


Web Search Metrics-CBP.gov

Nov 1, 2020 - Nov 30, 2020

All Users
100.00% Sessions

Sessions

2,350,692
% of Total: 100.00% (2,350,692)




Visits to CBP.gov

2,350,692
% of Total: 100.00% (2,350,692)




Total Internal Searches

86,577
% of Total: 100.00% (86,577)



Total External Searches (Google)

1,088,021
% of Total: 46.29% (2,350,692)



Organic Search Traffic

Full Referrer	Sessions
google	1,005,155
bing	54,001
yahoo	14,991
duckduckgo	9,390
baidu	2,870
ecosia.org	896
naver	305
qwant.com	178
yandex	92
sogou	42

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/over-19k-fraudulent-ids-seized-cbp-officers-chicago	2,843
www.cbp.govwww.cbp.gov/	1,697
www.cbp.govwww.cbp.gov/borderwall-syst	1,554
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	1,328
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-enhance-s-biometrics-non-us-travelers-entering-and-exiting-united	651
www.cbp.govwww.cbp.gov/careers	579
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agents-arrest-violent-sex-offender-and-rescue-missing-and	403
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	401
www.cbp.govwww.cbp.gov/newsroom/media-releases/all	378
www.cbp.govwww.cbp.gov/newsroom/local-media-release/laredo-cbp-officers-seize-hard-narcotics-worth-over-60-million	332

Top Internal Searches by Search Term

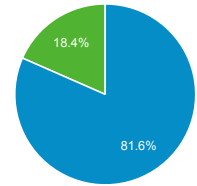
Search Term	Total Unique Searches
global entry	1,001
renewal global entry for us citizens	715
global entry interview appointment	688
login for global pass status	547
renew global entry for us citizens	520
sentri	495
login	466
i-94	460
log in global pass	448
log in	387

Top External Searches (Google - as reported)

Keyword	Sessions
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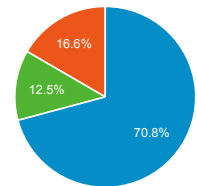
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



(not set)	11,739
global entry	515
cbp.gov	335
cbp	332
senti	172
us customs and border protection	172
global entry login	119
ctpat	98
us customs	92
CBP	90