


Web Search Metrics-CBP.gov

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions


Sessions

3,141,831
% of Total: 100.00% (3,141,831)




Visits to CBP.gov

3,141,831
% of Total: 100.00% (3,141,831)




Total Internal Searches

119,106
% of Total: 100.00% (119,106)



Total External Searches (Google)

1,480,564
% of Total: 47.12% (3,141,831)



Organic Search Traffic

Full Referrer	Sessions
google	1,342,022
bing	87,384
yahoo	26,560
duckduckgo	18,671
baidu	3,811
ecosia.org	1,428
qwant.com	232
naver	189
aol	81
yandex	56

Sessions by Shared URL

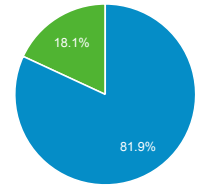
Shared URL	Sessions
www.cbp.govwww.cbp.gov/	3,828
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters/usbp-sw-border-apprehensions	2,695
www.cbp.govwww.cbp.gov/newsroom/local-media-release/amidst-covid-19-pandemic-meat-contraband-china-hit-record-levels	2,460
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	2,327
www.cbp.govwww.cbp.gov/xp/cgov/trade/trade_programs/e_allegation/	1,416
www.cbp.govwww.cbp.gov/newsroom/local-media-release/three-groups-100-illegally-enter-rio-grande-valley	1,132
www.cbp.govwww.cbp.gov/newsroom/local-media-release/border-patrol-agents-encounter-three-unresponsive-migrants	977
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-issues-forced-labor-finding-top-glove-corporation-bhd	748
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/s/talent-network-form?campaignid=701t0000000l3ugaai	741
www.cbp.govwww.cbp.gov/newsroom/local-media-release/nearly-3m-fake-jewelry-watches-seized-cincinnati-cbp	741

Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	2,951
renew global entry for us citizens	2,649
login	1,253
log in	1,134
global entry renewal	866
renewal	827
I-94	768
i94	643
sentri	641
i-94	546

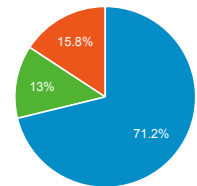
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	21,831
global entry	1,120
cbp	337
cbp.gov	324
global entry application	290
sentri	175
us customs and border protection	166
global entry login	136
customs and border protection	95
sentri application	89