

Web Performance Metrics-CBP.gov

Feb 1, 2024 - Feb 29, 2024

**All Users**  
100.00% Sessions

**Total Visits**  
**6,426,998**  
% of Total: 100.00% (6,426,998)

**Pageviews**  
**11,336,879**  
% of Total: 100.00% (11,336,879)

**Avg. Visit Duration**  
**00:01:29**  
Avg for View: 00:01:29 (0.00%)

**Unique Visitors**  
**4,735,184**  
% of Total: 100.00% (4,735,184)

**Avg. Pages / Visit**  
**1.76**  
Avg for View: 1.76 (0.00%)

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

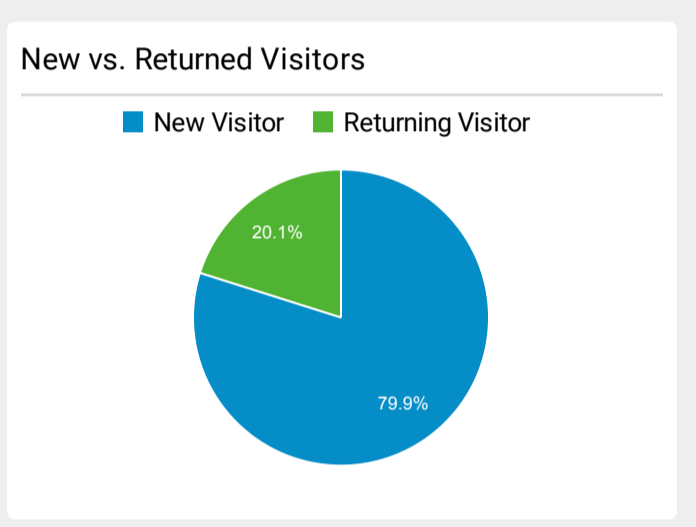
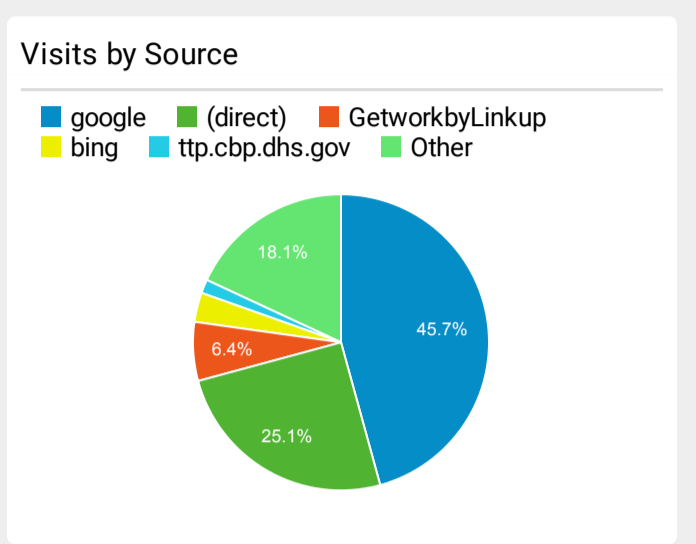
**Bounce Rate**  
**42.26%**  
Avg for View: 42.26% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,326,210
U.S. Customs and Border Protection   U.S. Customs and Border Protection	678,329
careers	553,024
How to Apply for Global Entry   U.S. Customs and Border Protection	537,804
Mobile Passport Control (MPC)   U.S. Customs and Border Protection	506,971
Connect to Recruiter   CBP Careers	474,911
Global Entry Enrollment on Arrival   U.S. Customs and Border Protection	236,363
Trusted Traveler Programs   U.S. Customs and Border Protection	210,744
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	210,623
Global Entry Enrollment Centers   U.S. Customs and Border Protection	210,151

**Visits by Social Network**

Social Network	Sessions
Facebook	30,863
Twitter	8,619
Naver	5,104
reddit	4,627
LinkedIn	4,184
YouTube	2,170
Instagram Stories	2,124



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

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,953,754	2.06
Yes	5,383,125	1.52

Web Search Metrics-CBP.gov

Feb 1, 2024 - Feb 29, 2024

**All Users**  
100.00% Sessions

**Sessions**  
**6,426,998**  
% of Total: 100.00% (6,426,998)

**Visits to CBP.gov**  
**6,426,998**  
% of Total: 100.00% (6,426,998)

**Total Internal Searches**  
**128,984**  
% of Total: 100.00% (128,984)

**Total External Searches (Google)**  
**3,233,232**  
% of Total: 50.31% (6,426,998)

**Organic Search Traffic**

Full Referrer	Sessions
google	2,936,396
bing	205,894
yahoo	50,810
duckduckgo	33,218
ecosia.org	2,682
baidu	1,961
aol	1,100
naver	894
qwant.com	107
yandex	65

**Sessions by Shared URL**

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-releases-january-2024-monthly-update	4,570
www.cbp.govwww.cbp.gov/newsroom/publications/forms?title_1=736	2,210
www.cbp.govwww.cbp.gov/	1,887
careers.cbp.govcareers.cbp.gov/s/career-paths/usbp	1,468
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,176
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	1,173
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	918
careers.cbp.govcareers.cbp.gov/s/	777
careers.cbp.govcareers.cbp.gov/s/benefits	752
careers.cbp.govcareers.cbp.gov/s/search-careers	733

**Top Internal Searches by Search Term**

Search Term	Total Unique Searches
log in global entry	2,919
renew global entry	2,576
login	2,480
login global entry	1,948
global entry application	1,362
renew global entry card	1,323
sign in	1,204
log in	809
renewal global entry	786
i-94	778

**Top External Searches (Google - as reported)**

Keyword	Sessions
(not set)	34,726
비자면제신청서	100
비자면제	57
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	38
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	36
입국신고서	22
cbp	19
세관신고서	17
비자	16
美国海关官网	14

