

Web Search Metrics-CBP.gov

Jun 1, 2017 - Jun 30, 2017

All Users
100.00% Sessions

Visits to CBP.gov

3,155,332

% of Total: 100.00% (3,155,332)



Total Internal Searches

165,142

% of Total: 100.00% (165,142)



Total External Searches (Google)

1,611,150

% of Total: 51.06% (3,155,332)



Organic Search Traffic

Full Referrer	Sessions
google	1,420,350
bing	115,693
yahoo	51,721
baidu	15,461
so.com	3,989
aol	2,887
ask	2,590
naver	677
sogou	589
yandex	272

Top Internal Searches by Search Term

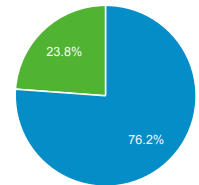
Search Term	Total Unique Searches
global entry online application form	2,479
global entry	2,144
esta	1,861
login	1,361
log in	1,283
goes account	1,095
i94	1,070
i-94	924
renewal global entry	750
l-94	699

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	15,119
global entry	8,549
global entry application	1,446
cbp	1,362
esta	985
nexus	960
i94	897
us customs and border protection	773
www.cbp.gov/evus	726
evus官网	634

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

