

DHS.gov Search Web Performance Metrics

Dec 1, 2017 - Dec 31, 2017

All Users
100.00% Sessions

Visits to DHS.gov

2,537,718

% of Total: 100.00% (2,537,718)



Total Internal Searches

122,945

% of Total: 100.00% (122,945)



Total External Searches (Google)

1,339,744

% of Total: 52.79% (2,537,718)



Top Internal Searches by Search Term

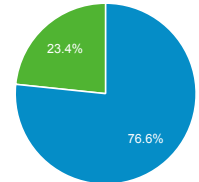
Search Term	Total Unique Searches
login	1,624
global entry	1,618
log in	1,321
esta	1,058
global entry online application form	1,001
i94	868
i-94	793
I-94	604
goes account	575
renewal global entry	530

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	11,626
global entry	1,371
cbp	474
border patrol recruitment	411
global entry application	353
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	353
esta	271
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	248
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	243
nexus	215

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

