

Web Search Metrics-CBP.gov

Apr 1, 2019 - Apr 30, 2019

Visits to CBP.gov

4,034,897

% of Total: 100.00% (4,034,897)



Total Internal Searches

200,490

% of Total: 100.00% (200,490)



Total External Searches (Google)

1,923,414

% of Total: 47.67% (4,034,897)



Organic Search Traffic

Full Referrer	Sessions
google	1,707,754
bing	151,591
yahoo	45,318
duckduckgo	12,032
baidu	6,041
dfa	1,649
ask	1,641
naver	398
so.com	157
yandex	108

Top Internal Searches by Search Term

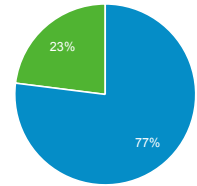
Search Term	Total Unique Searches
global entry	3,575
renewal of global entry for us citizens	3,296
login	3,009
global entry application status	2,688
log in global pass	2,547
global entry application	2,314
log in	1,833
global entry renewal for us citizens	1,571
esta	1,544
sign in with my password	911

Top External Searches (Google - as reported)

Keyword	Sessions
global entry	19,270
(not set)	17,642
global entry application	4,590
global entry login	3,678
trusted traveler program	3,202
cbp.gov	2,171
amazon	2,032
nexus	1,316
us customs and border protection	1,286
cbp	1,229

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

