

Web Search Metrics-CBP.gov

Sep 1, 2022 - Sep 30, 2022

All Users
100.00% Sessions

Sessions

4,955,263
% of Total: 100.00% (4,955,263)



Visits to CBP.gov

4,955,263
% of Total: 100.00% (4,955,263)



Total Internal Searches

106,794
% of Total: 100.00% (106,794)



Total External Searches (Google)

2,507,331
% of Total: 50.60% (4,955,263)



Organic Search Traffic

Full Referrer	Sessions
google	2,286,946
bing	145,348
yahoo	40,745
duckduckgo	28,650
baidu	2,402
ecosia.org	2,365
naver	438
aol	161
qwant.com	135
yandex	62

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	3,881
www.cbp.govwww.cbp.gov/	2,197
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,270
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	1,248
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,218
www.cbp.govwww.cbp.gov/newsroom/stats/cbp-enforcement-statistics	737
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	716
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	701
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	640
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-releases-july-2022-monthly-operational-update	597

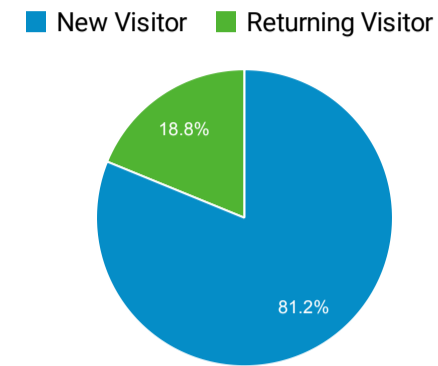
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,423
global entry application	1,418
log in global entry	1,402
login	1,384
renew global entry card	1,000
global entry	863
i-94	859
esta	742
global entry login	717
log in	687

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	30,552
global entry	190
cbp	66
global entry application	50
global entry login	42
CBP	29
esta	27
nexus	27
us customs and border protection	22
sentri login	20

New vs. Returned Visitors



Avg. Visits per Visitor

