

# Web Search Metrics-CBP.gov

Apr 1, 2018 - Apr 30, 2018

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,594,145**

% of Total: 100.00% (3,594,145)



## Total Internal Searches

**198,010**

% of Total: 100.00% (198,010)



## Total External Searches (Google)

**1,789,846**

% of Total: 49.80% (3,594,145)



## Organic Search Traffic

Full Referrer	Sessions
google	1,611,614
bing	126,448
yahoo	43,885
baidu	12,305
ask	1,813
naver	660
so.com	645
yandex	312
daum	58
sogou	51

## Top Internal Searches by Search Term

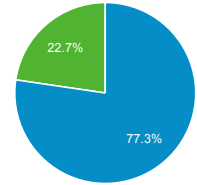
Search Term	Total Unique Searches
global entry	2,678
global entry application for us citizen	2,188
esta	2,006
login	1,888
renewal global entry for us citizens	1,607
travel id visa esta	1,448
log in	1,280
i94	1,042
logIn	847
i-94	808

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	12,298
global entry	1,315
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	954
cbp	415
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	410
esta	310
global entry application	273
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	209
nexus	197
www.cbp.gov/evus	157

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

