

# Web Search Metrics-CBP.gov

Sep 1, 2018 - Sep 30, 2018

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,237,654**

% of Total: 100.00% (3,237,654)



## Total Internal Searches

**175,761**

% of Total: 100.00% (175,761)



## Total External Searches (Google)

**1,627,271**

% of Total: 50.26% (3,237,654)



## Organic Search Traffic

Full Referrer	Sessions
google	1,454,597
bing	128,744
yahoo	39,342
baidu	8,708
ask	1,480
so.com	746
naver	517
google images	79
yandex	79
daum	39

## Top Internal Searches by Search Term

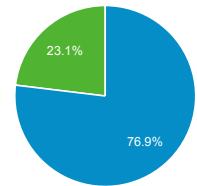
Search Term	Total Unique Searches
global entry	2,548
login	2,268
global entry application for us citizen	1,998
renewal global entry for us citizens	1,984
esta	1,974
log in	1,644
renew global entry for us citizens	1,335
travel us citizens automated passport control apc	1,274
logIn	1,088
i94	945

## Top External Searches (Google - as reported)

Keyword	Sessions
global entry	12,767
(not set)	8,170
global entry application	3,403
global entry login	3,102
trusted traveler program	2,056
cbp.gov	1,273
cbp	1,228
nexus	1,223
us customs and border protection	1,196
tsa global entry	860

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

