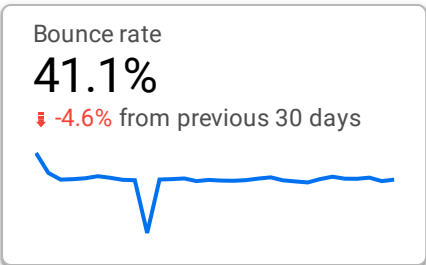
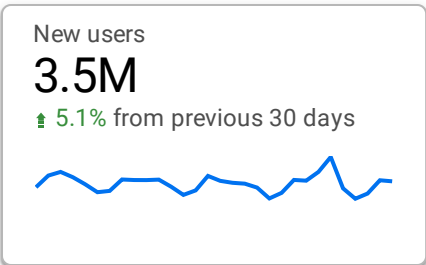
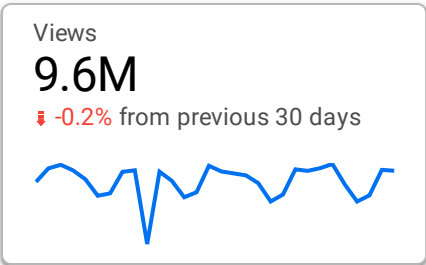
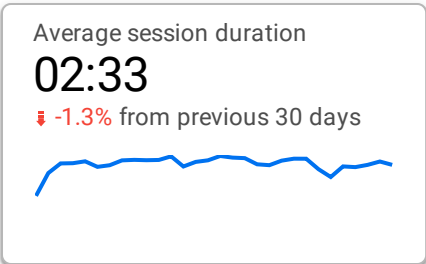
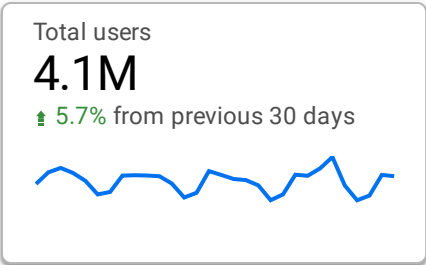
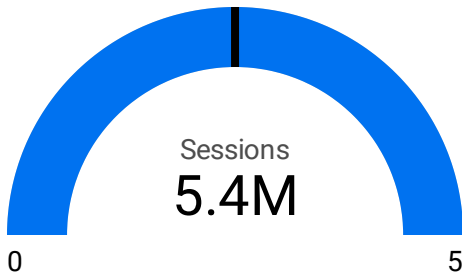




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,298,099	31.96%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	678,383	37.06%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	558,357	53.92%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	515,859	26.83%
5.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	248,636	29.48%
6.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	211,185	30.69%
7.	Global Entry Enrollment Centers U.S. Customs and Border ...	195,722	4.42%
8.	Trusted Traveler Programs U.S. Customs and Border Prote...	190,324	12.54%
9.	NEXUS U.S. Customs and Border Protection	189,009	41.34%
10.	Electronic System for Travel Authorization U.S. Customs a...	171,142	41.97%

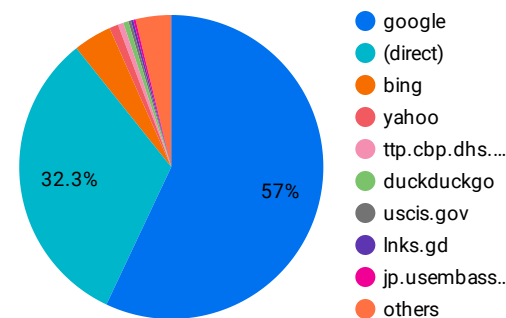
1 - 100 / 14204

Visits by Social Network

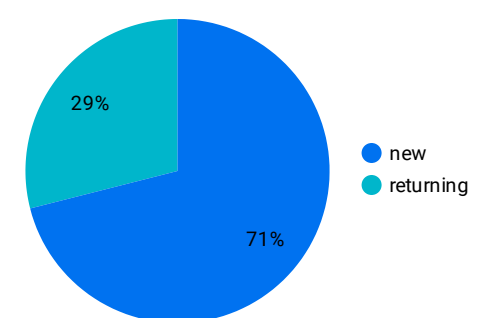
	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	374	49.73%	265
2.	instagram.com / paid_social	160	90%	152
3.	facebook.com / paid_social	106	91.51%	103
4.	twitter / social_media	87	68.97%	22
5.	linkedin.com / paid_social	80	93.75%	77
6.	twitter.com / paid_social	36	86.11%	28
7.	facebook / social	27	33.33%	25
8.	facebook / social_media	7	71.43%	5

1 - 16 / 16

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

Apr 1, 2024 - Apr 30, 2024

CBP.gov Search Count

Event count
162,391

Views
9,557,393

Sessions
5,500,340

CBP.gov Site Search Terms

	Search term	Event count
1.	log in global entry	2,814
2.	renew global entry	2,466
3.	login	2,455
4.	login global entry	1,894
5.	global entry application	1,511
6.	sign in	1,448
7.	renew global entry card	1,394
8.	global entry renewal	1,242
9.	i-94	1,021
10.	log in	793
11.	renewal global entry	772
12.	global entry interviews	748
13.	activate global entry card	747
14.	esta	743

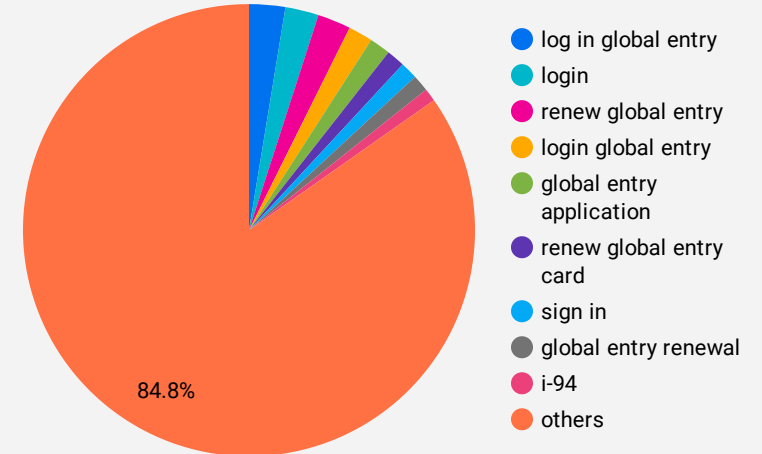
1 - 50000 / 58417

Top Click Through by Query (Google External)

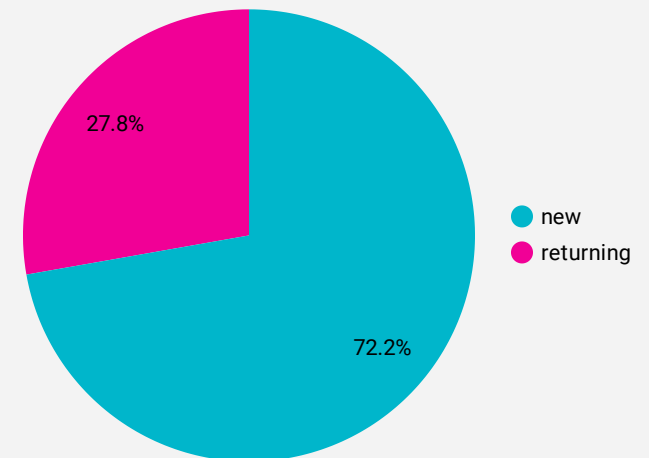
	Query	Url Clicks
1.	global entry	421,963
2.	global entry login	128,371
3.	global entry application	126,972
4.	trusted traveler program	45,272
5.	cbp	44,782
6.	nexus	41,248
7.	nexus login	34,353
8.	senti	31,875

1 - 50000 / 87294

Search Term by Users



New / Returning Users



Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	63,181,632
2.	Canada	7,598,091
3.	Mexico	3,975,636

1 - 100 / 242

Google Search Impressions

Impressions
101,931,844

Impressions
101,931,844