

Web Search Metrics-CBP.gov

Mar 1, 2017 - Mar 31, 2017

All Users
100.00% Sessions

Visits to CBP.gov

3,751,636

% of Total: 100.00% (3,751,636)



Total Internal Searches

184,292

% of Total: 100.00% (184,292)



Total External Searches (Google)

1,796,340

% of Total: 47.88% (3,751,636)



Organic Search Traffic

Full Referrer	Sessions
google	1,576,823
bing	129,623
yahoo	59,097
baidu	15,401
so.com	4,454
aol	3,438
ask	2,703
sogou	1,009
naver	638
yandex	371

Top Internal Searches by Search Term

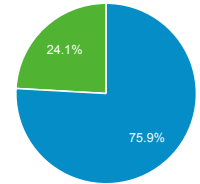
Search Term	Total Unique Searches
global entry online application form	2,608
global entry	2,511
i94	1,657
esta	1,564
i-94	1,470
login	1,435
log in	1,315
goes account	1,253
i-94 record	1,088
I-94	1,064

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	14,587
global entry	9,791
global entry application	1,697
cbp	1,678
border patrol	1,180
cbp.gov	1,109
www.cbp.gov/evus	1,055
esta	937
nexus	911
i94	875

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

