


Web Search Metrics-CBP.gov

Oct 1, 2017 - Oct 31, 2017

All Users
100.00% Sessions


Visits to CBP.gov

2,880,651
% of Total: 100.00% (2,880,651)




Total Internal Searches

156,057
% of Total: 100.00% (156,057)



Total External Searches (Google)

1,599,696
% of Total: 55.53% (2,880,651)



Organic Search Traffic

Full Referrer	Sessions
google	1,409,755
bing	113,120
yahoo	50,104
baidu	10,973
ask	2,416
aol	2,387
so.com	1,003
naver	744
yandex	277
twitter_organic	150

Top Internal Searches by Search Term

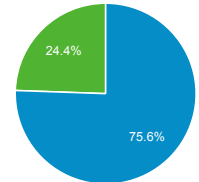
Search Term	Total Unique Searches
login	2,728
log in	2,460
global entry	2,028
esta	1,305
goes account	1,291
i94	1,102
global entry application	1,089
i-94	906
renewal global entry	737
sign in with my password	682

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	10,750
global entry	2,638
cbp	732
global entry application	576
esta	396
nexus	369
trusted traveler program	357
i94	342
border patrol	270
goes	234

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

