) | 33,257 |
| global entry | 132 |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry | 108 |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply | 108 |
| https://www.cbp.gov/travel/international-visitors/esta | 96 |
| https://www.cbp.gov/about/mobile-apps-directory/cbpone | 93 |
| global entry application | 75 |
| cbp | 62 |
| CBP Global Entry | 40 |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions | 39 |

New vs. Returned Visitors



Avg. Visits per Visitor

