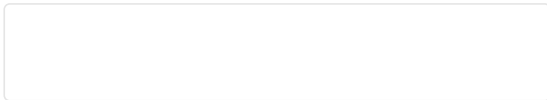


Web Search Metrics-CBP.gov

Jan 1, 2019 - Jan 31, 2019



Visits to CBP.gov

4,246,773

% of Total: 100.00% (4,246,773)



Total Internal Searches

182,419

% of Total: 100.00% (182,419)



Total External Searches (Google)

1,985,743

% of Total: 46.76% (4,246,773)



Organic Search Traffic

Full Referrer	Sessions
google	1,778,499
bing	147,972
yahoo	44,287
baidu	5,341
duckduckgo	3,454
ask	1,663
naver	508
so.com	138
yandex	103
daum	43

Top Internal Searches by Search Term

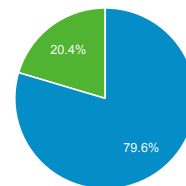
Search Term	Total Unique Searches
global entry	3,378
how to renew my global entry us citizen	2,550
renewal global entry for us citizens	2,519
global entry application for us citizen	2,032
login	1,813
esta	1,674
global entry application us citizen	1,193
log in	1,129
i94	942
global entry renewal	871

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	13,999
(not set)	9,241
global entry application	4,065
global entry login	2,907
trusted traveler program	2,342
cbp.gov	1,901
nexus	1,524
us customs and border protection	1,467
esta	1,419
cbp	1,140

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

