

Web Search Metrics-CBP.gov

Feb 1, 2019 - Feb 28, 2019

All Users
100.00% Sessions

Visits to CBP.gov

3,670,621

% of Total: 100.00% (3,670,621)



Total Internal Searches

184,407

% of Total: 100.00% (184,407)



Total External Searches (Google)

1,741,715

% of Total: 47.45% (3,670,621)



Organic Search Traffic

Full Referrer	Sessions
google	1,532,044
bing	142,048
yahoo	41,694
duckduckgo	10,179
baidu	4,414
ask	1,714
naver	601
yandex	148
so.com	67
startsiden	59

Top Internal Searches by Search Term

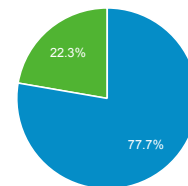
Search Term	Total Unique Searches
global entry	3,898
login	2,848
renewal global entry for us citizens	2,012
log in	1,948
global entry application for us citizen	1,863
esta	1,543
how to renew my global entry us citizen	1,196
log in global pass	1,159
renew global entry	1,101
Global entry	1,075

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	15,192
global entry	14,466
global entry application	4,030
amazon	3,625
global entry login	3,488
trusted traveler program	2,491
cbp.gov	1,903
us customs and border protection	1,261
cbp	1,150
nexus	1,129

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

