


## Web Search Metrics-CBP.gov

May 1, 2020 - May 31, 2020

**All Users**  
100.00% Sessions


### Sessions

**2,326,463**  
% of Total: 100.00% (2,326,463)




### Visits to CBP.gov

**2,326,463**  
% of Total: 100.00% (2,326,463)




### Total Internal Searches

**100,605**  
% of Total: 100.00% (100,605)



### Total External Searches (Google)

**1,020,148**  
% of Total: 43.85% (2,326,463)



### Organic Search Traffic

Full Referrer	Sessions
google	918,829
bing	68,995
yahoo	19,045
duckduckgo	7,778
baidu	3,784
ecosia.org	1,071
ask	399
naver	110
yandex	59
qwant.com	21

### Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	40,087
www.cbp.govwww.cbp.gov/	6,314
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-extends-temporary-closure-trusted-traveler-program-enrollment	3,896
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-extends-temporary-closure-trusted-traveler-program-enrollment-0	3,105
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/tnf/s/hrm-aia-form-page?campaignid=701t0000000ol65aac	1,005
www.cbp.govwww.cbp.gov/careers	971
www.cbp.govwww.cbp.gov/newsroom/local-media-release/guns-drugs-and-money-intercepted-leaving-miami	954
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-intercepts-33-korean-nationals-fraudulent-employment-letters	589
www.cbp.govwww.cbp.gov/newsroom/local-media-release/savannah-cbp-officers-intercept-unsafe-toy-ducks	475
www.cbp.govwww.cbp.gov/careers/frontline-careers/aia/recruiting-form	438

### Top Internal Searches by Search Term

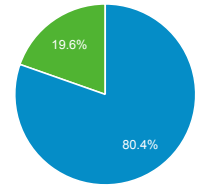
Search Term	Total Unique Searches
i-94	808
global entry	805
i94	723
renewal global entry for us citizens	579
I-94	511
covid 19	490
login for global pass status	362
sentri	340
usmca	338
I94	335

### Top External Searches (Google - as reported)

Keyword	Sessions
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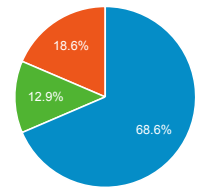
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



(not set)	11,552
amazon	5,828
global entry	1,256
cbp.gov	1,089
cbp	843
global entry login	824
us customs and border protection	530
senti	349
border patrol	340
customs and border protection	331

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