

Web Search Metrics-CBP.gov

Jul 1, 2018 - Jul 31, 2018

All Users
100.00% Sessions

Visits to CBP.gov

3,837,297

% of Total: 100.00% (3,837,297)



Total Internal Searches

200,055

% of Total: 100.00% (200,055)



Total External Searches (Google)

1,986,916

% of Total: 51.78% (3,837,297)



Organic Search Traffic

Full Referrer	Sessions
google	1,789,811
bing	136,548
yahoo	46,932
baidu	12,937
ask	2,298
naver	1,002
so.com	536
daum	109
yandex	54
images.google	47

Top Internal Searches by Search Term

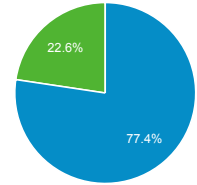
Search Term	Total Unique Searches
global entry	2,879
global entry application for us citizen	2,779
login	2,276
esta	2,028
renewal global entry for us citizens	1,592
log in	1,522
application for global entry us citizen	1,047
logIn	995
i94	967
renew global entry for us citizens	899

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,528
global entry	1,125
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	552
cbp	331
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	282
global entry application	245
esta	160
nexus	160
CBP	127
us customs	126

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

