


Web Search Metrics-CBP.gov

Dec 1, 2019 - Dec 31, 2019

All Users
100.00% Sessions

Sessions

3,839,017
% of Total: 100.00% (3,839,017)




Visits to CBP.gov

3,839,017
% of Total: 100.00% (3,839,017)



Total Internal Searches

143,643
% of Total: 100.00% (143,643)



Total External Searches (Google)

1,743,255
% of Total: 45.41% (3,839,017)



Organic Search Traffic

Full Referrer	Sessions
google	1,589,041
bing	100,553
yahoo	31,067
duckduckgo	13,352
baidu	5,185
ecosia.org	1,805
ask	1,009
naver	949
yandex	96
so.com	80

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/statement-death-congolese-national-laredo	3,327
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	2,682
www.cbp.govwww.cbp.gov/	2,493
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-finds-11-chinese-nationals-concealed-inside-furniture-moving-truck	1,359
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,119
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agents-fired-suspects-custody	955
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-197m-hard-drugs	939
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-arrests-man-convicted-sexual-assault-minor	703
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agent-suffers-injuries-due-vehicle-accident-k-9-partner	697
www.cbp.govwww.cbp.gov/travel/international-visitors/agricultural-items	691

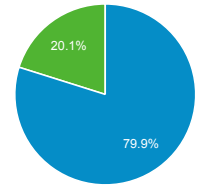
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	2,262
esta	2,073
global entry application	1,604
global entry application status	1,372
login	1,325
login for global pass	1,223
log in	995
renewal of global entry for us citizens	991
esta status check	815
log in global pass	752

Top External Searches (Google - as reported)

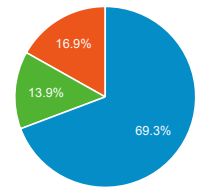
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Keyword	Sessions
(not set)	18,573
global entry	8,255
global entry login	2,669
amazon	2,367
global entry application	2,328
cbp.gov	1,191
nexus	989
cbp	957
esta	819
us customs and border protection	794

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