

Web Performance Metrics-CBP.gov

Apr 1, 2023 - Apr 30, 2023

**All Users**  
100.00% Sessions

**Total Visits**  
**5,612,547**  
% of Total: 100.00% (5,612,547)

**Pageviews**  
**10,064,142**  
% of Total: 100.00% (10,064,142)

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

**Unique Visitors**  
**4,260,947**  
% of Total: 100.00% (4,260,947)

**Avg. Pages / Visit**  
**1.79**  
Avg for View: 1.79 (0.00%)

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

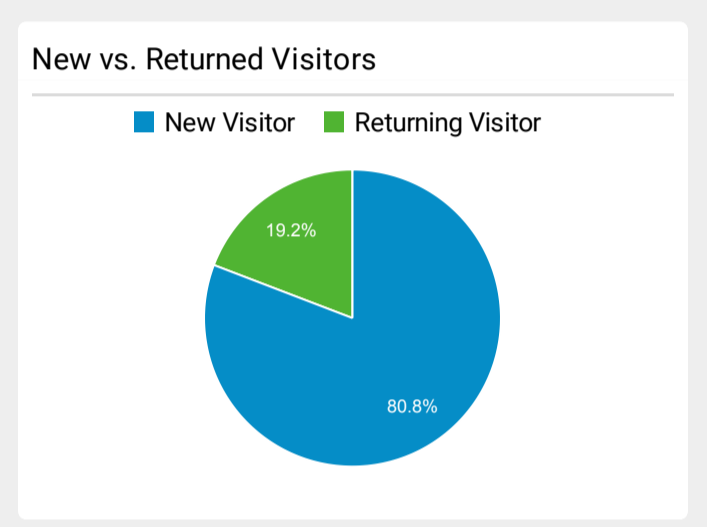
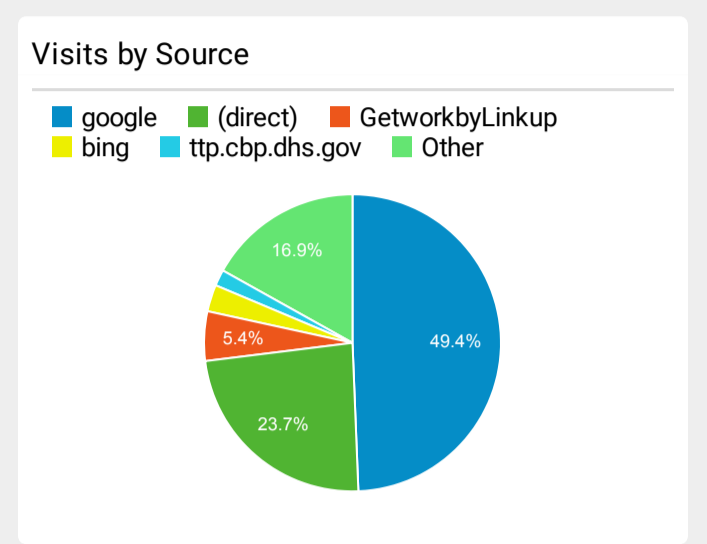
**Bounce Rate**  
**55.74%**  
Avg for View: 55.74% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,024,054
U.S. Customs and Border Protection   U.S. Customs and Border Protection	612,726
How to Apply for Global Entry   U.S. Customs and Border Protection	550,692
Apply Now   U.S. Customs and Border Protection	359,937
Mobile Passport Control   U.S. Customs and Border Protection	293,932
Global Entry Enrollment on Arrival   U.S. Customs and Border Protection	259,470
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	236,686
HRM Talent Network Form	220,688
Global Entry Enrollment Centers   U.S. Customs and Border Protection	210,093
Electronic System for Travel Authorization   U.S. Customs and Border Protection	204,826

**Visits by Social Network**

Social Network	Sessions
Facebook	25,264
Twitter	5,387
Naver	2,783
BuzzFeed	2,772
Instagram	2,279
YouTube	2,166
reddit	2,055



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

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,053,572	2.11
Yes	5,010,570	1.55

Apr 1, 2023 - Apr 30, 2023

Web Search Metrics-CBP.gov

All Users  
100.00% Sessions

Sessions

5,612,547  
% of Total: 100.00% (5,612,547)



Visits to CBP.gov

5,612,547  
% of Total: 100.00% (5,612,547)



Total Internal Searches

120,530  
% of Total: 100.00% (120,530)



Total External Searches (Google)

2,829,530  
% of Total: 50.41% (5,612,547)



Organic Search Traffic

Full Referrer	Sessions
google	2,579,710
bing	163,641
yahoo	49,894
duckduckgo	30,157
ecosia.org	2,566
baidu	2,253
naver	764
aol	181
qwant.com	157
yandex	114

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	3,906
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	2,890
www.cbp.govwww.cbp.gov/	1,995
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	1,876
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,281
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/international-arrangements/global-entry-indian-citizens	819
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	795
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	787
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	639
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	403

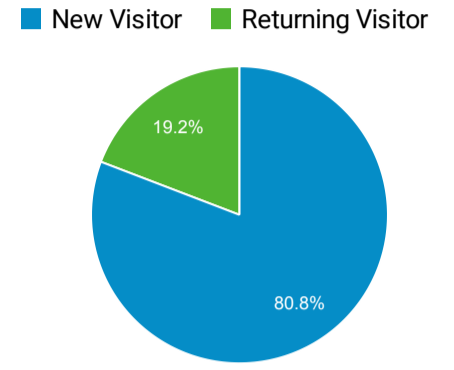
Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	1,984
renew global entry	1,856
global entry login	1,649
login	1,542
i-94	1,105
esta	1,010
renew global entry card	915
sign in	772
esta application	761
global entry application	647

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	31,871
global entry	88
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	84
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	81
https://www.cbp.gov/travel/international-visitors/esta	72
cbp	71
esta	27
https://www.cbp.gov/	26
글로벌엔트리	26
ESTA	25

New vs. Returned Visitors



Avg. Visits per Visitor

