

Web Search Metrics-CBP.gov

Dec 1, 2016 - Dec 31, 2016

All Users
100.00% Sessions

Visits to CBP.gov

2,687,458

% of Total: 100.00% (2,687,458)



Total Internal Searches

141,577

% of Total: 100.00% (141,577)



Total External Searches (Google)

1,381,659

% of Total: 51.41% (2,687,458)



Organic Search Traffic

Full Referrer	Sessions
google	1,208,400
bing	87,604
yahoo	41,731
baidu	34,953
so.com	5,603
aol	1,952
sogou	1,860
ask	1,785
naver	782
yandex	442

Top Internal Searches by Search Term

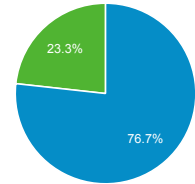
Search Term	Total Unique Searches
global entry	1,735
i94	1,487
i-94	1,240
global entry online application form	1,231
esta	1,089
evus	944
I-94	913
log in	878
I94	860
i-94 record	857

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	33,746
global entry	5,168
www.evus.gov	1,443
evus	1,435
cbp	1,358
www.cbp.gov/evus	1,342
i94	1,254
i-94	1,225
global entry application	895
evus官网	838

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

