

Web Search Metrics-CBP.gov

Oct 1, 2018 - Oct 31, 2018

All Users
100.00% Sessions

Visits to CBP.gov

3,391,873
% of Total: 100.00% (3,391,873)



Total Internal Searches

186,298
% of Total: 100.00% (186,298)



Total External Searches (Google)

1,686,307
% of Total: 49.72% (3,391,873)



Organic Search Traffic

Full Referrer	Sessions
google	1,491,269
bing	142,776
yahoo	41,071
baidu	7,412
ask	1,742
naver	597
so.com	487
yandex	178
google images	69
seznam	48

Top Internal Searches by Search Term

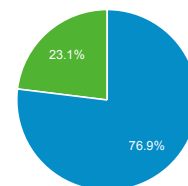
Search Term	Total Unique Searches
renewal global entry for us citizens	2,757
global entry	2,739
login	2,702
esta	1,988
log in	1,958
global entry application for us citizen	1,793
how to renew my global entry us citizen	1,323
logIn	1,260
global entry application status	805
global entry renewal for us citizens	805

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	14,609
(not set)	6,718
global entry application	3,977
global entry login	3,356
trusted traveler program	2,622
cbp.gov	1,623
nexus	1,361
cbp	1,309
us customs and border protection	1,290
esta	1,002

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

