

# Web Search Metrics-CBP.gov

Aug 1, 2018 - Aug 31, 2018

All Users  
100.00% Sessions

## Visits to CBP.gov

**3,880,620**

% of Total: 100.00% (3,880,620)



## Total Internal Searches

**201,731**

% of Total: 100.00% (201,731)



## Total External Searches (Google)

**1,987,081**

% of Total: 51.21% (3,880,620)



## Organic Search Traffic

Full Referrer	Sessions
google	1,785,857
bing	140,460
yahoo	47,247
baidu	13,784
ask	1,902
naver	629
so.com	527
yandex	110
google images	63
daum	47

## Top Internal Searches by Search Term

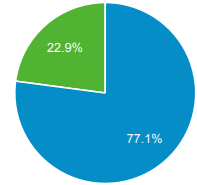
Search Term	Total Unique Searches
global entry	2,847
login	2,808
global entry application for us citizen	2,398
log in	2,016
renewal global entry for us citizens	1,996
esta	1,869
global entry renewal for us citizens	1,351
logIn	1,201
i94	1,157
application for global entry us citizen	914

## Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,396
global entry	1,386
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	449
global entry application	340
cbp	300
https://www.cbp.gov/travel/trusted-traveler-programs/global-entry	249
i94	241
nexus	191
esta	181
global entry login	168

## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

