

Web Search Metrics-CBP.gov

Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Sessions

3,634,110
% of Total: 100.00% (3,634,110)

Visits to CBP.gov

3,634,110
% of Total: 100.00% (3,634,110)

Total Internal Searches

121,770
% of Total: 100.00% (121,770)

Total External Searches (Google)

1,643,318
% of Total: 45.22% (3,634,110)

Organic Search Traffic

Full Referrer	Sessions
google	1,498,358
bing	91,421
yahoo	28,048
duckduckgo	18,954
baidu	4,236
ecosia.org	1,504
naver	306
qwant.com	221
aol	144
yandex	50

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-addition-i-94-features-cbp-one-mobile-app	22,280
www.cbp.govwww.cbp.gov/	3,427
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,360
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	1,163
www.cbp.govwww.cbp.gov/newsroom/local-media-release/laredo-sector-border-patrol-agents-continue-rescue-subjects-grain	954
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	723
www.cbp.govwww.cbp.gov/newsroom/stats/nationwide-encounters	625
www.cbp.govwww.cbp.gov/travel/clearing-cbp/ready-lanes	562
www.cbp.govwww.cbp.gov/newsroom/media-releases/all	533
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-may-2021-operational-update	524

Top Internal Searches by Search Term

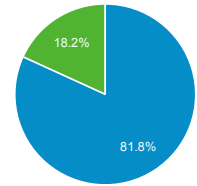
Search Term	Total Unique Searches
global entry	3,766
renew global entry for us citizens	3,453
global entry renewal	2,461
login	1,528
log in	1,357
renewal	1,126
renew global entry	837
sentri	768
i-94	716
i94	686

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	22,328

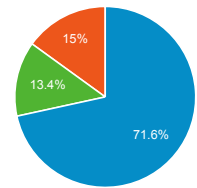
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



global entry	1,013
global entry application	273
cbp	202
cbp.gov	157
sentri	114
us customs and border protection	95
CBP	70
border patrol	68
global entry login	61