

Web Search Metrics-CBP.gov

Oct 1, 2021 - Oct 31, 2021

All Users
100.00% Sessions

Sessions

3,523,739
% of Total: 100.00% (3,523,739)



Visits to CBP.gov

3,523,739
% of Total: 100.00% (3,523,739)



Total Internal Searches

119,959
% of Total: 100.00% (119,959)



Total External Searches (Google)

1,727,827
% of Total: 49.03% (3,523,739)



Organic Search Traffic

Full Referrer	Sessions
google	1,559,545
bing	105,450
yahoo	33,519
duckduckgo	23,477
baidu	2,985
ecosia.org	1,969
naver	366
qwant.com	230
aol	118
yandex	82

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	5,462
www.cbp.govwww.cbp.gov/newsroom/local-media-release/resumption-hours-operation-california-ports-entry	2,894
www.cbp.govwww.cbp.gov/careers/apply-now	2,460
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-announces-modifications-vehicular-traffic-processing-hours-los	1,716
www.cbp.govwww.cbp.gov/careers	1,111
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-releases-september-2021-monthly-operational-update	1,087
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,057
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	796
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	782
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	652

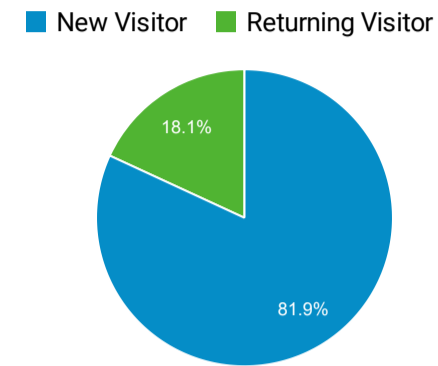
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	3,684
renew global entry for us citizens	2,824
global entry renewal	2,000
login	1,326
log in	1,188
esta	952
renewal	876
i94	827
covid	779
senti	771

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	25,798
global entry	711
cbp	202
global entry application	190
cbp.gov	147
senti	64
글로벌엔트리	55
us customs and border protection	49
CBP	44
U.S. Customs and Border Protection	44

New vs. Returned Visitors



Avg. Visits per Visitor

