

All Users
100.00% Sessions

Total Visits

6,260,990
% of Total: 100.00% (6,260,990)



Pageviews

11,412,411
% of Total: 100.00% (11,412,411)



Avg. Visit Duration

00:01:36
Avg for View: 00:01:36 (0.00%)



Unique Visitors

4,632,903
% of Total: 100.00% (4,632,903)



Avg. Pages / Visit

1.82
Avg for View: 1.82 (0.00%)



Avg. Time on Page

00:01:55
Avg for View: 00:01:55 (0.00%)



Bounce Rate

46.33%
Avg for View: 46.33% (0.00%)



Top Pages

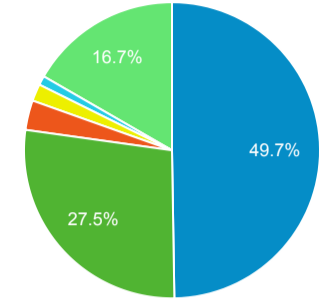
Page Title	Pageviews
Global Entry U.S. Customs and Border Protection	1,368,287
U.S. Customs and Border Protection U.S. Customs and Border Protection	780,120
How to Apply for Global Entry U.S. Customs and Border Protection	617,839
Mobile Passport Control (MPC) U.S. Customs and Border Protection	562,112
careers	285,572
Global Entry Enrollment on Arrival U.S. Customs and Border Protection	267,561
Global Entry Enrollment Centers U.S. Customs and Border Protection	244,002
Arrival/Departure Forms: I-94 and I-94W U.S. Customs and Border Protection	242,030
Electronic System for Travel Authorization U.S. Customs and Border Protection	218,864
Trusted Traveler Programs U.S. Customs and Border Protection	199,090

Visits by Social Network

Social Network	Sessions
Facebook	31,796
Naver	6,150
Twitter	5,293
reddit	5,195
LinkedIn	4,443
Instagram	3,670
Instagram Stories	2,081

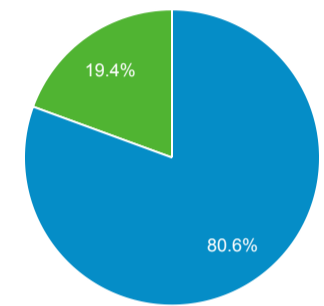
Visits by Source

google (direct) bing
ttp.cbp.dhs.gov Inks.gd Other



New vs. Returned Visitors

New Visitor Returning Visitor



Pageviews and Pages / Session by Mobile (Including Tablet)

Mobile (Including Tablet)	Pageviews	Pages / Session
No	6,272,678	2.07
Yes	5,139,733	1.59

Web Search Metrics-CBP.gov

Jan 1, 2024 - Jan 31, 2024

All Users
100.00% Sessions

Sessions
6,260,990
% of Total: 100.00% (6,260,990)

Visits to CBP.gov
6,260,990
% of Total: 100.00% (6,260,990)

Total Internal Searches
131,049
% of Total: 100.00% (131,049)

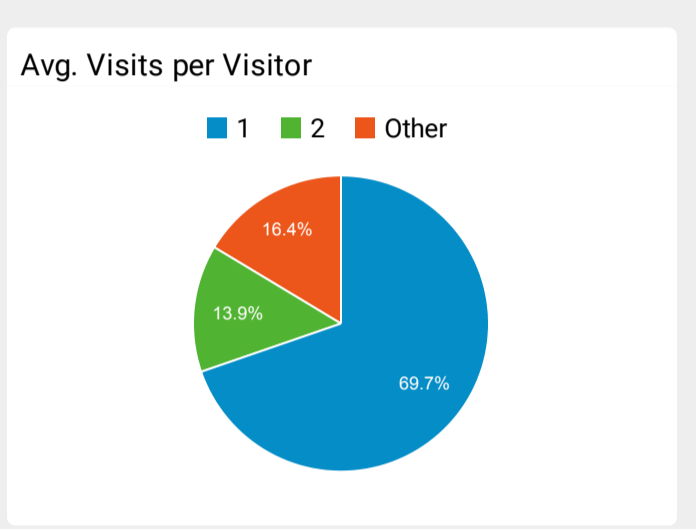
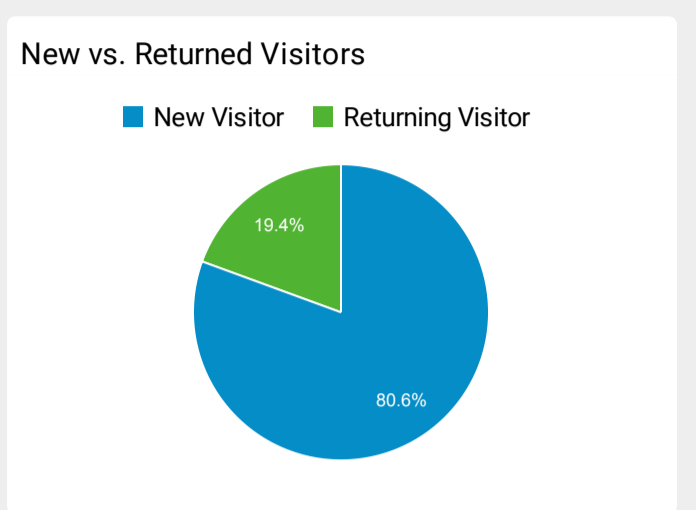
Total External Searches (Google)
3,405,763
% of Total: 54.40% (6,260,990)

Organic Search Traffic

Full Referrer	Sessions
google	3,110,427
bing	202,843
yahoo	52,112
duckduckgo	32,720
ecosia.org	2,673
baidu	2,375
naver	1,273
aol	1,058
qwant.com	112
yandex	64

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	3,218
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information-english	2,497
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,516
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,405
careers.cbp.govcareers.cbp.gov/s/career-paths/usbp	933
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	874
www.cbp.govwww.cbp.gov/trade/fakegoodsreal dangers	854
www.cbp.govwww.cbp.gov/newsroom/publications/forms?title_1=736	835
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	736
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	670



Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	2,995
log in global entry	2,627
login	2,240
login global entry	1,682
renew global entry card	1,587
global entry application	1,401
sign in	1,150
esta	885
renewal global entry	806
i-94	804

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	34,558
비자면제신청서	194
비자면제	84
괌 비자면제신청서 양식	67
입국신고서	47
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	42
괌 비자면제신청서	39
비자	26
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	24
괌 출입국신고서	20