

Web Performance Metrics-CBP.gov

Jun 1, 2023 - Jun 30, 2023

**Total Visits**  
**6,718,534**  
% of Total: 100.00% (6,718,534)

**Pageviews**  
**11,428,891**  
% of Total: 100.00% (11,428,891)

**Avg. Visit Duration**  
**00:01:21**  
Avg for View: 00:01:21 (0.00%)

**Unique Visitors**  
**5,101,522**  
% of Total: 100.00% (5,101,522)

**Avg. Pages / Visit**  
**1.70**  
Avg for View: 1.70 (0.00%)

**Avg. Time on Page**  
**00:01:54**  
Avg for View: 00:01:54 (0.00%)

**Bounce Rate**  
**60.46%**  
Avg for View: 60.46% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,017,559
U.S. Customs and Border Protection   U.S. Customs and Border Protection	610,436
Apply Now   U.S. Customs and Border Protection	587,819
How to Apply for Global Entry   U.S. Customs and Border Protection	550,861
Mobile Passport Control (MPC)   U.S. Customs and Border Protection	478,642
Electronic System for Travel Authorization   U.S. Customs and Border Protection	315,352
Global Entry Enrollment on Arrival   U.S. Customs and Border Protection	244,727
ACE AESTIR Appendix A - Commodity Filing Response Messages   U.S. Customs and Border Protection	244,498
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	230,315
Talent Network Form	223,533

**Visits by Social Network**

Social Network	Sessions
Facebook	119,243
Twitter	8,275
Naver	2,588
LinkedIn	2,505
Instagram	1,964
reddit	1,659
YouTube	1,588

**Visits by Source**

**New vs. Returned Visitors**

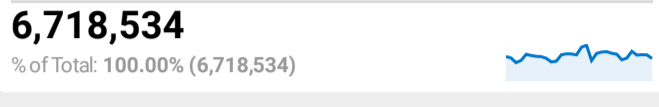
**Pageviews and Pages / Session by Mobile (Including Tablet)**

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	6,047,073	1.50
No	5,381,818	2.00

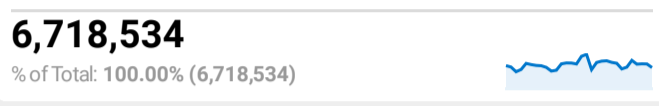
Web Search Metrics-CBP.gov

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Sessions



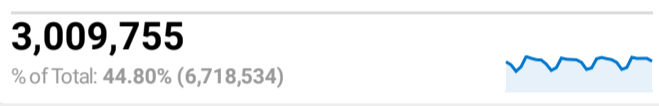
Visits to CBP.gov



Total Internal Searches



Total External Searches (Google)



Organic Search Traffic

Full Referrer	Sessions
google	2,751,110
bing	168,563
yahoo	51,329
duckduckgo	32,367
ecosia.org	2,543
baidu	2,396
naver	913
aol	180
yandex	157
qwant.com	123

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/leyesendurecieron	67,567
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/update-death-custody-8-year-old-harlingen-texas-0	2,751
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	2,052
www.cbp.govwww.cbp.gov/coyote-criminal	1,941
www.cbp.govwww.cbp.gov/	1,910
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	1,795
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,679
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	1,580
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	1,271
www.cbp.govwww.cbp.gov/careers	885

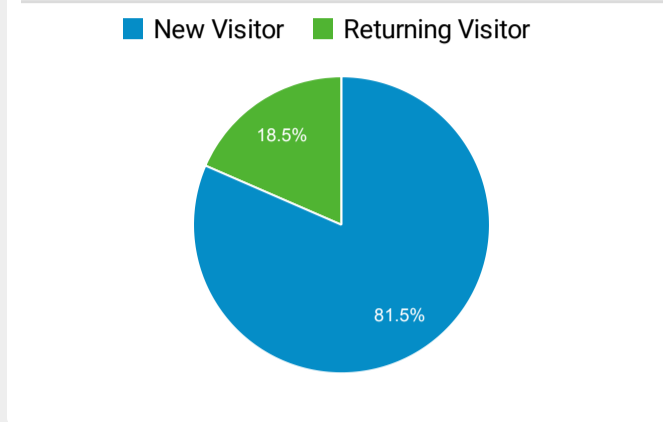
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,947
log in global entry	1,772
login	1,178
login global entry	1,052
i-94	1,018
renew global entry card	868
global entry application	862
global entry interviews	812
esta	796
sign in	716

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	34,183
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	84
https://www.cbp.gov/travel/international-visitors/esta	80
global entry	79
cbp	70
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	60
비자면제신청서	58
글로벌엔트리	56
CBP	34
비자면제	34

New vs. Returned Visitors



Avg. Visits per Visitor

