

Web Search Metrics-CBP.gov

Jan 1, 2018 - Jan 31, 2018

All Users
100.00% Sessions

Visits to CBP.gov

3,399,391

% of Total: 100.00% (3,399,391)



Total Internal Searches

177,515

% of Total: 100.00% (177,515)



Total External Searches (Google)

1,732,968

% of Total: 50.98% (3,399,391)



Organic Search Traffic

Full Referrer	Sessions
google	1,543,167
bing	127,245
yahoo	43,737
baidu	13,878
ask	2,027
naver	558
so.com	524
yandex	190
aol	150
avg	82

Top Internal Searches by Search Term

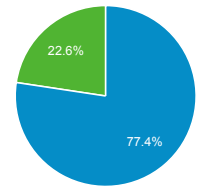
Search Term	Total Unique Searches
global entry	2,429
login	2,250
log in	1,743
esta	1,438
global entry application	1,272
i94	1,268
i-94	1,120
renewal global entry	1,107
I-94	875
goes account	820

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,474
global entry	1,858
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	944
cbp	505
global entry application	484
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	395
esta	333
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	290
nexus	239
trusted traveler program	225

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

