

Web Performance Metrics-CBP.gov

Jul 1, 2023 - Jul 31, 2023

**All Users**  
100.00% Sessions

**Total Visits**  
**6,703,814**  
% of Total: 100.00% (6,703,814)

**Pageviews**  
**11,764,880**  
% of Total: 100.00% (11,764,880)

**Avg. Visit Duration**  
**00:01:26**  
Avg for View: 00:01:26 (0.00%)

**Unique Visitors**  
**4,997,824**  
% of Total: 100.00% (4,997,824)

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

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

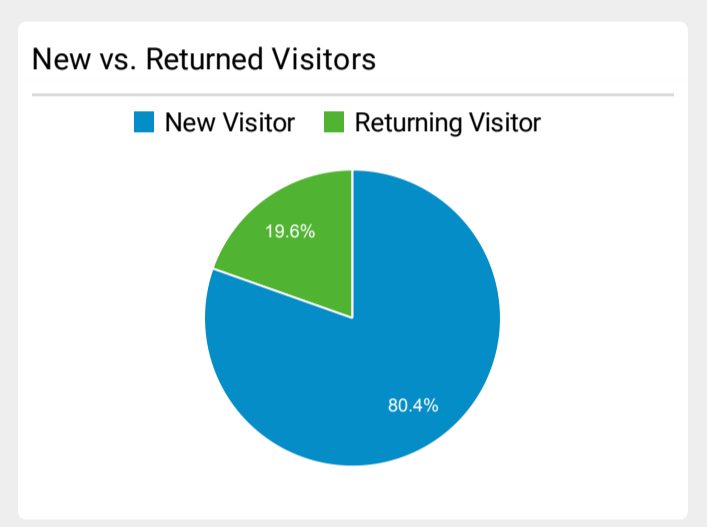
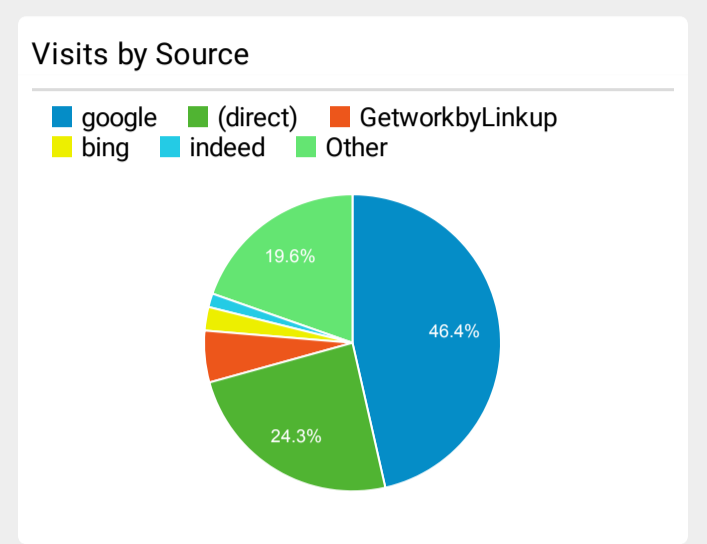
**Bounce Rate**  
**57.53%**  
Avg for View: 57.53% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,126,675
How to Apply for Global Entry   U.S. Customs and Border Protection	652,588
U.S. Customs and Border Protection   U.S. Customs and Border Protection	651,737
Mobile Passport Control (MPC)   U.S. Customs and Border Protection	577,222
Apply Now   U.S. Customs and Border Protection	387,364
HRM Talent Network Form	266,444
Global Entry Enrollment on Arrival   U.S. Customs and Border Protection	258,160
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	250,412
Electronic System for Travel Authorization   U.S. Customs and Border Protection	250,292
Global Entry Enrollment Centers   U.S. Customs and Border Protection	237,041

**Visits by Social Network**

Social Network	Sessions
Facebook	117,302
Twitter	6,214
LinkedIn	3,268
Naver	3,019
reddit	2,280
Instagram	2,103
YouTube	1,760



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

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	6,455,274	1.53
No	5,309,606	2.14

Web Search Metrics-CBP.gov

Jul 1, 2023 - Jul 31, 2023

**All Users**  
100.00% Sessions

**Sessions**  
**6,703,814**  
% of Total: 100.00% (6,703,814)

**Visits to CBP.gov**  
**6,703,814**  
% of Total: 100.00% (6,703,814)

**Total Internal Searches**  
**120,152**  
% of Total: 100.00% (120,152)

**Total External Searches (Google)**  
**3,143,616**  
% of Total: 46.89% (6,703,814)

**Organic Search Traffic**

Full Referrer	Sessions
google	2,877,234
bing	171,845
yahoo	53,970
duckduckgo	33,456
baidu	2,880
ecosia.org	2,570
naver	1,145
aol	213
yandex	115
qwant.com	108

**Sessions by Shared URL**

Shared URL	Sessions
www.cbp.govwww.cbp.gov/leyesendurecieron	65,960
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	1,971
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/international-arrangements/japan	1,935
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,889
www.cbp.govwww.cbp.gov/coyote-criminal	1,886
www.cbp.govwww.cbp.gov/	1,558
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,252
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,075
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	859
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	681

**Top Internal Searches by Search Term**

Search Term	Total Unique Searches
log in global entry	1,864
renew global entry	1,849
login	1,343
login global entry	1,173
i-94	1,107
global entry application	931
global entry interviews	862
esta	855
sign in	827
renew global entry card	780

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

Keyword	Sessions
(not set)	35,577
global entry	87
https://www.cbp.gov/travel/international-visitors/esta	79
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	78
cbp	68
비자면제신청서	68
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	56
글로벌엔트리	52
CBP	44
i-94	37

