

Web Search Metrics-CBP.gov

Sep 1, 2017 - Sep 30, 2017

All Users
100.00% Sessions

Visits to CBP.gov

2,657,276

% of Total: 100.00% (2,657,276)



Total Internal Searches

138,093

% of Total: 100.00% (138,093)



Total External Searches (Google)

1,349,976

% of Total: 50.80% (2,657,276)



Organic Search Traffic

Full Referrer	Sessions
google	1,194,736
bing	91,000
yahoo	41,792
twitter_organic	14,636
baidu	12,641
so.com	2,208
ask	1,761
aol	1,623
naver	777
facebook_organic	128

Top Internal Searches by Search Term

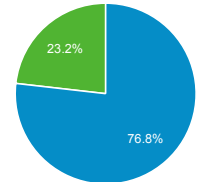
Search Term	Total Unique Searches
global entry	1,551
global entry online application form	1,505
esta	1,383
i94	1,271
login	1,107
log in	1,001
i-94	940
goes account	874
l-94	725
renewal global entry	644

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	12,597
global entry	2,250
cbp	661
global entry application	412
i94	388
esta	355
nexus	342
border patrol	251
us customs	251
cbp.gov	249

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

