

Web Performance Metrics-CBP.gov

Mar 1, 2023 - Mar 31, 2023

All Users  
100.00% Sessions

**Total Visits**  
**5,875,362**  
% of Total: 100.00% (5,875,362)

**Pageviews**  
**10,602,953**  
% of Total: 100.00% (10,602,953)

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

**Unique Visitors**  
**4,391,824**  
% of Total: 100.00% (4,391,824)

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

**Avg. Time on Page**  
**00:01:53**  
Avg for View: 00:01:53 (0.00%)

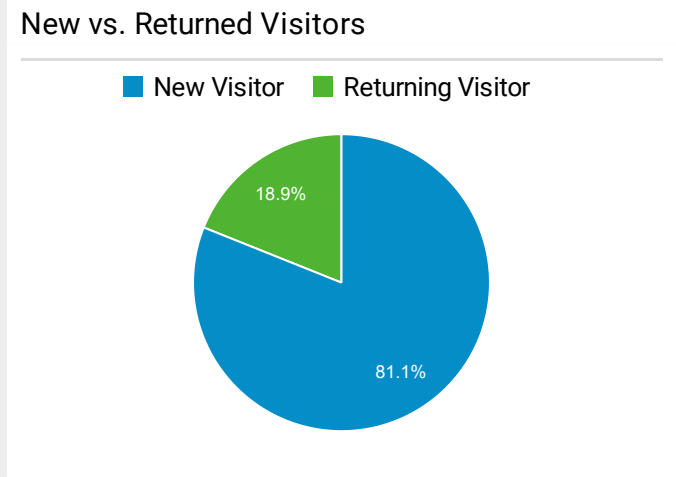
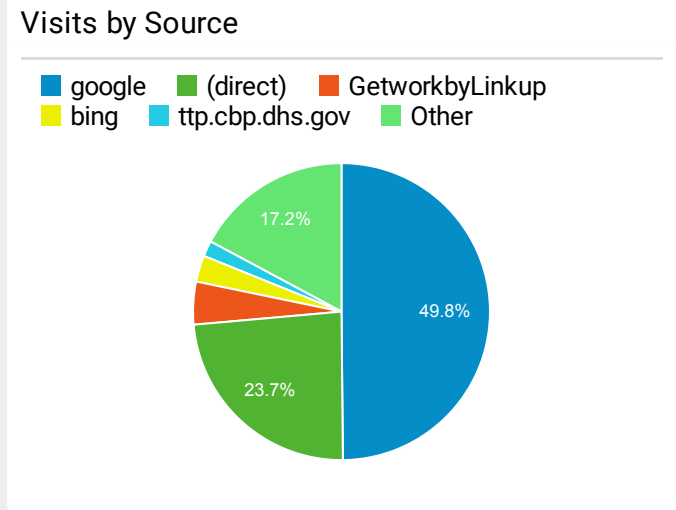
**Bounce Rate**  
**56.30%**  
Avg for View: 56.30% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,037,341
U.S. Customs and Border Protection   U.S. Customs and Border Protection	624,585
How to Apply for Global Entry   U.S. Customs and Border Protection	552,360
Apply Now   U.S. Customs and Border Protection	423,855
Mobile Passport Control   U.S. Customs and Border Protection	297,137
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	240,147
Global Entry Enrollment Centers   U.S. Customs and Border Protection	228,009
HRM Talent Network Form	210,524
Electronic System for Travel Authorization   U.S. Customs and Border Protection	209,141
Enrollment on Arrival   U.S. Customs and Border Protection	207,276

**Visits by Social Network**

Social Network	Sessions
Facebook	31,336
Twitter	4,682
LinkedIn	3,118
BuzzFeed	2,740
Instagram	2,635
Naver	2,216
reddit	1,665



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

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,508,411	2.12
Yes	5,094,542	1.56

Web Search Metrics-CBP.gov

Mar 1, 2023 - Mar 31, 2023

**All Users**  
100.00% Sessions

**Sessions**  
**5,875,362**  
% of Total: 100.00% (5,875,362)

**Visits to CBP.gov**  
**5,875,362**  
% of Total: 100.00% (5,875,362)

**Total Internal Searches**  
**132,343**  
% of Total: 100.00% (132,343)

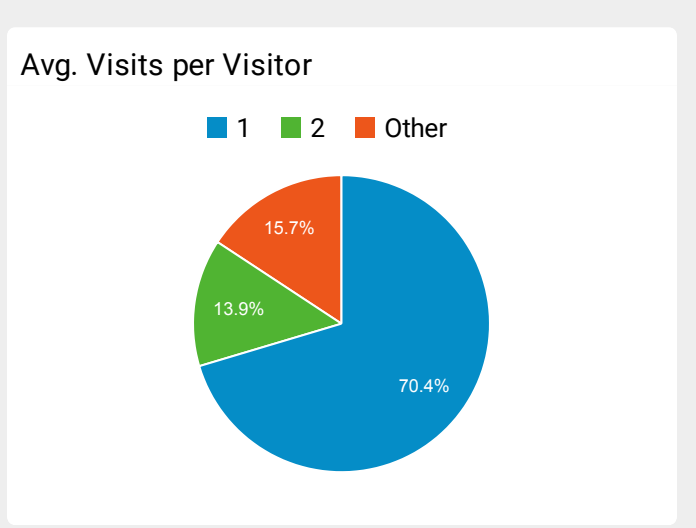
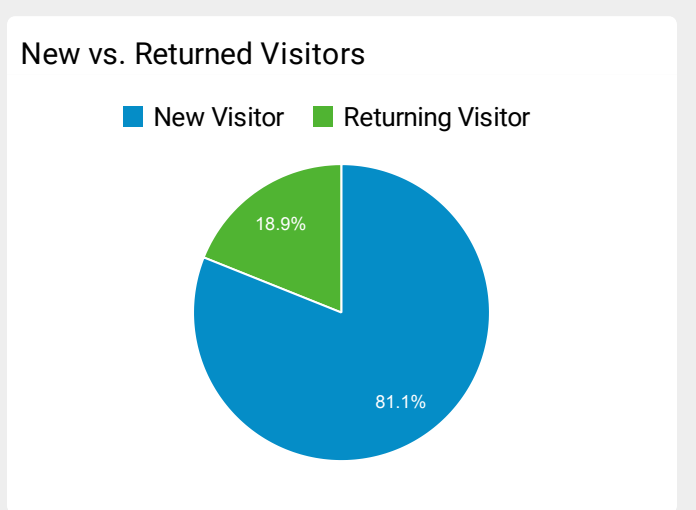
**Total External Searches (Google)**  
**2,958,203**  
% of Total: 50.35% (5,875,362)

**Organic Search Traffic**

Full Referrer	Sessions
google	2,702,515
bing	168,279
yahoo	46,990
duckduckgo	31,176
baidu	2,682
ecosia.org	2,625
naver	729
aol	179
yandex	153
qwant.com	126

**Sessions by Shared URL**

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	3,749
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,897
www.cbp.govwww.cbp.gov/	1,820
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	1,437
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,223
www.cbp.govwww.cbp.gov/newsroom/stats/trade/uyghur-forced-labor-prevention-act-statistics	908
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	889
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	775
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	726
www.cbp.govwww.cbp.gov/careers/usbp	551



**Top Internal Searches by Search Term**

Search Term	Total Unique Searches
renew global entry	2,025
log in global entry	1,801
global entry login	1,756
login	1,482
renew global entry card	1,034
i-94	994
global entry application	895
esta	853
sign in	791
six month club	773

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

Keyword	Sessions
(not set)	33,285
global entry	105
https://www.cbp.gov/travel/international-visitors/esta	105
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	105
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	71
cbp	50
비자면제신청서	42
https://www.cbp.gov/about/mobile-apps-directory/cbpone	39
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions	33
https://www.cbp.gov/	28