

Web Search Metrics-CBP.gov

Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Sessions

Sessions

4,555,511
% of Total: 100.00% (4,555,511)



Visits to CBP.gov

4,555,511
% of Total: 100.00% (4,555,511)



Total Internal Searches

134,312
% of Total: 100.00% (134,312)



Total External Searches (Google)

2,211,191
% of Total: 48.54% (4,555,511)



Organic Search Traffic

Full Referrer	Sessions
google	2,013,572
bing	126,603
yahoo	39,724
duckduckgo	25,078
baidu	2,793
ecosia.org	2,303
naver	491
aol	230
qwant.com	225
yandex	88

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/effective-law-enforcement-partnership-leads-arrest-convicted-human	3,582
www.cbp.govwww.cbp.gov/travel/preclearance	1,851
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	1,654
www.cbp.govwww.cbp.gov/	1,640
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-352-million-methamphetamine-laredo-s-world-trade	1,367
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,358
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	1,092
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	1,017
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	886
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-releases-march-2022-monthly-operational-update	655

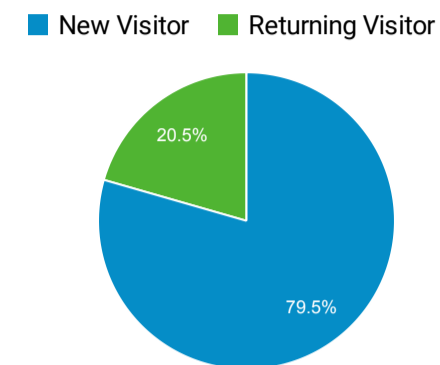
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	3,020
global entry application	2,965
renew global entry for us citizens	2,721
esta	2,074
global entry renewal	1,837
login	1,562
log in	1,431
i94	986
renewal	935
i-94	892

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	27,247
global entry	481
global entry application	92
cbp	89
esta	70
ace customs	47
cbp.gov	45
senti	41
us customs and border protection	38
ESTA	36

New vs. Returned Visitors



Avg. Visits per Visitor

