


## Web Search Metrics-CBP.gov

Dec 1, 2020 - Dec 31, 2020

**All Users**  
100.00% Sessions


### Sessions

**2,218,518**  
% of Total: 100.00% (2,218,518)



### Visits to CBP.gov

**2,218,518**  
% of Total: 100.00% (2,218,518)



### Total Internal Searches

**83,144**  
% of Total: 100.00% (83,144)



### Total External Searches (Google)

**990,205**  
% of Total: 44.63% (2,218,518)



### Organic Search Traffic

Full Referrer	Sessions
google	911,232
bing	51,068
yahoo	14,517
duckduckgo	9,483
baidu	2,443
ecosia.org	824
naver	275
qwant.com	133
yandex	86
aol	44

### Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	1,530
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-issues-detention-order-cotton-products-made-xinjiang-production	1,150
www.cbp.govwww.cbp.gov/border-security/along-us-borders/history	759
www.cbp.govwww.cbp.gov/newsroom/national-media-release/united-states-and-united-kingdom-conclude-customs-mutual-assistance	615
www.cbp.govwww.cbp.gov/newsroom/local-media-release/10800-assault-weapons-parts-seized-cbp-louisville	598
www.cbp.govwww.cbp.gov/site-policy-notices/foia	539
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	492
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-field-operations-makes-colossal-methamphetamine-interception-worth	490
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	450
www.cbp.govwww.cbp.gov/newsroom/media-releases/all	447

### Top Internal Searches by Search Term

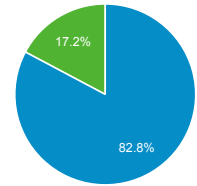
Search Term	Total Unique Searches
global entry	964
renewal global entry for us citizens	887
i-94	454
sentri	443
login for global pass status	414
global entry interview appointment	409
travel history	394
login	381
triennial status report	371
i94	367

### Top External Searches (Google - as reported)

Keyword	Sessions
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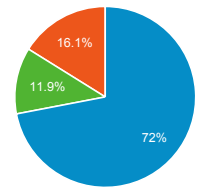
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



(not set)	11,451
global entry	560
cbp	299
cbp.gov	281
us customs and border protection	138
sentri	136
global entry application	112
border patrol	92
customs and border protection	84
us customs	83