

Web Search Metrics-CBP.gov

Apr 1, 2020 - Apr 30, 2020

All Users
100.00% Sessions

Sessions

2,352,080
% of Total: 100.00% (2,352,080)

Visits to CBP.gov

2,352,080
% of Total: 100.00% (2,352,080)

Total Internal Searches

93,812
% of Total: 100.00% (93,812)

Total External Searches (Google)

928,602
% of Total: 39.48% (2,352,080)

Organic Search Traffic

Full Referrer	Sessions
google	831,236
bing	67,058
yahoo	17,440
duckduckgo	6,935
baidu	4,293
ecosia.org	936
ask	447
naver	98
yandex	86
so.com	28

Sessions by Shared URL

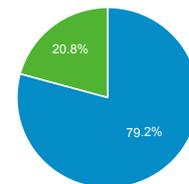
Shared URL	Sessions
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	20,157
www.cbp.govwww.cbp.gov/	6,393
www.cbp.govwww.cbp.gov/newsroom/local-media-release/san-diego-cbp-officials-are-announcing-changes-hours-operations-select	4,851
www.cbp.govwww.cbp.gov/newsroom/coronavirus	1,924
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-extends-temporary-closure-trusted-traveler-program-enrollment	1,802
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-announces-temporary-modifications-hours-operation-select-south	1,144
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officials-announce-update-hours-operations-calexico-east-port-entry	697
www.cbp.govwww.cbp.gov/contact/ports/deferred-inspection-sites	696
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/cbp-fema-joint-statement-defense-production-act-ppe	670
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-offers-flexibility-departing-visa-waiver-program-travelers	629

Top Internal Searches by Search Term

Search Term	Total Unique Searches
i94	630
i-94	596
global entry	571
covid-19	415
satisfactory departure	407
I-94	401
global entry application status	396
login for global pass status	389
i-94 record	385
trusted traveler programs	346

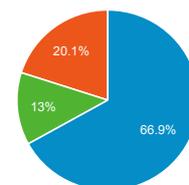
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	11,210
amazon	2,503
global entry	1,423
cbp.gov	1,307
cbp	831
global entry login	776
us customs and border protection	562
border patrol	389
customs and border protection	377
senti	308