

Web Search Metrics-CBP.gov

Nov 1, 2017 - Nov 30, 2017

All Users
100.00% Sessions

Visits to CBP.gov

2,767,090

% of Total: 100.00% (2,767,090)



Total Internal Searches

140,866

% of Total: 100.00% (140,866)



Total External Searches (Google)

1,504,346

% of Total: 54.37% (2,767,090)



Organic Search Traffic

| Full Referrer | Sessions |
|---------------|-----------|
| google | 1,338,798 |
| bing | 105,125 |
| yahoo | 41,847 |
| baidu | 11,902 |
| ask | 1,870 |
| aol | 1,754 |
| so.com | 1,118 |
| naver | 714 |
| yandex | 271 |
| daum | 94 |

Top Internal Searches by Search Term

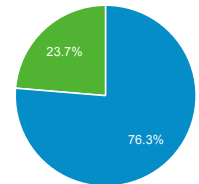
| Search Term | Total Unique Searches |
|--------------------------------------|-----------------------|
| login | 1,926 |
| global entry | 1,905 |
| log in | 1,666 |
| esta | 1,116 |
| i94 | 931 |
| goes account | 837 |
| global entry online application form | 801 |
| i-94 | 733 |
| global entry application | 660 |
| renewal global entry | 658 |

Top External Searches (Google - as reported)

| Keyword | Sessions |
|--|----------|
| (not set) | 11,480 |
| global entry | 2,062 |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival | 818 |
| cbp | 602 |
| global entry application | 433 |
| esta | 333 |
| nexus | 246 |
| trusted traveler program | 241 |
| https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply | 232 |
| cbp.gov | 228 |

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

