

Web Performance Metrics-CBP.gov

Oct 1, 2023 - Oct 31, 2023

All Users
100.00% Sessions

Total Visits
5,812,228
% of Total: 100.00% (5,812,228)

Pageviews
10,620,988
% of Total: 100.00% (10,620,988)

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

Unique Visitors
4,320,852
% of Total: 100.00% (4,320,852)

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%)

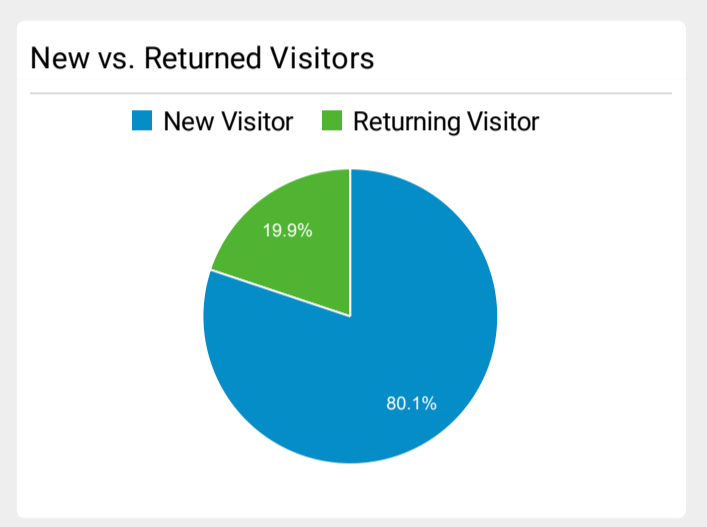
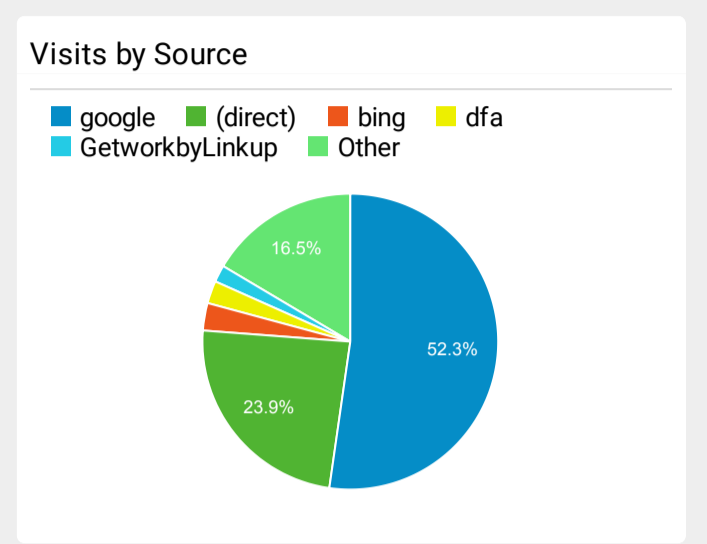
Bounce Rate
54.18%
Avg for View: 54.18% (0.00%)

Top Pages

Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,142,324
U.S. Customs and Border Protection U.S. Customs and Border Protection	628,142
Mobile Passport Control (MPC) U.S. Customs and Border Protection	535,558
How to Apply for Global Entry U.S. Customs and Border Protection	507,368
Electronic System for Travel Authorization U.S. Customs and Border Protection	252,451
Apply Now U.S. Customs and Border Protection	249,015
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	218,087
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	203,387
Global Entry Enrollment Centers U.S. Customs and Border Protection	192,367
Trusted Traveler Programs U.S. Customs and Border Protection	159,860

Visits by Social Network

Social Network	Sessions
Facebook	47,751
Naver	4,223
Twitter	4,117
reddit	2,815
LinkedIn	1,999
Instagram	1,973
YouTube	1,851



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,363,585	2.16
Yes	5,257,403	1.58

Oct 1, 2023 - Oct 31, 2023

Web Search Metrics-CBP.gov

All Users
100.00% Sessions

Sessions
5,812,228
% of Total: 100.00% (5,812,228)

Visits to CBP.gov
5,812,228
% of Total: 100.00% (5,812,228)

Total Internal Searches
124,442
% of Total: 100.00% (124,442)

Total External Searches (Google)
3,123,929
% of Total: 53.75% (5,812,228)

Organic Search Traffic

Full Referrer	Sessions
google	2,867,890
bing	174,359
yahoo	45,283
duckduckgo	28,610
ecosia.org	2,379
baidu	2,365
naver	1,849
aol	870
qwant.com	126
yandex	118

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	2,281
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,325
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-korean	1,224
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,172
www.cbp.govwww.cbp.gov/	1,126
www.cbp.govwww.cbp.gov/leyesendurecion	893
www.cbp.govwww.cbp.gov/document/foia-record/unidentified-aerial-phenomenon	891
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	612
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	536
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	467

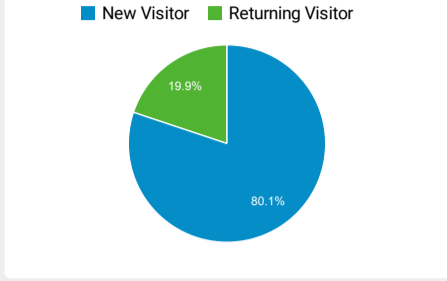
Top Internal Searches by Search Term

Search Term	Total Unique Searches
log in global entry	2,666
login	2,157
renew global entry	2,106
login global entry	1,653
sign in	1,016
i-94	1,010
renew global entry card	862
esta	855
global entry application	855
log in	749

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	30,456
사이판 비자면제신청서	283
비자면제신청서	183
괌 비자면제신청서 양식	122
비자면제	107
사이판+비자면제신청서	98
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	61
cbp	55
비자	38
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	36

New vs. Returned Visitors



Avg. Visits per Visitor

