

# Web Search Metrics-CBP.gov

Oct 1, 2016 - Oct 31, 2016

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,027,529**

% of Total: 100.00% (3,027,529)



## Total Internal Searches

**173,154**

% of Total: 100.00% (173,154)



## Total External Searches (Google)

**1,538,849**

% of Total: 50.83% (3,027,529)



## Organic Search Traffic

| Full Referrer | Sessions  |
|---------------|-----------|
| google        | 1,345,448 |
| bing          | 113,423   |
| yahoo         | 48,376    |
| baidu         | 26,787    |
| aol           | 2,566     |
| ask           | 2,195     |
| so.com        | 1,933     |
| sogou         | 547       |
| naver         | 529       |
| yandex        | 407       |

## Top Internal Searches by Search Term

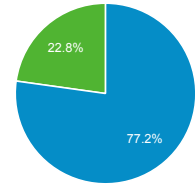
| Search Term                     | Total Unique Searches |
|---------------------------------|-----------------------|
| i94                             | 2,478                 |
| evus                            | 2,464                 |
| i-94                            | 1,784                 |
| global entry                    | 1,694                 |
| EVUS                            | 1,396                 |
| I-94                            | 1,306                 |
| global entry online application | 1,301                 |
| I94                             | 1,283                 |
| i-94 record                     | 1,187                 |
| esta                            | 1,146                 |

## Top External Searches (Google - as reported)

| Keyword                  | Sessions |
|--------------------------|----------|
| (not set)                | 26,514   |
| global entry             | 7,561    |
| i-94                     | 2,517    |
| i94                      | 2,153    |
| evus                     | 1,558    |
| cbp                      | 1,548    |
| esta                     | 1,431    |
| global entry application | 1,285    |
| cbp.gov                  | 980      |
| nafta                    | 926      |

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

