

Web Search Metrics-CBP.gov

Feb 1, 2022 - Feb 28, 2022

All Users
100.00% Sessions

Sessions

3,802,805
% of Total: 100.00% (3,802,805)



Visits to CBP.gov

3,802,805
% of Total: 100.00% (3,802,805)



Total Internal Searches

117,240
% of Total: 100.00% (117,240)



Total External Searches (Google)

1,760,362
% of Total: 46.29% (3,802,805)



Organic Search Traffic

Full Referrer	Sessions
google	1,600,174
bing	104,579
yahoo	31,536
duckduckgo	19,214
baidu	2,331
ecosia.org	1,847
naver	275
qwant.com	160
aol	156
yandex	43

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	4,238
www.cbp.govwww.cbp.gov/	1,932
www.cbp.govwww.cbp.gov/contact/ports/deferred-inspection-sites	1,587
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,361
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,174
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	712
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	551
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-global-entry-partnership-brazil	488
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	465
www.cbp.govwww.cbp.gov/newsroom/stats/drug-seizure-statistics	448

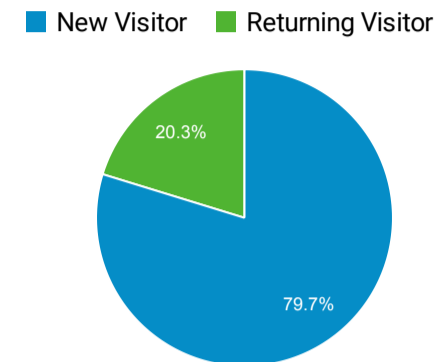
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry for us citizens	2,502
global entry application	2,431
global entry	2,391
global entry renewal	1,699
login	1,389
esta	1,339
log in	1,288
i94	886
i-94	764
renewal	730

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	21,047
global entry	461
cbp	126
global entry application	120
cbp.gov	76
us customs and border protection	47
senti	38
hts requires lacey	35
www.cbp.gov	35
global entry login	28

New vs. Returned Visitors



Avg. Visits per Visitor

