

# Web Search Metrics-CBP.gov

Jan 1, 2017 - Jan 31, 2017

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,702,518**

% of Total: 100.00% (3,702,518)



## Total Internal Searches

**178,108**

% of Total: 100.00% (178,108)



## Total External Searches (Google)

**1,878,839**

% of Total: 50.74% (3,702,518)



## Organic Search Traffic

Full Referrer	Sessions
google	1,667,906
bing	123,390
yahoo	56,734
baidu	20,825
so.com	4,165
aol	2,826
ask	2,811
sogou	967
yandex	536
naver	417

## Top Internal Searches by Search Term

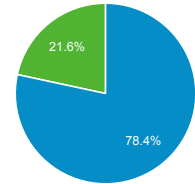
Search Term	Total Unique Searches
global entry online application form	2,387
global entry	2,100
i94	1,770
i-94	1,469
esta	1,279
login	1,234
log in	1,192
goes account	1,151
l-94	1,000
i-94 record	978

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	20,706
global entry	8,775
cbp	1,718
global entry application	1,688
i-94	1,236
i94	1,203
border patrol	1,150
cbp.gov	1,063
evus	1,023
esta	935

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

