Web Search Metrics-CBP.gov

Jun 1, 2020 - Jun 30, 2020

All Users

100.00% Sessions

Sessions

2,692,300
% of Total: 100.00% (2,692,300)

Visits to CBP.gov

2,692,300
% of Total: 100.00% (2,692,300)

Total Internal Searches

116,456
% of Total: 100.00% (116,456)

Total External Searches (Google)

1,254,365
% of Total: 46.59% (2,692,300)

Organic Search Traffic

Full Referrer | Sessions
---|---
google | 1,142,691
bing | 76,949
yahoo | 20,093
duckduckgo | 9,212
baidu | 3,634
ecosia.org | 1,024
ask | 416
naver | 160
yandex | 61
qwant.com | 52

Sessions by Shared URL

Shared URL | Sessions
---|---
www.cbp.gov/www.cbp.gov/ | 5,469

Top Internal Searches by Search Term

Search Term | Total Unique Searches
---|---
usmca | 1,003
global entry | 995
usmca certificate of origin form | 977
renewal global entry for us citizens | 785
i-94 | 702
i94 | 646
usmca form | 569
login for global pass status | 542
global entry appointments | 521
I-94 | 495

New vs. Returned Visitors

New Visitor | Returning Visitor
---|---
19.1% | 80.9%

Avg. Visits per Visitor

1 2 Other

--- | --- | ---
19.8% | 12.8% | 69.2%

Go to report
<table>
<thead>
<tr>
<th>Keyword</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>(not set)</td>
<td>12,826</td>
</tr>
<tr>
<td>amazon</td>
<td>5,706</td>
</tr>
<tr>
<td>global entry</td>
<td>1,566</td>
</tr>
<tr>
<td>cbp.gov</td>
<td>993</td>
</tr>
<tr>
<td>cbp</td>
<td>986</td>
</tr>
<tr>
<td>global entry login</td>
<td>955</td>
</tr>
<tr>
<td>us customs and border protection</td>
<td>518</td>
</tr>
<tr>
<td>sentri</td>
<td>422</td>
</tr>
<tr>
<td>customs and border protection</td>
<td>323</td>
</tr>
<tr>
<td>border patrol</td>
<td>305</td>
</tr>
</tbody>
</table>

© 2020 Google