

Web Search Metrics-CBP.gov

May 1, 2017 - May 31, 2017

All Users
100.00% Sessions

Visits to CBP.gov

3,125,971

% of Total: 100.00% (3,125,971)



Total Internal Searches

163,232

% of Total: 100.00% (163,232)



Total External Searches (Google)

1,602,976

% of Total: 51.28% (3,125,971)



Organic Search Traffic

Full Referrer	Sessions
google	1,405,811
bing	118,796
yahoo	52,883
baidu	16,222
so.com	3,965
aol	3,218
ask	2,440
sogou	985
naver	552
yandex	370

Top Internal Searches by Search Term

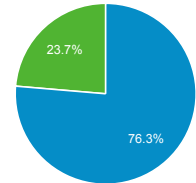
Search Term	Total Unique Searches
global entry online application form	2,168
global entry	1,912
esta	1,648
i94	1,377
log in	1,250
login	1,218
i-94	1,171
goes account	1,110
l-94	873
renewal global entry	795

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	15,788
global entry	8,386
cbp	1,447
global entry application	1,379
www.cbp.gov/evus	992
esta	900
i94	843
us customs and border protection	800
nexus	795
border patrol	773

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

