

Web Search Metrics-CBP.gov

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Sessions

Visits to CBP.gov

4,136,774

% of Total: 100.00% (4,136,774)



Total Internal Searches

205,325

% of Total: 100.00% (205,325)



Total External Searches (Google)

1,926,397

% of Total: 46.57% (1,926,397)



Organic Search Traffic

Full Referrer	Sessions
google	1,702,725
bing	154,625
yahoo	44,973
duckduckgo	11,281
baidu	5,891
ask	2,009
naver	415
so.com	93
yandex	76
sogou	59

Top Internal Searches by Search Term

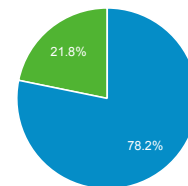
Search Term	Total Unique Searches
global entry	4,076
renewal of global entry for us citizens	3,095
login	2,944
log in global pass	2,156
global entry application status	2,111
log in	1,777
global entry renewal for us citizens	1,635
esta	1,592
global entry application	1,370
renew global entry for us citizens	1,338

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	17,222
global entry	17,083
amazon	4,614
global entry application	4,419
global entry login	3,827
trusted traveler program	3,167
cbp.gov	2,155
us customs and border protection	1,445
nexus	1,311
cbp	1,165

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

