

Web Search Metrics-CBP.gov

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Sessions

3,872,865

% of Total: 100.00% (3,872,865)

Visits to CBP.gov

3,872,865

% of Total: 100.00% (3,872,865)

Total Internal Searches

153,315

% of Total: 100.00% (153,315)

Total External Searches (Google)

1,715,949

% of Total: 44.31% (3,872,865)

Organic Search Traffic

Full Referrer	Sessions
google	1,560,909
bing	100,819
yahoo	31,965
duckduckgo	12,694
baidu	5,364
ecosia.org	1,843
ask	1,082
naver	940
yandex	107
so.com	87

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-seizes-154-pounds-prohibited-bologna	5,412
www.cbp.govwww.cbp.gov/	1,818
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,233
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-ap-prehends-large-group-guatemalans-south-sanderson	992
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	815
www.cbp.govwww.cbp.gov/newsroom/national-media-release/new-levee-wall-system-panel-installation-begins-rio-grande-valley	698
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	576
www.cbp.govwww.cbp.gov/newsroom/local-media-release/transnational-criminal-organization-targets-old-border-wall-brazen	554
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	510
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	493

Top Internal Searches by Search Term

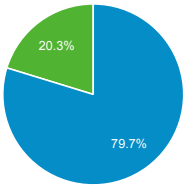
Search Term	Total Unique Searches
esta	2,711
global entry	2,654
global entry application	1,521
global entry application status	1,423
login for global pass	1,344
login	1,340
renewal global entry for us citizens	1,135
log in	1,123
esta application	924
log in global pass	910

Top External Searches (Google - as reported)

New vs. Returned Visitors

New Visitor

Returning Visitor

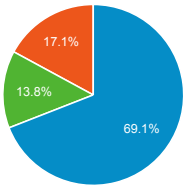


Avg. Visits per Visitor

1

2

Other



Keyword	Sessions
(not set)	18,082
global entry	8,166
global entry login	2,954
global entry application	2,078
amazon	1,873
nexus	1,054
sentri	750
cbp.gov	680
esta	643
cbp	621