

Web Search Metrics-CBP.gov

Jul 1, 2016 - Jul 31, 2016

 All Users
100.00% Sessions

Visits to CBP.gov

3,280,261
% of Total: 100.00% (3,280,261)



Total Internal Searches

157,098
% of Total: 100.00% (157,098)



Total External Searches (Google)

1,587,273
% of Total: 48.39% (3,280,261)



Organic Search Traffic

Full Referrer	Sessions
google	1,392,068
bing	113,713
yahoo	58,094
baidu	8,231
aol	3,662
ask	2,678
naver	715
so.com	564
sogou	223
yandex	210

Top Internal Searches by Search Term

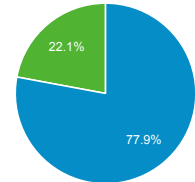
Search Term	Total Unique Searches
global entry	2,749
I-94	1,545
esta	1,479
i94	1,472
i-94	1,350
log in	1,282
login	1,221
goes	1,059
I94	979
nexus	752

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	12,575
(not set)	7,884
i94	2,739
i-94	2,164
cbp	1,706
global entry application	1,238
cbp.gov	1,226
nexus	1,161
us customs	891
border patrol	865

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

