

Web Search Metrics-CBP.gov

Oct 1, 2019 - Oct 31, 2019

All Users
100.00% Sessions

Sessions

4,084,803

% of Total: 100.00% (4,084,803)



Visits to CBP.gov

4,084,803

% of Total: 100.00% (4,084,803)



Total Internal Searches

179,575

% of Total: 100.00% (179,575)



Total External Searches (Google)

1,934,266

% of Total: 47.35% (4,084,803)



Organic Search Traffic

Full Referrer	Sessions
google	1,745,419
bing	126,593
yahoo	37,961
duckduckgo	14,013
baidu	6,334
ecosia.org	1,903
ask	1,254
naver	449
yandex	112
so.com	75

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/stats/sw-border-migration	3,599
www.cbp.govwww.cbp.gov/	2,169
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,757
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-issues-detention-orders-against-companies-suspected-using-forced	1,584
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,075
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	625
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/statement-arrest-uk-citizens-illegally-entering-us-lynden	621
www.cbp.govwww.cbp.gov/travel/international-visitors/agricultural-items	561
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/sentri/how-apply-sentri	485
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	381

Top Internal Searches by Search Term

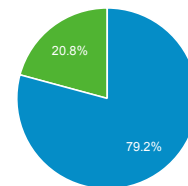
Search Term	Total Unique Searches
global entry	2,880
renewal of global entry for us citizens	2,306
global entry application	1,900
global entry application status	1,860
login for global pass	1,775
login	1,638
log in	1,366
esta	1,311
log in global pass	1,062
renew global entry for us citizens	849

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	20,315

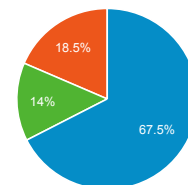
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



global entry	10,834
global entry login	3,649
amazon	3,293
global entry application	2,811
nexus	1,277
cbp.gov	1,183
senti	930
cbp	805
trusted traveler program	740