

Web Search Metrics-CBP.gov

Dec 1, 2015 - Dec 31, 2015



Visits to CBP.gov

2,113,709

% of Total: 100.00% (2,113,709)



Total Internal Searches

139,702

% of Total: 100.00% (139,702)



Total External Searches (Google)

1,032,682

% of Total: 48.86% (1,032,682)



Organic Search Traffic

Full Referrer	Sessions
google	914,869
bing	70,681
yahoo	40,966
baidu	3,527
aol	2,453
ask	2,215
naver	497
haosou.com	297
yandex	293
avg	199

Top Internal Searches by Search Term

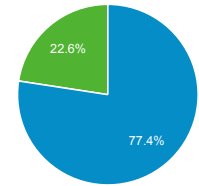
Search Term	Total Unique Searches
i94	1,612
global entry	1,485
i-94	1,437
I-94	1,302
esta	950
I94	911
global entry online application	646
login	623
log in	614
i-94 record	585

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	5,356
(not set)	3,196
esta	2,406
i94	2,278
i-94	1,953
cbp	1,520
cbp.gov	1,252
us customs	1,171
border patrol	968
nexus	868

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

