

Web Search Metrics-CBP.gov

Jul 1, 2017 - Jul 31, 2017

All Users
100.00% Sessions

Visits to CBP.gov

3,217,838

% of Total: 100.00% (3,217,838)



Total Internal Searches

163,688

% of Total: 100.00% (163,688)



Total External Searches (Google)

1,640,353

% of Total: 50.98% (3,217,838)



Organic Search Traffic

Full Referrer	Sessions
google	1,455,917
bing	108,708
yahoo	50,993
baidu	15,784
so.com	2,926
aol	2,501
ask	2,075
naver	786
sogou	670
yandex	258

Top Internal Searches by Search Term

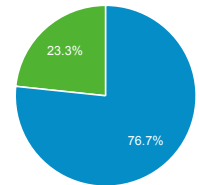
Search Term	Total Unique Searches
global entry online application form	2,223
global entry	1,829
esta	1,522
login	1,283
log in	1,154
i94	1,126
goes account	983
i-94	944
renewal global entry	828
I-94	806

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	14,790
global entry	6,188
global entry application	1,241
cbp	1,144
nexus	710
i94	702
cbp.gov	547
esta	531
us customs and border protection	515
www.cbp.gov/evus	508

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

