

Web Performance Metrics-CBP.gov

Mar 1, 2024 - Mar 31, 2024

All Users
100.00% Sessions

Total Visits
6,841,659
% of Total: 100.00% (6,841,659)

Pageviews
11,835,922
% of Total: 100.00% (11,835,922)

Avg. Visit Duration
00:01:25
Avg for View: 00:01:25 (0.00%)

Unique Visitors
5,061,692
% of Total: 100.00% (5,061,692)

Avg. Pages / Visit
1.73
Avg for View: 1.73 (0.00%)

Avg. Time on Page
00:01:55
Avg for View: 00:01:55 (0.00%)

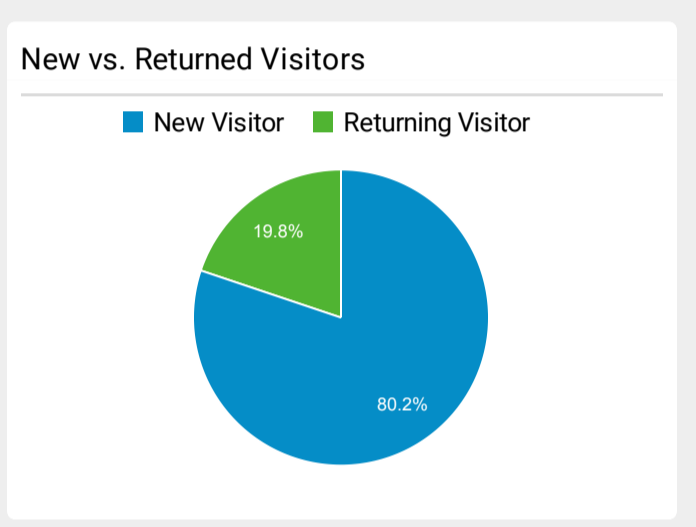
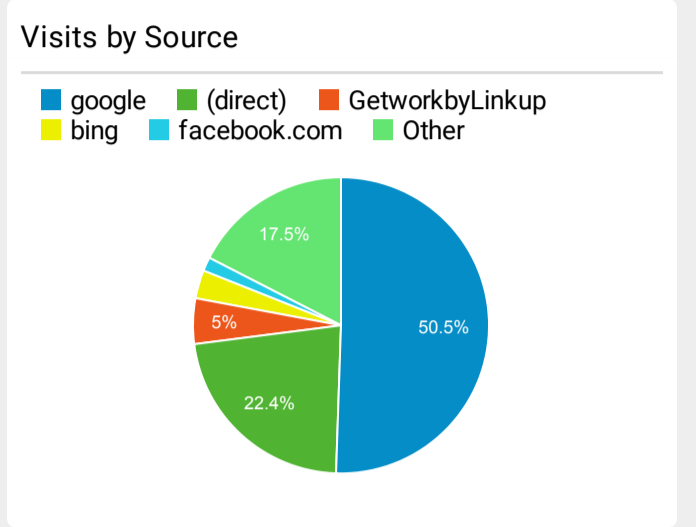
Bounce Rate
40.02%
Avg for View: 40.02% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,342,995
careers	686,617
U.S. Customs and Border Protection U.S. Customs and Border Protection	681,443
Mobile Passport Control (MPC) U.S. Customs and Border Protection	561,695
How to Apply for Global Entry U.S. Customs and Border Protection	542,778
Connect to Recruiter CBP Careers	456,979
Border Patrol Agent Apply Now CBP Careers	395,685
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	233,783
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	232,971
Global Entry Enrollment Centers U.S. Customs and Border Protection	202,664

Visits by Social Network

Social Network	Sessions
Facebook	30,339
reddit	5,522
Naver	5,509
Twitter	4,114
LinkedIn	4,056
Instagram	2,686
YouTube	2,610



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

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	5,973,890	1.50
No	5,862,032	2.05

Web Search Metrics-CBP.gov

Mar 1, 2024 - Mar 31, 2024

All Users
100.00% Sessions

Sessions
6,841,659
% of Total: 100.00% (6,841,659)

Visits to CBP.gov
6,841,659
% of Total: 100.00% (6,841,659)

Total Internal Searches
130,797
% of Total: 100.00% (130,797)

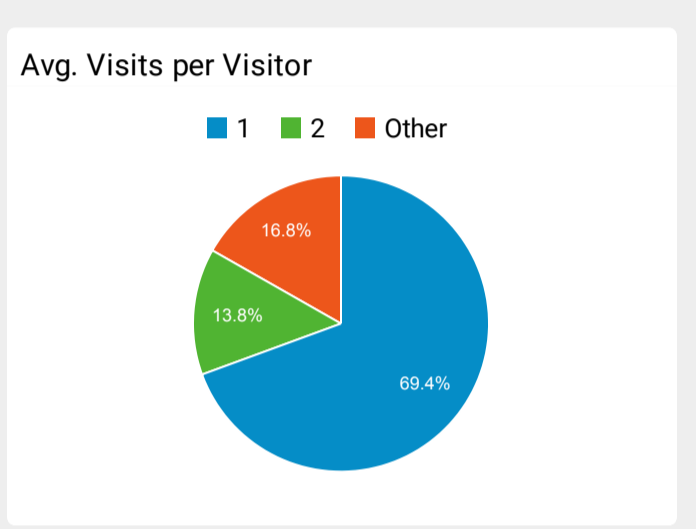
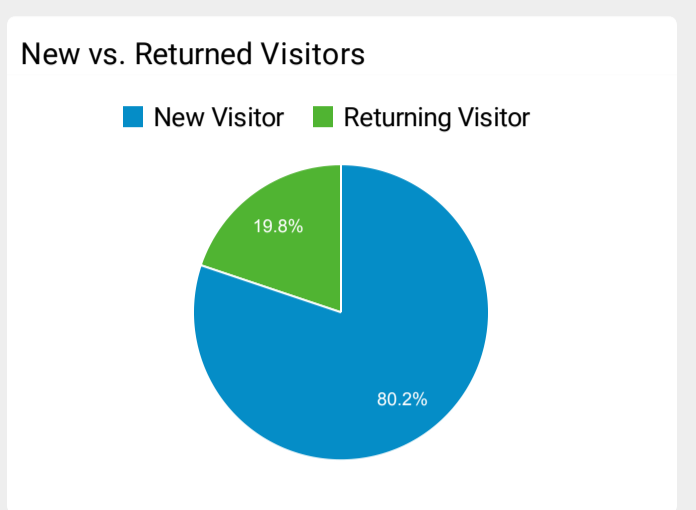
Total External Searches (Google)
3,317,313
% of Total: 48.49% (6,841,659)

Organic Search Traffic

Full Referrer	Sessions
google	3,013,848
bing	210,205
yahoo	52,129
duckduckgo	32,642
ecosia.org	2,848
baidu	2,800
aol	1,098
naver	693
qwant.com	130
yandex	75

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/publications/forms?title_1=736	3,151
www.cbp.govwww.cbp.gov/trade/fakegoodsrealda ngers	2,317
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry	1,975
www.cbp.govwww.cbp.gov/	1,771
www.cbp.govwww.cbp.gov/travel/us-citizens/mobil e-passport-control	1,343
careers.cbp.govcareers.cbp.gov/s/connect-to-recru iter/success?eventid=701t0000000civeaai	1,257
www.cbp.govwww.cbp.gov/document/forms/form-i -736-guam-cnmi-visa-waiver-information-english	1,047
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry/enrollment-arrival	731
www.cbp.govwww.cbp.gov/travel/us-citizens/know -before-you-go/prohibited-and-restricted-items	727
www.cbp.govwww.cbp.gov/newsroom/national-me dia-release/statement-senior-official-performing-du ties-commissioner-troy-1	699



Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	2,799
renew global entry	2,593
login	2,366
login global entry	1,761
renew global entry card	1,420
global entry application	1,336
sign in	1,108
i-94	988
log in	786
esta	773

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	34,913
global entry	65
비자면제신청서	47
https://www.cbp.gov/travel/trusted-traveler-progra ms/global-entry	35
cbp	31
https://www.cbp.gov/travel/trusted-traveler-progra ms/global-entry/how-apply	27
괘 무비자	26
괘 입국서류	21
괘+무비자	17
비자면제	15