

Web Search Metrics-CBP.gov

Apr 1, 2017 - Apr 30, 2017

All Users
100.00% Sessions

Visits to CBP.gov

2,996,178

% of Total: 100.00% (2,996,178)



Total Internal Searches

159,865

% of Total: 100.00% (159,865)



Total External Searches (Google)

1,510,601

% of Total: 50.42% (2,996,178)



Organic Search Traffic

Full Referrer	Sessions
google	1,330,238
bing	108,199
yahoo	49,839
baidu	15,166
so.com	3,926
aol	2,477
ask	2,431
sogou	1,089
naver	689
yandex	406

Top Internal Searches by Search Term

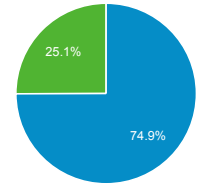
Search Term	Total Unique Searches
global entry online application form	2,263
global entry	2,062
esta	1,806
i94	1,459
i-94	1,219
log in	1,196
login	1,156
goes account	1,135
i-94 record	977
I-94	914

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	14,495
global entry	7,668
cbp	1,488
global entry application	1,277
www.cbp.gov/evus	957
esta	944
border patrol	919
nexus	803
i94	776
cbp.gov	772

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

