

All Users  
100.00% Sessions

Visits to CBP.gov

**3,709,174**

% of Total: 100.00% (3,709,174)



Total Internal Searches

**167,577**

% of Total: 100.00% (167,577)



Total External Searches (Google)

**1,678,858**

% of Total: 45.26% (3,709,174)



Organic Search Traffic

Full Referrer	Sessions
google	1,484,304
bing	118,731
yahoo	56,076
baidu	13,189
aol	2,947
ask	2,307
so.com	953
sogou	819
naver	744
yandex	149

Top Internal Searches by Search Term

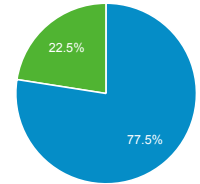
Search Term	Total Unique Searches
global entry online application form	2,302
global entry	1,965
i94	1,707
esta	1,304
i-94	1,262
goes account	1,180
login	1,174
log in	1,133
i-94 record	933
I-94	907

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,231
global entry	7,654
cbp	1,874
global entry application	1,519
border patrol	1,301
cbp.gov	1,112
esta	1,061
i-94	937
i94	934
nexus	928

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

