

Web Search Metrics-CBP.gov

Jan

All Users
100.00% Sessions

Sessions

3,757,379

% of Total: 100.00% (3,757,379)



Visits to CBP.gov

3,757,379

% of Total: 100.00% (3,757,379)



Total Internal Searches

114,898

% of Total: 100.00% (114,898)



Total External Searches (Google)

1,772,290

% of Total: 47.17% (3,757,379)



Organic Search Traffic

Full Referrer	Sessions
google	1,614,751
bing	99,455
yahoo	30,687
duckduckgo	19,139
baidu	2,450
ecosia.org	1,811
naver	319
aol	179
qwant.com	162
yandex	74

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	2,341
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,454
www.cbp.govwww.cbp.gov/careers/apply-now	917
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	900
www.cbp.govwww.cbp.gov/newsroom/local-media-release/indianapolis-cbp-intercepts-1207-counterfeit-driver-s-licenses	852
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	775
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-mobile-passport-control-changes	652
www.cbp.govwww.cbp.gov/newsroom/local-media-release/minnesota-cbp-stops-deadly-introduction-bushmeat-us	644
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	575
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/s/hrm-tnf-home?campaignid=701t0000000chocaa&i&type=nonamo	514

Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry for us citizens	2,667
global entry	2,419
global entry application	2,211
global entry renewal	1,737

New vs. Return

■ New Visits



Avg. Visits per Session

■ 1



login	1,441
log in	1,264
esta	1,059
i94	996
i-94	918
renewal	846

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	21,082
global entry	481
global entry application	126
cbp	100
cbp.gov	74
senti	52
CBP	47
visa waiver program	45
us customs and border protection	43
nexus	41