

Web Search Metrics-CBP.gov

Nov 1, 2016 - Nov 30, 2016

All Users
100.00% Sessions

Visits to CBP.gov

3,091,541

% of Total: 100.00% (3,091,541)



Total Internal Searches

158,203

% of Total: 100.00% (158,203)



Total External Searches (Google)

1,507,071

% of Total: 48.75% (3,091,541)



Organic Search Traffic

Full Referrer	Sessions
google	1,283,856
bing	101,086
baidu	57,983
yahoo	45,148
so.com	9,804
aol	2,175
ask	2,082
sogou	1,996
naver	694
yandex	446

Top Internal Searches by Search Term

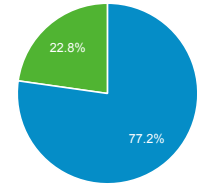
Search Term	Total Unique Searches
evus	2,130
i94	1,711
global entry	1,628
global entry online application form	1,415
i-94	1,356
esta	1,078
EVUS	988
login	955
I-94	921
I94	915

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	56,747
global entry	6,179
evus	4,194
www.cbp.gov/evus	2,282
www.evus.gov	1,962
cbp	1,574
i-94	1,455
i94	1,390
evus官网	1,345
nafta	1,009

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

