

# Web Search Metrics-CBP.gov

Sep 1, 2016 - Sep 30, 2016

 All Users  
100.00% Sessions

## Visits to CBP.gov

**3,124,794**

% of Total: 100.00% (3,124,794)



## Total Internal Searches

**151,920**

% of Total: 100.00% (151,920)



## Total External Searches (Google)

**1,467,616**

% of Total: 46.97% (3,124,794)



## Organic Search Traffic

Full Referrer	Sessions
google	1,276,761
bing	116,500
yahoo	52,642
baidu	12,061
aol	3,277
ask	1,873
so.com	1,234
naver	526
sogou	351
yandex	320

## Top Internal Searches by Search Term

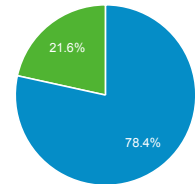
Search Term	Total Unique Searches
global entry	2,155
i94	2,029
i-94	1,635
I-94	1,329
login	1,139
esta	1,105
log in	1,098
I94	959
goes	821
senri	729

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	11,301
global entry	9,373
i94	3,398
i-94	2,752
cbp	1,544
esta	1,508
global entry application	1,331
cbp.gov	1,088
nafta	863
border patrol	857

## New vs. Returned Visitors

 New Visitor  Returning Visitor



## Avg. Visits per Visitor

 1  2  Other

