

Web Search Metrics-CBP.gov

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Sessions

4,924,014
% of Total: 100.00% (4,924,014)



Visits to CBP.gov

4,924,014
% of Total: 100.00% (4,924,014)



Total Internal Searches

110,316
% of Total: 100.00% (110,316)



Total External Searches (Google)

2,617,440
% of Total: 53.16% (4,924,014)



Organic Search Traffic

Full Referrer	Sessions
google	2,392,977
bing	141,812
yahoo	46,773
duckduckgo	29,790
ecosia.org	2,674
baidu	2,444
naver	484
aol	200
qwant.com	145
yandex	38

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	2,033
www.cbp.govwww.cbp.gov/	1,656
www.cbp.govwww.cbp.gov/document/forms/form-i-736-guam-cnmi-visa-waiver-information	1,446
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,346
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	1,131
www.cbp.govwww.cbp.gov/travel/us-citizens/mobile-passport-control	1,131
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,073
enroll.recruiting.cbp.govenroll.recruiting.cbp.gov/s/hrm-tnf-home?campaignid=701t0000000civeaai&type=nonamo	989
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-us-coast-guard-seize-more-10-tons-khat	861
www.cbp.govwww.cbp.gov/newsroom/stats/south-west-land-border-encounters	621

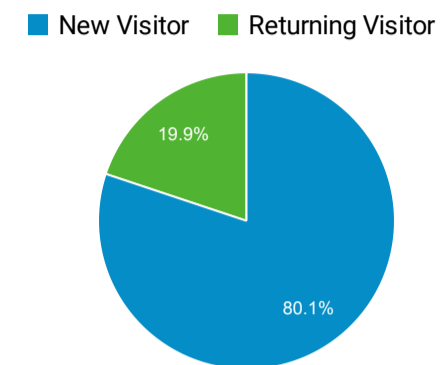
Top Internal Searches by Search Term

Search Term	Total Unique Searches
renew global entry	1,966
log in	1,551
global entry	1,423
login	1,147
global entry application	1,113
i-94	936
esta	889
log in global entry	759
esta application	673
global entry login	671

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	31,731
global entry	249
cbp	76
global entry application	67
global entry login	51
CBP	41
esta	29
cbp.gov	21
i736	21
https://www.cbp.gov/newsroom/media-releases/all?title=&field_newsroom_type_tid_1=81	20

New vs. Returned Visitors



Avg. Visits per Visitor

