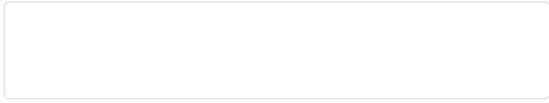


Web Search Metrics-CBP.gov

May 1, 2019 - May 31, 2019



Visits to CBP.gov

4,263,066

% of Total: 100.00% (4,263,066)



Total Internal Searches

203,934

% of Total: 100.00% (203,934)



Total External Searches (Google)

1,986,419

% of Total: 46.60% (4,263,066)



Organic Search Traffic

Full Referrer	Sessions
google	1,765,335
bing	156,866
yahoo	49,521
duckduckgo	11,742
baidu	9,320
ask	1,580
naver	474
so.com	307
yandex	149
sogou	61

Top Internal Searches by Search Term

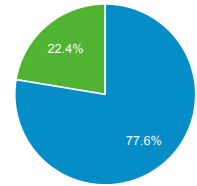
Search Term	Total Unique Searches
global entry	3,837
renewal of global entry for us citizens	3,335
login	3,120
global entry application status	2,977
log in global pass	2,810
global entry application	2,331
log in	1,953
esta	1,306
renew global entry for us citizens	1,249
global entry renewal - us citizen	1,011

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	21,064
global entry	19,489
global entry login	4,378
global entry application	4,362
trusted traveler program	2,945
cbp.gov	1,916
nexus	1,585
cbp	1,168
us customs and border protection	1,143
sentri	929

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

