

# Web Search Metrics-CBP.gov

May 1, 2018 - May 31, 2018

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,743,097**

% of Total: 100.00% (3,743,097)



## Total Internal Searches

**201,790**

% of Total: 100.00% (201,790)



## Total External Searches (Google)

**1,846,631**

% of Total: 49.33% (3,743,097)



## Organic Search Traffic

Full Referrer	Sessions
google	1,659,962
bing	132,365
yahoo	42,476
baidu	13,100
ask	1,965
so.com	1,096
naver	884
yandex	446
daum	83
startsiden	53

## Top Internal Searches by Search Term

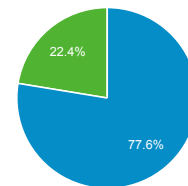
Search Term	Total Unique Searches
global entry	2,832
global entry application for us citizen	2,245
login	2,158
esta	2,000
renewal global entry for us citizens	1,626
log in	1,438
travel id visa esta	1,264
i94	1,144
renew global entry for us citizens	930
logIn	895

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,248
global entry	1,000
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	522
cbp	351
global entry application	276
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	274
esta	214
nexus	159
cbp.gov	142
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	133

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

