

## Web Search Metrics-CBP.gov

Mar 1, 2020 - Mar 31, 2020

All Users  
100.00% Sessions

### Sessions

**3,670,688**  
% of Total: 100.00% (3,670,688)

### Visits to CBP.gov

**3,670,688**  
% of Total: 100.00% (3,670,688)

### Total Internal Searches

**137,175**  
% of Total: 100.00% (137,175)

### Total External Searches (Google)

**1,558,333**  
% of Total: 42.45% (3,670,688)

### Organic Search Traffic

Full Referrer	Sessions
google	1,406,423
bing	101,496
yahoo	31,424
duckduckgo	11,311
baidu	4,930
ecosia.org	1,556
ask	717
naver	249
yandex	121
daum	29

### Sessions by Shared URL

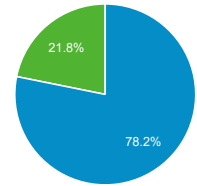
Shared URL	Sessions
www.cbp.govwww.cbp.gov/	24,663
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-temporarily-closes-trusted-traveler-program-enrollment-centers	7,186
www.cbp.govwww.cbp.gov/node/357066	2,171
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-memphis-seizes-2000-fake-ids	1,832
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-officers-seize-fake-covid-19-test-kits-lax	1,151
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-field-operations-seizes-nearly-37-million-methamphetamine-within	1,062
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/cbp-statement-regarding-death-custody-san-ysidro-port-entry	852
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-el-paso-seize-large-shipment-altered-and-prohibited	812
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	778
www.cbp.govwww.cbp.gov/newsroom/national-media-release/new-york-residents-no-longer-eligible-apply-or-renew-trusted	755

### Top Internal Searches by Search Term

Search Term	Total Unique Searches
coronavirus	2,982
global entry	1,378
covid-19	1,155
renewal of global entry for us citizens	1,072
global entry application status	959
login	909
esta	783
i94	733
login for global pass	693
global entry application	692

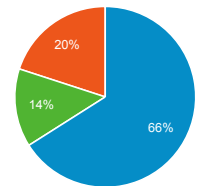
### New vs. Returned Visitors

New Visitor Returning Visitor



### Avg. Visits per Visitor

1 2 Other



Top External Searches (Google - as reported)

## Top External Searches (Google - as reported)

<b>Keyword</b>	<b>Sessions</b>
(not set)	16,303
global entry	5,517
amazon	3,404
cbp.gov	1,995
global entry login	1,947
cbp	1,540
global entry application	1,347
us customs and border protection	996
senti	770
us customs	572