

Web Performance Metrics-CBP.gov

Aug 1, 2023 - Aug 31, 2023

All Users
100.00% Sessions

Total Visits
6,575,179
% of Total: 100.00% (6,575,179)

Pageviews
11,736,498
% of Total: 100.00% (11,736,498)

Avg. Visit Duration
00:01:29
Avg for View: 00:01:29 (0.00%)

Unique Visitors
4,897,607
% of Total: 100.00% (4,897,607)

Avg. Pages / Visit
1.78
Avg for View: 1.78 (0.00%)

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

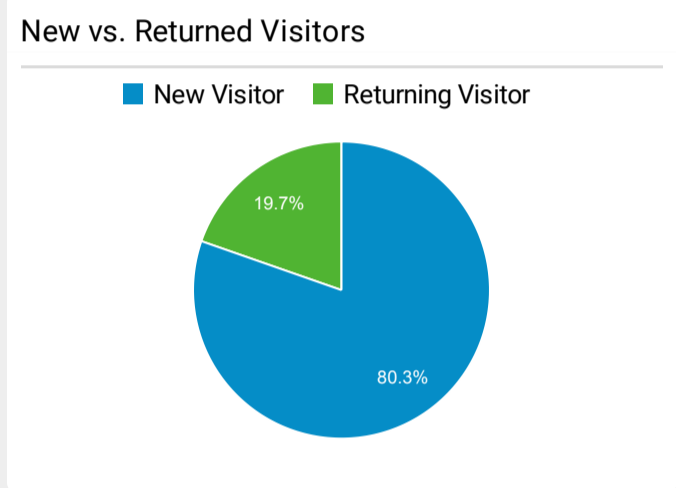
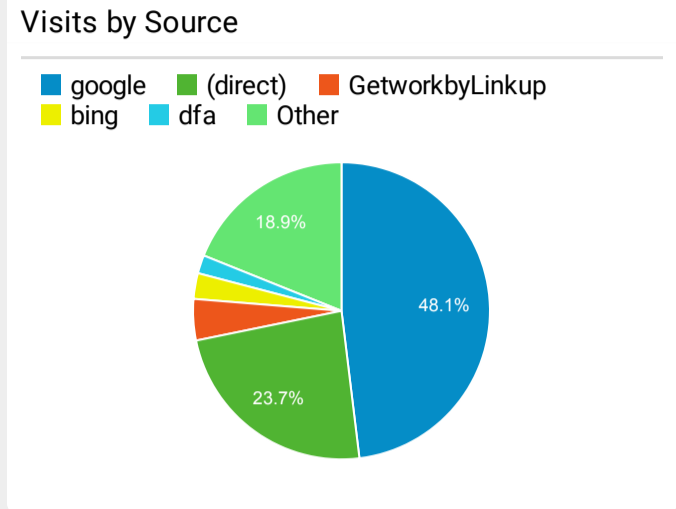
Bounce Rate
56.52%
Avg for View: 56.52% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,150,831
U.S. Customs and Border Protection U.S. Customs and Border Protection	672,088
How to Apply for Global Entry U.S. Customs and Border Protection	648,715
Mobile Passport Control (MPC) U.S. Customs and Border Protection	606,809
Apply Now U.S. Customs and Border Protection	337,913
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	269,457
HRM Talent Network Form	263,033
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	259,701
Electronic System for Travel Authorization U.S. Customs and Border Protection	246,847
Global Entry Enrollment Centers U.S. Customs and Border Protection	239,781

Visits by Social Network

Social Network	Sessions
Facebook	53,890
Twitter	6,130
LinkedIn	4,517
Naver	3,407
BuzzFeed	2,765
Instagram	2,693
reddit	2,271



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	6,125,137	1.55
No	5,611,361	2.14

Web Search Metrics-CBP.gov

Aug 1, 2023 - Aug 31, 2023

All Users
100.00% Sessions

Sessions
6,575,179
% of Total: 100.00% (6,575,179)

Visits to CBP.gov
6,575,179
% of Total: 100.00% (6,575,179)

Total Internal Searches
125,263
% of Total: 100.00% (125,263)

Total External Searches (Google)
3,224,534
% of Total: 49.04% (6,575,179)

Organic Search Traffic

Full Referrer	Sessions
google	2,944,851
bing	183,898
yahoo	55,260
duckduckgo	32,348
baidu	3,380
ecosia.org	2,582
naver	1,083
aol	827
qwant.com	130
yandex	107

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/leyesendurecieron	16,758
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	3,513
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/international-arrangements/japan	2,032
www.cbp.govwww.cbp.gov/	1,676
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	1,604
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,452
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/s/hrm-tnf-home?trk=feed_main-feed-card_feed-article-content	1,249
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,021
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-korean	672
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	650

Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	1,939
renew global entry	1,571
login	1,251
login global entry	1,128
i-94	1,085
esta	910
global entry application	883
sign in	858
global entry interviews	848
renew global entry card	682

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	34,717
비자면제신청서	177
https://www.cbp.gov/travel/international-visitors/esta	95
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	75
cbp	73
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	65
비자면제	65
global entry	45
비자	40
美国海关官网	29

