

Web Search Metrics-CBP.gov

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Sessions

4,421,502
% of Total: 100.00% (4,421,502)




Visits to CBP.gov

4,421,502
% of Total: 100.00% (4,421,502)



Total Internal Searches

173,253
% of Total: 100.00% (173,253)



Total External Searches (Google)

2,087,966
% of Total: 47.22% (4,421,502)



Organic Search Traffic

Full Referrer	Sessions
google	1,892,592
bing	131,029
yahoo	41,229
duckduckgo	15,465
baidu	3,932
ecosia.org	1,911
ask	1,203
naver	320
yandex	105
so.com	44

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/dulles-cbp-intercepts-dead-birds-passenger-baggage-china	8,312
www.cbp.govwww.cbp.gov/newsroom/national-media-release/new-york-residents-no-longer-eligible-apply-or-renew-trusted	4,185
www.cbp.govwww.cbp.gov/	2,554
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	2,037
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,239
www.cbp.govwww.cbp.gov/newsroom/local-media-release/human-brain-seized-canada-post-shipment	836
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	637
www.cbp.govwww.cbp.gov/careers/career/suitability	581
www.cbp.govwww.cbp.gov/newsroom/stats/sw-border-migration	558
www.cbp.govwww.cbp.gov/newsroom/stats/cbp-enforcement-statistics/criminal-alien-statistics	555

Top Internal Searches by Search Term

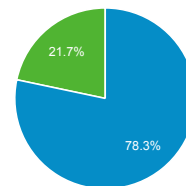
Search Term	Total Unique Searches
global entry	2,840
global entry application	2,724
renewal of global entry for us citizens	2,621
login for global pass	1,956
esta	1,812
login	1,727
coronavirus	1,599
global entry application status	1,505
log in	1,298
esta status check	1,093

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	19,449

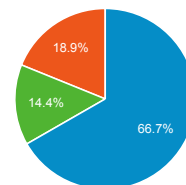
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



global entry	13,207
amazon	4,183
global entry application	3,963
global entry login	3,651
cbp.gov	1,461
cbp	1,096
nexus	1,000
us customs and border protection	912
sentri	908

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