

# Web Search Metrics-CBP.gov

Aug 1, 2017 - Aug 31, 2017

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,185,180**

% of Total: 100.00% (3,185,180)



## Total Internal Searches

**173,616**

% of Total: 100.00% (173,616)



## Total External Searches (Google)

**1,626,297**

% of Total: 51.06% (3,185,180)



## Organic Search Traffic

Full Referrer	Sessions
google	1,423,764
bing	113,834
yahoo	50,549
baidu	21,647
so.com	2,559
aol	2,482
ask	2,463
twitter_organic	992
naver	678
sogou	525

## Top Internal Searches by Search Term

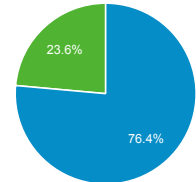
Search Term	Total Unique Searches
global entry	1,989
i94	1,734
esta	1,579
i-94	1,325
login	1,290
global entry online application form	1,285
log in	1,128
goes account	1,025
l-94	1,010
I94	967

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	20,169
global entry	3,685
global entry application	864
cbp	844
i94	709
nexus	457
i-94	426
www.cbp.gov/evus	423
cbp.gov	416
esta	378

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

