

Web Search Metrics-CBP.gov

Feb 1, 2016 - Feb 29, 2016

 All Users
100.00% Sessions

Visits to CBP.gov

2,596,256

% of Total: 100.00% (2,596,256)



Total Internal Searches

170,781

% of Total: 100.00% (170,781)



Total External Searches (Google)

1,188,989

% of Total: 45.80% (2,596,256)



Organic Search Traffic

Full Referrer	Sessions
google	1,043,047
bing	89,319
yahoo	47,776
baidu	3,171
aol	2,597
ask	2,196
naver	574
yandex	313
avg	271
so.com	193

Top Internal Searches by Search Term

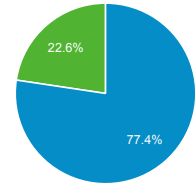
Search Term	Total Unique Searches
ctpat	10,123
global entry	2,309
i94	1,852
I-94	1,807
i-94	1,616
esta	1,437
I94	1,179
goes	830
login	795
log in	785

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	5,647
(not set)	3,068
i94	2,990
i-94	2,451
esta	1,794
cbp	1,556
cbp.gov	1,503
border patrol	1,054
us customs	986
nexus	881

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

