


## Web Search Metrics-CBP.gov

Jun 1, 2020 - Jun 30, 2020

**All Users**  
100.00% Sessions


### Sessions

**2,692,300**  
% of Total: 100.00% (2,692,300)



### Visits to CBP.gov

**2,692,300**  
% of Total: 100.00% (2,692,300)




### Total Internal Searches

**116,456**  
% of Total: 100.00% (116,456)



### Total External Searches (Google)

**1,254,365**  
% of Total: 46.59% (2,692,300)



### Organic Search Traffic

Full Referrer	Sessions
google	1,142,691
bing	76,949
yahoo	20,093
duckduckgo	9,212
baidu	3,634
ecosia.org	1,024
ask	416
naver	160
yandex	61
qwant.com	52

### Sessions by Shared URL

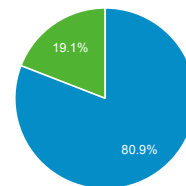
Shared URL	Sessions
www.cbp.govwww.cbp.gov/	5,469
www.cbp.govwww.cbp.gov/newsroom/local-media-release/10800-assault-weapons-parts-seized-cbp-louisville	5,251
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	4,234
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-900k-worth-counterfeit-us-currency	3,818
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/cbp-statement-deployment-cbp-personnel-washington-dc	2,975
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-extends-temporary-closure-trusted-traveler-program-enrollment-0	1,673
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/statement-passing-us-border-patrol-agent-johann-mordan	1,340
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-begin-re-opening-trusted-traveler-programs-enrollment-centers	1,074
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-buffalo-record-largest-northern-border-seizure	855
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agent-stops-attempted-carjacking-shopping-mall	808

### Top Internal Searches by Search Term

Search Term	Total Unique Searches
usmca	1,003
global entry	995
usmca certificate of origin form	977
renewal global entry for us citizens	785
i-94	702
i94	646
usmca form	569
login for global pass status	542
global entry appointments	521
I-94	495

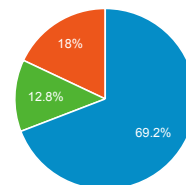
### New vs. Returned Visitors

■ 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)	12,826
amazon	5,706
global entry	1,566
cbp.gov	993
cbp	986
global entry login	955
us customs and border protection	518
senti	422
customs and border protection	323
border patrol	305