

# Web Search Metrics-CBP.gov

Jun 1, 2018 - Jun 30, 2018



## Visits to CBP.gov

**3,867,087**

% of Total: 100.00% (3,867,087)



## Total Internal Searches

**193,480**

% of Total: 100.00% (193,480)



## Total External Searches (Google)

**1,970,974**

% of Total: 50.97% (3,867,087)



## Organic Search Traffic

Full Referrer	Sessions
google	1,776,880
bing	136,643
yahoo	49,805
baidu	13,139
ask	2,039
naver	719
so.com	641
yandex	320
daum	70
avg	23

## Top Internal Searches by Search Term

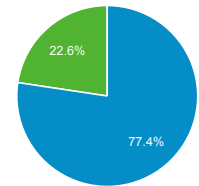
Search Term	Total Unique Searches
global entry	2,979
global entry application for us citizen	2,708
login	2,140
esta	1,730
renewal global entry for us citizens	1,548
log in	1,423
renew global entry for us citizens	1,121
i94	1,017
logIn	1,010
application for global entry us citizen	913

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	12,352
global entry	1,032
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	665
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	333
cbp	291
global entry application	244
esta	168
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	145
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/frequently-asked-questions	133
cache:https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	124

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

