


Web Search Metrics-CBP.gov

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions


Sessions

2,741,287
% of Total: 100.00% (2,741,287)




Visits to CBP.gov

2,741,287
% of Total: 100.00% (2,741,287)



Total Internal Searches

102,977
% of Total: 100.00% (102,977)



Total External Searches (Google)

1,347,354
% of Total: 49.15% (2,741,287)



Organic Search Traffic

Full Referrer	Sessions
google	1,251,963
bing	63,502
yahoo	17,046
duckduckgo	9,696
baidu	3,440
ecosia.org	875
ask	422
naver	236
yandex	57
qwant.com	56

Sessions by Shared URL

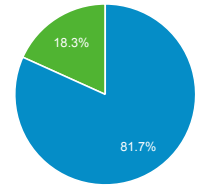
Shared URL	Sessions
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	6,617
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-and-interagency-partners-intercept-outbound-aircraft-loaded-weapons	4,350
www.cbp.govwww.cbp.gov/	3,444
www.cbp.govwww.cbp.gov/careers	2,998
www.cbp.govwww.cbp.gov/newsroom/local-media-release/10800-assault-weapons-parts-seized-cbp-louisville	2,587
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-el-paso-stop-teen-pedestrian-methamphetamine-load	1,720
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-issues-detention-order-garments-manufactured-prison-labor-china	1,453
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-maine-arrests-chinese-national-carrying-over-28k-worth	1,116
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-memphis-seizes-2000-fake-ids	969
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-intercepts-counterfeit-driver-s-licenses	860

Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	880
renewal global entry for us citizens	735
renew global entry for us citizens	601
i-94	542
login for global pass status	515
i94	506
login	478
global entry renewal - us citizen	474
travel history	456
sentri	430

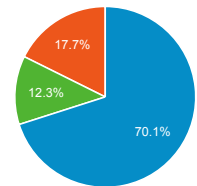
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	13,038
amazon	1,589
global entry	756
cbp	633
cbp.gov	513
global entry login	298
senti	291
us customs and border protection	274
border patrol	211
ctpat	158