

Web Performance Metrics-CBP.gov

Sep 1, 2023 - Sep 30, 2023

All Users  
100.00% Sessions

**Total Visits**  
**6,121,904**  
% of Total: 100.00% (6,121,904)

**Pageviews**  
**10,992,764**  
% of Total: 100.00% (10,992,764)

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

**Unique Visitors**  
**4,541,983**  
% of Total: 100.00% (4,541,983)

**Avg. Pages / Visit**  
**1.80**  
Avg for View: 1.80 (0.00%)

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

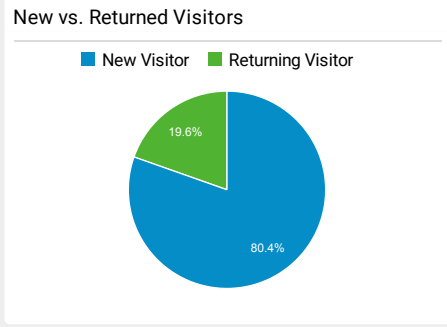
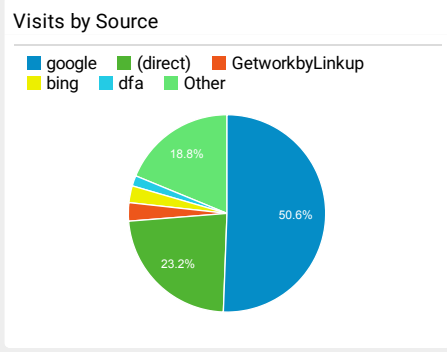
**Bounce Rate**  
**55.92%**  
Avg for View: 55.92% (0.00%)

**Top Pages**

Page Title	Pageviews
Global Entry   U.S. Customs and Border Protection	1,150,249
U.S. Customs and Border Protection   U.S. Customs and Border Protection	643,753
How to Apply for Global Entry   U.S. Customs and Border Protection	573,757
Mobile Passport Control (MPC)   U.S. Customs and Border Protection	541,014
Electronic System for Travel Authorization   U.S. Customs and Border Protection	327,947
Apply Now   U.S. Customs and Border Protection	323,245
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	224,390
Global Entry Enrollment on Arrival   U.S. Customs and Border Protection	219,051
Global Entry Enrollment Centers   U.S. Customs and Border Protection	202,861
HRM Talent Network Form	185,999

**Visits by Social Network**

Social Network	Sessions
Facebook	50,274
Twitter	23,660
reddit	5,004
LinkedIn	4,055
YouTube	3,327
Naver	3,306
Instagram	2,966



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

Mobile (Including Tablet)	Pageviews	Pages / Session
Yes	5,596,042	1.56
No	5,396,722	2.13

Web Search Metrics-CBP.gov

Sep 1, 2023 - Sep 30, 2023

**All Users**  
100.00% Sessions

**Sessions**  
**6,121,904**  
% of Total: 100.00% (6,121,904)

**Visits to CBP.gov**  
**6,121,904**  
% of Total: 100.00% (6,121,904)

**Total Internal Searches**  
**121,724**  
% of Total: 100.00% (121,724)

**Total External Searches (Google)**  
**3,121,344**  
% of Total: 50.99% (6,121,904)

**Organic Search Traffic**

Full Referrer	Sessions
google	2,865,420
bing	168,607
yahoo	49,315
duckduckgo	30,651
baidu	2,594
ecosia.org	2,418
naver	1,033
aol	947
qwant.com	145
yandex	134

**Sessions by Shared URL**

Shared URL	Sessions
www.cbp.govwww.cbp.gov/document/foia-record/unidentified-aerial-phenomenon	22,251
www.cbp.govwww.cbp.gov/leyesendurecieron	13,310
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	2,298
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	2,185
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	1,626
www.cbp.govwww.cbp.gov/	1,404
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/s/hrm-tnf-home?trk=feed_main-feed-card_feed-article-content	1,107
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,008
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-korean	951
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/international-arrangements/japan	727

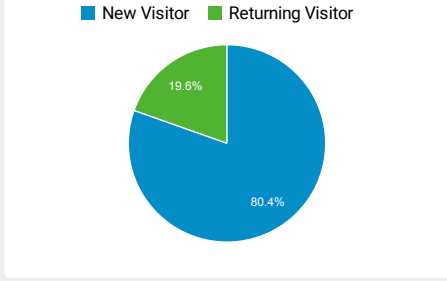
**Top Internal Searches by Search Term**

Search Term	Total Unique Searches
log in global entry	2,526
renew global entry	1,853
login	1,844
login global entry	1,533
sign in	1,038
esta	993
i-94	963
global entry application	904
renew global entry card	784
global entry interviews	762

**Top External Searches (Google - as reported)**

Keyword	Sessions
(not set)	32,507
비자면제신청서	154
비자면제	85
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	60
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	58
global entry	47
cbp	37
비자	35
https://www.cbp.gov/travel/international-visitors/esta	27
CBP	26

**New vs. Returned Visitors**



**Avg. Visits per Visitor**

