

Web Performance Metrics-CBP.gov

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Total Visits
4,566,417
% of Total: 100.00% (4,566,417)

Pageviews
8,362,962
% of Total: 100.00% (8,362,962)

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

Unique Visitors
3,493,391
% of Total: 100.00% (3,493,391)

Avg. Pages / Visit
1.83
Avg for View: 1.83 (0.00%)

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

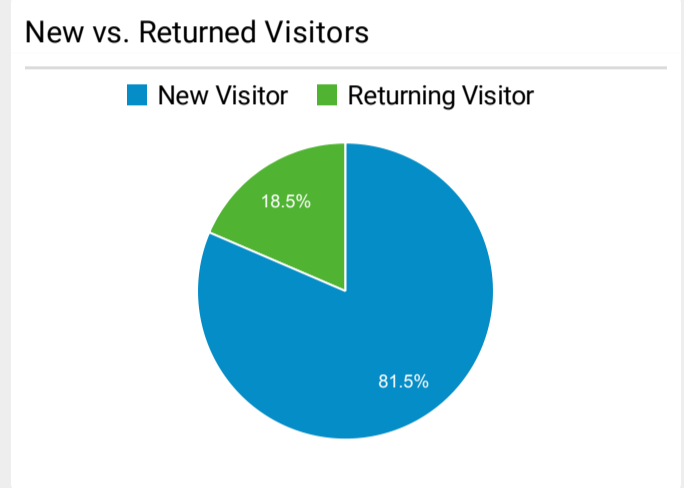
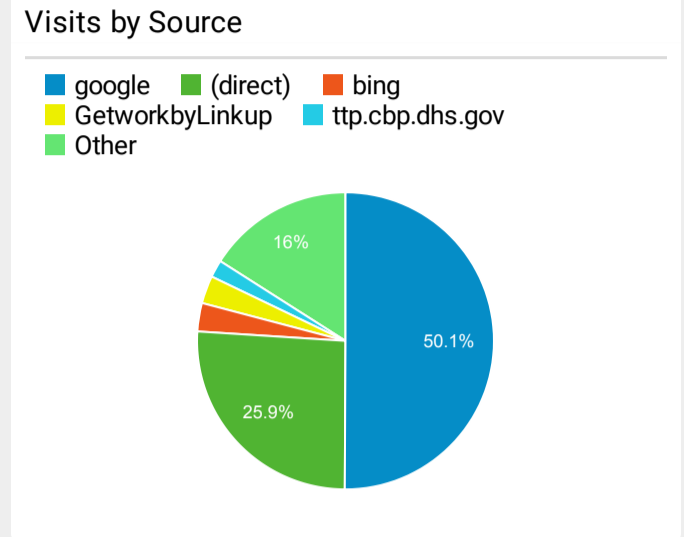
Bounce Rate
55.15%
Avg for View: 55.15% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	809,352
U.S. Customs and Border Protection U.S. Customs and Border Protection	539,749
How to Apply for Global Entry U.S. Customs and Border Protection	361,274
Mobile Passport Control U.S. Customs and Border Protection	257,036
Enrollment on Arrival U.S. Customs and Border Protection	248,481
Electronic System for Travel Authorization U.S. Customs and Border Protection	196,163
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	190,618
Global Entry Enrollment Centers U.S. Customs and Border Protection	166,284
Search Results U.S. Customs and Border Protection	130,604
Global Entry Frequently Asked Questions U.S. Customs and Border Protection	118,232

Visits by Social Network

Social Network	Sessions
Facebook	24,355
Twitter	6,488
YouTube	3,826
LinkedIn	2,504
Instagram	1,576
Naver	1,335
reddit	1,319



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	4,358,566	2.19
Yes	4,004,396	1.55

Oct 1, 2022 - Oct 31, 2022

Web Search Metrics-CBP.gov

All Users
100.00% Sessions

Sessions

4,566,417
% of Total: 100.00% (4,566,417)



Visits to CBP.gov

4,566,417
% of Total: 100.00% (4,566,417)



Total Internal Searches

103,200
% of Total: 100.00% (103,200)



Total External Searches (Google)

2,382,497
% of Total: 52.17% (4,566,417)



Organic Search Traffic

Full Referrer	Sessions
google	2,170,402
bing	141,095
yahoo	39,160
duckduckgo	26,041
ecosia.org	2,436
baidu	2,393
naver	526
aol	148
qwant.com	122
yandex	65

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/careers/apply-now	3,236
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,588
www.cbp.govwww.cbp.gov/	1,423
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,096
www.cbp.govwww.cbp.gov/newsroom/local-media-release/migrants-rescued-cattle-trailer	1,004
www.cbp.govwww.cbp.gov/newsroom/stats/drug-seizure-statistics	995
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	922
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-huge-amounts-undeclared-bologna-and-cheese-during	704
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	595
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	535

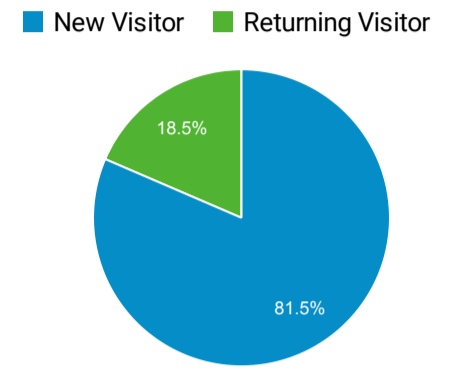
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,369
log in global entry	1,282
login	1,243
global entry application	1,133
i-94	804
renew global entry card	748
esta	698
global entry interviews	604
log in	581
six month club	531

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	27,912
global entry	154
https://www.cbp.gov/travel/international-visitors/esta	126
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	90
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	76
cbp	56
https://www.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	42
global entry application	39
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions	38
https://www.cbp.gov/newsroom/coronavirus	36

New vs. Returned Visitors



Avg. Visits per Visitor

