

Web Search Metrics-CBP.gov

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Sessions

4,706,965
% of Total: 100.00% (4,706,965)



Visits to CBP.gov

4,706,965
% of Total: 100.00% (4,706,965)



Total Internal Searches

129,832
% of Total: 100.00% (129,832)



Total External Searches (Google)

2,278,575
% of Total: 48.41% (4,706,965)



Organic Search Traffic

Full Referrer	Sessions
google	2,069,307
bing	134,996
yahoo	41,468
duckduckgo	26,352
baidu	2,977
ecosia.org	2,509
naver	405
aol	202
qwant.com	198
yandex	93

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/philadelphia-cbp-seizes-nearly-600-cases-infant-formula-unapproved	2,383
www.cbp.govwww.cbp.gov/	2,194
www.cbp.govwww.cbp.gov/coyote-criminal	1,570
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,176
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,064
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	749
www.cbp.govwww.cbp.gov/careers/bpa-reinstatement	655
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	581
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-san-diego-catch-one-wisconsin-s-most-wanted-fugitive	472
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-esta-fee-change?language_content_entity=en	468

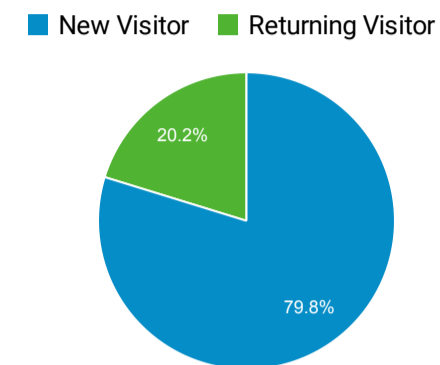
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	2,745
global entry application	2,195
esta	2,027
renew global entry for us citizens	2,007
global entry renewal	1,782
login	1,584
log in	1,456
renew global entry	1,124
i94	852
i-94	831

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	28,635
global entry	343
global entry application	108
cbp	86
global entry login	71
esta	50
cbp.gov	40
CBP	38
border patrol	30
ace portal	27

New vs. Returned Visitors



Avg. Visits per Visitor

