

Web Search Metrics-CBP.gov

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Sessions

5,205,694
% of Total: 100.00% (5,205,694)



Visits to CBP.gov

5,205,694
% of Total: 100.00% (5,205,694)



Total Internal Searches

116,411
% of Total: 100.00% (116,411)



Total External Searches (Google)

2,730,500
% of Total: 52.45% (5,205,694)



Organic Search Traffic

Full Referrer	Sessions
google	2,485,647
bing	159,007
yahoo	48,248
duckduckgo	31,352
ecosia.org	2,704
baidu	2,604
naver	456
aol	229
qwant.com	133
yandex	38

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry/how-apply	2,267
www.cbp.govwww.cbp.gov/	1,858
www.cbp.govwww.cbp.gov/travel/us-citizens/know -before-you-go/prohibited-and-restricted-items	1,820
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry	1,481
www.cbp.govwww.cbp.gov/document/forms/form-i -736-guam-cnmi-visa-waiver-information	1,279
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry/enrollment-arrival	965
www.cbp.govwww.cbp.gov/document/bulletins/six- month-club-update	848
www.cbp.govwww.cbp.gov/travel/us-citizens/mobil e-passport-control	842
www.cbp.govwww.cbp.gov/newsroom/national-me dia-release/cbp-unveils-se-busca-informaci-n-cam paign-targeting-five-human	713
www.cbp.govwww.cbp.gov/newsroom/local-media- release/border-patrol-agents-seize-43-million-fenta nyl-along-i-8	658

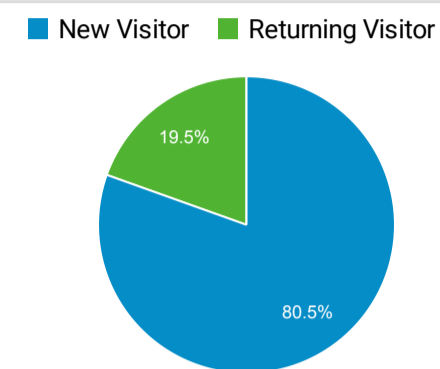
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,761
global entry application	1,709
log in global entry	1,500
login	1,249
global entry	1,238
i-94	1,046
log in	1,019
renew global entry card	888
esta	744
global entry interviews	724

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	33,315
global entry	243
cbp	78
global entry application	55
global entry login	41
CBP	36
esta	24
CBP Global Entry	22
cbp.gov	22
us customs and border protection	20

New vs. Returned Visitors



Avg. Visits per Visitor

