


Web Search Metrics-CBP.gov

May 1, 2021 - May 31, 2021

All Users
100.00% Sessions

Sessions

3,252,604
% of Total: 100.00% (3,252,604)



Visits to CBP.gov

3,252,604
% of Total: 100.00% (3,252,604)

Total Internal Searches

112,451
% of Total: 100.00% (112,451)

Total External Searches (Google)

1,470,359
% of Total: 45.21% (3,252,604)

Organic Search Traffic

Full Referrer	Sessions
google	1,341,794
bing	80,661
yahoo	25,004
duckduckgo	16,326
baidu	4,450
ecosia.org	1,435
naver	237
qwant.com	191
aol	103
yandex	66

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	3,200
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	1,884
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	985
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	777
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agents-seize-abandoned-weapons	775
www.cbp.govwww.cbp.gov/careers	768
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-finds-five-abandoned-unaccompanied-migrant-children	764
www.cbp.govwww.cbp.gov/newsroom/local-media-release/dulles-cbp-agriculture-specialists-find-cake-surprise-left-over-baggage	629
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-issues-withhold-release-order-chinese-fishing-boat	582
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-atlanta-intelligence-reports-cocaine-hidden-shoes	571

Top Internal Searches by Search Term

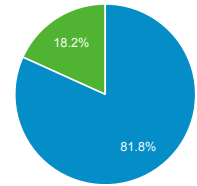
Search Term	Total Unique Searches
renew global entry for us citizens	3,148
global entry	3,108
global entry renewal	2,122
login	1,298
log in	1,194
renewal	1,064
sentri	886
i94	626
i-94	608
l-94	542

Top External Searches (Google - as reported)

Keyword	Sessions
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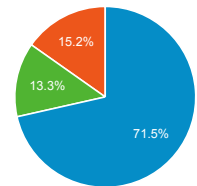
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



(not set)	19,934
global entry	926
global entry application	227
cbp	189
cbp.gov	161
us customs and border protection	133
sentri	112
CBP	81
global entry login	71
<a href="https://www.cbp.gov/newsroom/stat
s/southwest-land-border-encounters">https://www.cbp.gov/newsroom/stat s/southwest-land-border-encounters	60