

Web Search Metrics-CBP.gov

Mar 1, 2022 - Mar 31, 2022

All Users  
100.00% Sessions

Sessions

4,475,305  
% of Total: 100.00% (4,475,305)



Visits to CBP.gov

4,475,305  
% of Total: 100.00% (4,475,305)



Total Internal Searches

143,344  
% of Total: 100.00% (143,344)



Total External Searches (Google)

2,186,678  
% of Total: 48.86% (4,475,305)



Organic Search Traffic

Full Referrer	Sessions
google	1,984,773
bing	130,534
yahoo	40,190
duckduckgo	24,429
baidu	3,474
ecosia.org	2,346
naver	396
qwant.com	214
aol	186
yandex	76

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/	1,905
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,456
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry	1,371
www.cbp.govwww.cbp.gov/travel/us-citizens/know -before-you-go/prohibited-and-restricted-items	815
www.cbp.govwww.cbp.gov/careers/apply-now	802
www.cbp.govwww.cbp.gov/newsroom/national-me dia-release/cbp-releases-february-2022-monthly-op erational-update	716
www.cbp.govwww.cbp.gov/newsroom/local-media-release/memphis-seizes-cocaine-cookbook-trinida d-tobago	601
www.cbp.govwww.cbp.gov/travel/trusted-traveler-p rograms/global-entry/enrollment-arrival	475
www.cbp.govwww.cbp.gov/newsroom/local-media-release/us-border-patrol-apprehends-27-romanians -after-illegal-border-crossing	426
www.cbp.govwww.cbp.gov/contact/ports/deferred-inspection-sites	419

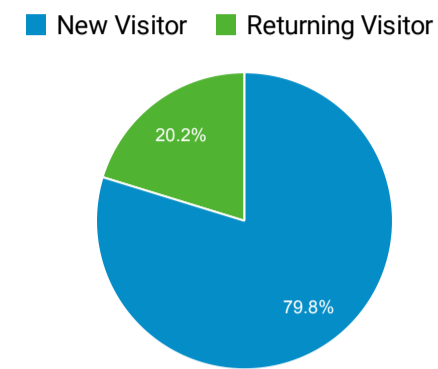
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry application	3,112
global entry	3,063
renew global entry for us citizens	3,060
global entry renewal	2,006
esta	1,867
login	1,655
log in	1,555
renewal	1,033
i-94	941
i94	883

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	27,211
global entry	532
global entry application	150
cbp	132
cbp.gov	77
CBP	51
us customs and border protection	51
senti	44
글로벌엔트리	40
ace customs	33

New vs. Returned Visitors



Avg. Visits per Visitor

