


Web Search Metrics-CBP.gov

Oct 1, 2020 - Oct 31, 2020

All Users
100.00% Sessions

Sessions

2,831,289
% of Total: 100.00% (2,831,289)



Visits to CBP.gov

2,831,289
% of Total: 100.00% (2,831,289)

Total Internal Searches

107,212
% of Total: 100.00% (107,212)

Total External Searches (Google)

1,315,194
% of Total: 46.45% (2,831,289)

Organic Search Traffic

Full Referrer	Sessions
google	1,213,785
bing	66,890
yahoo	18,752
duckduckgo	11,298
baidu	2,643
ecosia.org	994
qwant.com	259
naver	244
yandex	104
ask	78

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	2,938
www.cbp.govwww.cbp.gov/	2,867
www.cbp.govwww.cbp.gov/newsroom/local-media-release/second-largest-border-meth-bust-history	1,932
www.cbp.govwww.cbp.gov/frontline/border-crisis-cbp-fights-child-exploitation	1,486
www.cbp.govwww.cbp.gov/about/history/did-you-know/london-bridge	1,462
www.cbp.govwww.cbp.gov/newsroom/speeches-and-statements/us-customs-and-border-protection-us-border-patrol-respond	1,276
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-seizes-4200-shipments-2400-agriculture-violations-through	703
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-california-seize-more-2-million-hard-narcotics	674
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-detains-shipment-chinese-apparel-suspected-borneo-made-forced-labor	627
www.cbp.govwww.cbp.gov/newsroom/media-releases/all	539

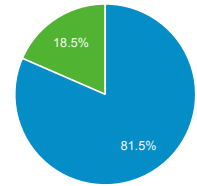
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renewal global entry for us citizens	1,262
global entry	1,217
global entry interview appointment	809
login for global pass status	735
i-94	675
i94	565
login	563
global entry renewal - us citizen	549
log in global pass	521
senri	515

Top External Searches (Google - as reported)

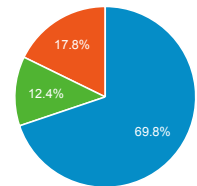
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Keyword	Sessions
(not set)	13,535
global entry	725
cbp.gov	467
cbp	452
global entry login	244
senti	236
us customs and border protection	224
border patrol	159
us customs	139
customs and border protection	131