

Web Search Metrics-CBP.gov

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Sessions

2,892,353
% of Total: 100.00% (2,892,353)



Visits to CBP.gov

2,892,353
% of Total: 100.00% (2,892,353)



Total Internal Searches

110,858
% of Total: 100.00% (110,858)



Total External Searches (Google)

1,616,755
% of Total: 55.90% (2,892,353)



Organic Search Traffic

| Full Referrer | Sessions |
|---------------|-----------|
| google | 1,472,049 |
| bing | 90,222 |
| yahoo | 28,086 |
| duckduckgo | 20,271 |
| baidu | 3,703 |
| ecosia.org | 1,562 |
| naver | 349 |
| qwant.com | 181 |
| aol | 124 |
| yandex | 92 |

Sessions by Shared URL

| Shared URL | Sessions |
|---|----------|
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agents-rescue-two-small-children-abandoned-rio-grande | 4,420 |
| www.cbp.govwww.cbp.gov/ | 2,242 |
| www.cbp.govwww.cbp.gov/careers/apply-now | 2,155 |
| www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters | 820 |
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/rgv-border-patrol-agents-arrest-armed-criminal-migrant | 777 |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry | 750 |
| www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update | 660 |
| www.cbp.govwww.cbp.gov/newsroom/local-media-release/another-stash-house-disrupted-rio-grande-valley | 646 |
| www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items | 637 |
| www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/eligibility | 633 |

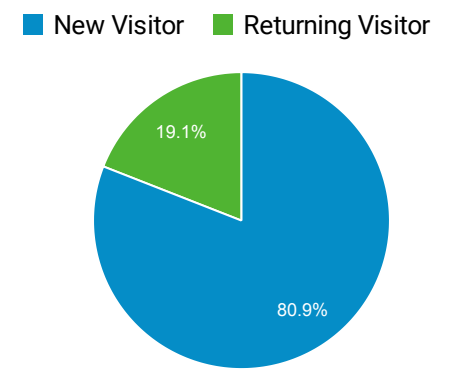
Top Internal Searches by Search Term

| Search Term | Total Unique Searches |
|------------------------------------|-----------------------|
| global entry | 3,284 |
| renew global entry for us citizens | 2,120 |
| global entry renewal | 1,577 |
| log in | 1,074 |
| login | 1,055 |
| 3078 | 834 |
| i94 | 820 |
| form 3078 | 759 |
| i-94 | 749 |
| esta | 730 |

Top External Searches (Google - as reported)

| Keyword | Sessions |
|------------------------------------|----------|
| (not set) | 22,991 |
| global entry | 613 |
| cbp | 181 |
| global entry application | 163 |
| cbp.gov | 131 |
| sentri | 73 |
| u.s. customs and border protection | 67 |
| us customs and border protection | 62 |
| customs and border protection | 47 |
| CBP | 46 |

New vs. Returned Visitors



Avg. Visits per Visitor

