

## Web Search Metrics-CBP.gov

Dec 1, 2018 - Dec 31, 2018

 All Users  
100.00% Sessions

### Visits to CBP.gov

**3,206,015**

% of Total: 100.00% (3,206,015)



### Total Internal Searches

**157,823**

% of Total: 100.00% (157,823)



### Total External Searches (Google)

**1,500,613**

% of Total: 46.81% (3,206,015)



### Organic Search Traffic

Full Referrer	Sessions
google	1,348,778
bing	110,321
yahoo	33,204
baidu	6,090
ask	1,568
naver	423
so.com	130
daum	78
sogou	52
yandex	46

### Top Internal Searches by Search Term

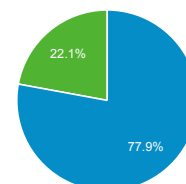
Search Term	Total Unique Searches
global entry	2,639
login	1,962
renewal global entry for us citizens	1,778
how to renew my global entry us citizen	1,607
log in	1,464
esta	1,280
global entry application for us citizen	1,162
global entry renewal for us citizens	1,015
renew global entry for us citizens	1,001
global entry application status	911

### Top External Searches (Google - as reported)

Keyword	Sessions
global entry	10,611
(not set)	5,985
global entry application	2,819
global entry login	2,160
trusted traveler program	2,020
cbp.gov	1,394
nexus	1,138
us customs and border protection	1,137
cbp	1,019
amazon	971

### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

