

Web Search Metrics-CBP.gov

Dec 1, 2021 - Dec 31, 2021

All Users  
100.00% Sessions

Sessions

3,233,329  
% of Total: 100.00% (3,233,329)



Visits to CBP.gov

3,233,329  
% of Total: 100.00% (3,233,329)



Total Internal Searches

104,724  
% of Total: 100.00% (104,724)



Total External Searches (Google)

1,735,661  
% of Total: 53.68% (3,233,329)



Organic Search Traffic

| Full Referrer | Sessions  |
|---------------|-----------|
| google        | 1,593,082 |
| bing          | 90,514    |
| yahoo         | 27,682    |
| duckduckgo    | 18,650    |
| baidu         | 3,014     |
| ecosia.org    | 1,919     |
| naver         | 363       |
| qwant.com     | 157       |
| aol           | 132       |
| yandex        | 78        |

Sessions by Shared URL

| Shared URL  | Sessions |
|---|----------|
| www.cbp.govwww.cbp.gov/   | 2,094    |
| www.cbp.govwww.cbp.gov/careers/apply-now  | 1,871    |
| www.cbp.govwww.cbp.gov/travel/international-visitors/i-94   | 1,049    |
| www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update   | 1,041    |
| www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-addition-i-94-features-cbp-one-mobile-app            | 958      |
| www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items                              | 888      |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry  | 650      |
| www.cbp.govwww.cbp.gov/careers  | 538      |
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/attention-holiday-shoppers-cbp-just-seized-over-30-million-worth-fake | 530      |
| www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-selected-homeland-security-todays-person-year                  | 473      |

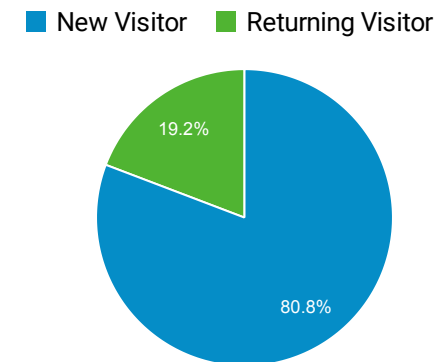
Top Internal Searches by Search Term

| Search Term                        | Total Unique Searches |
|------------------------------------|-----------------------|
| global entry                       | 3,166                 |
| renew global entry for us citizens | 2,209                 |
| global entry renewal               | 1,574                 |
| login                              | 1,285                 |
| log in                             | 1,187                 |
| esta                               | 1,137                 |
| i94                                | 955                   |
| i-94                               | 917                   |
| senti                              | 750                   |
| l-94                               | 728                   |

Top External Searches (Google - as reported)

| Keyword                          | Sessions |
|----------------------------------|----------|
| (not set)                        | 21,028   |
| global entry                     | 476      |
| global entry application         | 129      |
| cbp                              | 99       |
| cbp.gov                          | 95       |
| senti                            | 74       |
| 글로벌엔트리                           | 49       |
| us customs and border protection | 42       |
| CBP                              | 36       |
| nexus                            | 35       |

New vs. Returned Visitors



Avg. Visits per Visitor

