


## Web Search Metrics-CBP.gov

Feb 1, 2021 - Feb 28, 2021

**All Users**  
100.00% Sessions

### Sessions

**2,488,508**  
% of Total: 100.00% (2,488,508)



### Visits to CBP.gov

**2,488,508**  
% of Total: 100.00% (2,488,508)



### Total Internal Searches

**94,704**  
% of Total: 100.00% (94,704)



### Total External Searches (Google)

**1,102,409**  
% of Total: 44.30% (2,488,508)



### Organic Search Traffic

Full Referrer	Sessions
google	1,002,468
bing	64,896
yahoo	19,084
duckduckgo	12,201
baidu	2,089
ecosia.org	1,115
naver	190
qwant.com	153
aol	65
yandex	60

### Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/yuma-sector-bp-agents-arrest-group-iranians	4,185
www.cbp.govwww.cbp.gov/newsroom/local-media-release/s-not-frosted-flakes-cincinnati-cbp-snares-44-pounds-cocaine-soaked	2,408
www.cbp.govwww.cbp.gov/	2,102
www.cbp.govwww.cbp.gov/newsroom/local-media-release/nearly-3m-fake-jewelry-watches-seized-cincinnati-cbp	1,310
www.cbp.govwww.cbp.gov/newsroom/local-media-release/woman-left-dead-winter-storm	848
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-warns-residents-phone-scam-callers-impersonating-cbp-officersagents	787
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	659
www.cbp.govwww.cbp.gov/site-policy-notices/foia	581
www.cbp.govwww.cbp.gov/careers	580
www.cbp.govwww.cbp.gov/newsroom/local-media-release/dulles-cbp-picks-counterfeit-guitars-tune-158k	523

### Top Internal Searches by Search Term

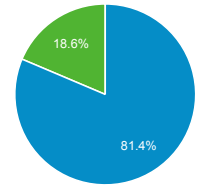
Search Term	Total Unique Searches
renew global entry for us citizens	1,681
global entry	1,256
global entry renewal - us citizen	878
login for global pass status	757
renewal global entry for us citizens	653
global entry appointment	619
i-94	609
travel history	586
sentri	571
i94	537

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

Keyword	Sessions
( )	10,070

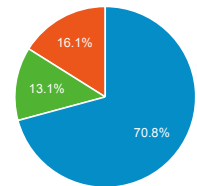
### New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



### Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



(not set)	13,872
global entry	728
cbp	294
cbp.gov	263
global entry application	148
senti	142
us customs and border protection	130
global entry login	89
customs and border protection	81
us customs	75