


## Web Search Metrics-CBP.gov

Jul 1, 2020 - Jul 31, 2020

**All Users**  
100.00% Sessions

### Sessions

**2,693,626**  
% of Total: 100.00% (2,693,626)



### Visits to CBP.gov

**2,693,626**  
% of Total: 100.00% (2,693,626)



### Total Internal Searches

**110,870**  
% of Total: 100.00% (110,870)



### Total External Searches (Google)

**1,348,022**  
% of Total: 50.04% (2,693,626)



### Organic Search Traffic

Full Referrer	Sessions
google	1,250,396
bing	64,786
yahoo	17,686
duckduckgo	10,053
baidu	3,361
ecosia.org	982
ask	387
naver	202
yandex	65
qwant.com	40

### Sessions by Shared URL

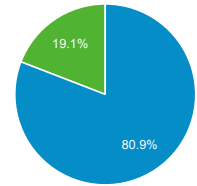
Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/10800-assault-weapons-parts-seized-cbp-louisville	15,785
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/statements-cbp-response-portland-oregon	10,911
www.cbp.govwww.cbp.gov/	3,693
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	3,168
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-detains-chinese-shipment-suspected-forced-labor-products-made	2,844
www.cbp.govwww.cbp.gov/newsroom/local-media-release/az-man-caught-smuggling-migrants-while-hauling-deceased-person	2,680
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/statements-regarding-wall-video-twitter	2,079
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-extends-closure-trusted-traveler-programs-enrollment-centers	1,338
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-postpones-reopening-trusted-traveler-program-enrollment-centers	1,010
www.cbp.govwww.cbp.gov/trade/programs-administration/forced-labor/withhold-release-orders-and-findings	957

### Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	833
renewal global entry for us citizens	697
i-94	668
renew global entry for us citizens	621
i94	560
login for global pass status	539
usmca certificate of origin form	507
covid 19 updates	468
global entry renewal - us citizen	463
login	459

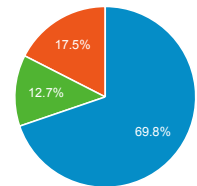
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

<b>Keyword</b>	<b>Sessions</b>
(not set)	13,409
amazon	2,001
global entry	901
cbp	699
cbp.gov	648
global entry login	536
us customs and border protection	332
sentri	310
border patrol	224
customs and border protection	207