

Web Search Metrics-CBP.gov

Mar 1, 2018 - Mar 31, 2018

All Users
100.00% Sessions

Visits to CBP.gov

3,763,025

% of Total: 100.00% (3,763,025)



Total Internal Searches

222,771

% of Total: 100.00% (222,771)



Total External Searches (Google)

1,778,675

% of Total: 47.27% (3,763,025)



Organic Search Traffic

Full Referrer	Sessions
google	1,589,206
bing	127,584
yahoo	42,285
baidu	13,509
ask	2,071
naver	514
so.com	483
yandex	399
avg	46
aol	38

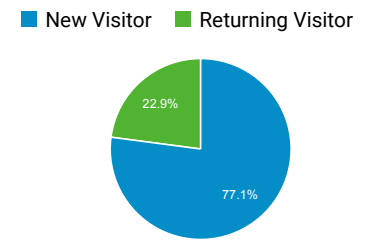
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry application for us citizen	2,751
global entry	2,504
login	2,160
i94	1,984
renewal global entry for us citizens	1,774
esta	1,566
log in	1,481
travel id visa esta	1,304
i-94	1,217
default files 2017 Jan Six Month Club U pdate 12 5 16 pdf	979

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	12,860
global entry	1,920
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	585
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	560
global entry application	437
cbp	417
esta	328
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	299
nexus	213
i94	196

New vs. Returned Visitors



Avg. Visits per Visitor

