

Web Search Metrics-CBP.gov

Nov 1, 2018 - Nov 30, 2018

All Users
100.00% Sessions

Visits to CBP.gov

3,416,342

% of Total: 100.00% (3,416,342)



Total Internal Searches

185,187

% of Total: 100.00% (185,187)



Total External Searches (Google)

1,612,873

% of Total: 47.21% (3,416,342)



Organic Search Traffic

Full Referrer	Sessions
google	1,437,842
bing	127,097
yahoo	37,137
baidu	6,262
ask	1,716
so.com	540
naver	360
yandex	166
daum	62
google images	28

Top Internal Searches by Search Term

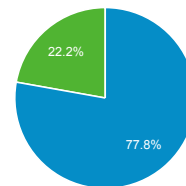
Search Term	Total Unique Searches
global entry	2,951
renewal global entry for us citizens	2,918
login	2,499
log in	1,821
global entry application for us citizen	1,687
esta	1,446
global entry renewal for us citizens	1,296
logIn	1,207
global entry application status	1,189
how to renew my global entry us citizen	1,137

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	12,362
(not set)	6,337
global entry application	3,524
global entry login	2,690
trusted traveler program	2,483
cbp.gov	1,615
nexus	1,407
cbp	1,225
us customs and border protection	1,116
esta	772

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

