

Web Performance Metrics-CBP.gov

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Total Visits
4,417,636
% of Total: 100.00% (4,417,636)

Pageviews
8,039,952
% of Total: 100.00% (8,039,952)

Avg. Visit Duration
00:01:34
Avg for View: 00:01:34 (0.00%)

Unique Visitors
3,391,656
% of Total: 100.00% (3,391,656)

Avg. Pages / Visit
1.82
Avg for View: 1.82 (0.00%)

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

Bounce Rate
55.41%
Avg for View: 55.41% (0.00%)

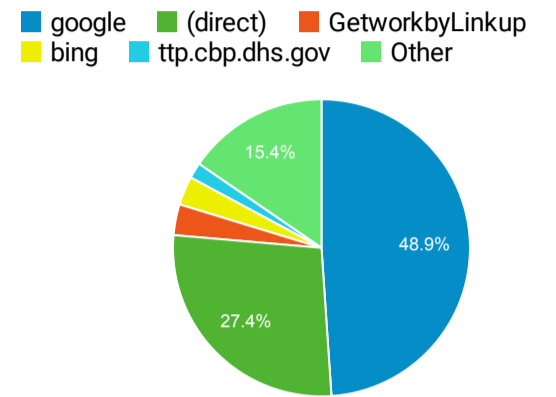
Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	802,560
U.S. Customs and Border Protection U.S. Customs and Border Protection	509,621
How to Apply for Global Entry U.S. Customs and Border Protection	361,170
Mobile Passport Control U.S. Customs and Border Protection	277,995
Enrollment on Arrival U.S. Customs and Border Protection	223,676
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	190,854
Global Entry Enrollment Centers U.S. Customs and Border Protection	167,053
Electronic System for Travel Authorization U.S. Customs and Border Protection	165,426
Apply Now U.S. Customs and Border Protection	164,021
Search Results U.S. Customs and Border Protection	124,652

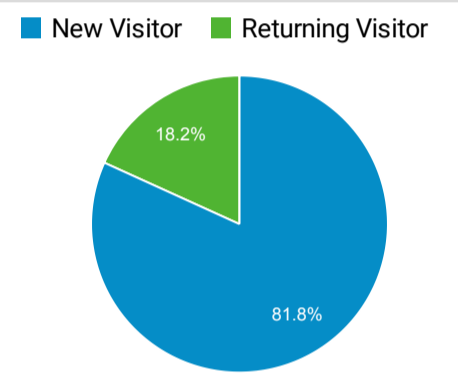
Visits by Social Network

Social Network	Sessions
Facebook	25,404
YouTube	10,778
Twitter	5,241
LinkedIn	3,756
Instagram	1,993
reddit	1,384
Naver	1,337

Visits by Source



New vs. Returned Visitors



Pageviews and Pages / Session by Mobile (Inc...)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,218,132	2.17
Yes	3,821,820	1.54

Web Search Metrics-CBP.gov

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Sessions

4,417,636
% of Total: 100.00% (4,417,636)



Visits to CBP.gov

4,417,636
% of Total: 100.00% (4,417,636)



Total Internal Searches

99,927
% of Total: 100.00% (99,927)



Total External Searches (Google)

2,312,391
% of Total: 52.34% (4,417,636)



Organic Search Traffic

Full Referrer	Sessions
google	2,105,943
bing	137,934
yahoo	37,175
duckduckgo	25,748
ecosia.org	2,342
baidu	2,254
naver	535
aol	169
qwant.com	132
yandex	79

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/careers/apply-now	13,379
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	2,031
www.cbp.govwww.cbp.gov/	1,589
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-atlanta-intercepts-giant-african-snail	1,125
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	964
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	885
www.cbp.govwww.cbp.gov/es/newsroom/national-media-release/cbp-emite-orden-de-detenci-n-de-embarques-de-central-romana	792
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	539
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	496
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	488

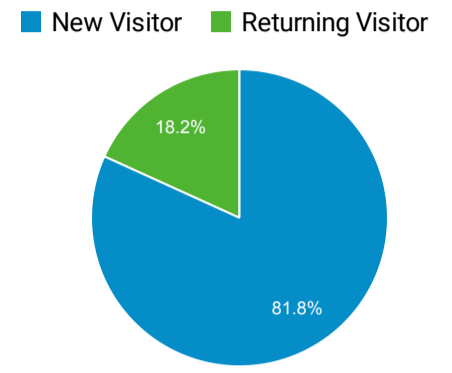
Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	1,324
renew global entry	1,318
global entry application	1,199
login	1,121
renew global entry card	773
i-94	772
esta	594
global entry interviews	568
global entry login	467
six month club	455

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	27,503
global entry	150
https://www.cbp.gov/travel/international-visitors/esta	120
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	88
cbp	79
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	62
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions	40
https://www.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	31
https://www.cbp.gov/newsroom/coronavirus	29
mobile passport	29

New vs. Returned Visitors



Avg. Visits per Visitor

