


Web Search Metrics-CBP.gov

Aug 1, 2021 - Aug 31, 2021

All Users
100.00% Sessions

Sessions

4,100,350
% of Total: 100.00% (4,100,350)



Visits to CBP.gov

4,100,350
% of Total: 100.00% (4,100,350)




Total Internal Searches

123,286
% of Total: 100.00% (123,286)



Total External Searches (Google)

1,775,244
% of Total: 43.29% (4,100,350)



Organic Search Traffic

Full Referrer	Sessions
google	1,612,847
bing	99,210
yahoo	31,826
duckduckgo	22,624
baidu	6,054
ecosia.org	1,774
naver	289
qwant.com	188
ask	180
aol	157

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	2,326
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,340
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-28-tons-methamphetamine-and-fentanyl-otay-mesa	1,326
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	1,307
www.cbp.govwww.cbp.gov/contact/ports/portland-0	1,282
www.cbp.govwww.cbp.gov/careers	1,129
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	990
www.cbp.govwww.cbp.gov/newsroom/local-media-release/counterfeit-dead-and-fbi-badges-stopped-chicago-cbp	777
www.cbp.govwww.cbp.gov/careers/veterans/jobs-internships	545
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-addition-i-94-features-cbp-one-mobile-app	484

Top Internal Searches by Search Term

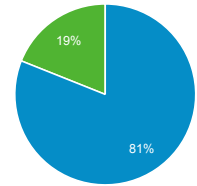
Search Term	Total Unique Searches
global entry	3,894
renew global entry for us citizens	2,915
global entry renewal	1,927
login	1,424
log in	1,316
i94	946
3078	920
covid	896
i-94	893
renewal	848

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	27,095

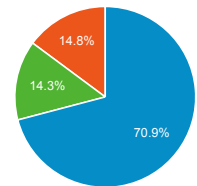
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



global entry	784
global entry application	170
cbp.gov	151
cbp	130
sentri	81
us customs and border protection	65
customs	58
CBP	53
border patrol	52