

Web Search Metrics-CBP.gov

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Sessions

4,992,909
% of Total: 100.00% (4,992,909)

Visits to CBP.gov

4,992,909
% of Total: 100.00% (4,992,909)

Total Internal Searches

187,252
% of Total: 100.00% (187,252)

Total External Searches (Google)

2,210,503
% of Total: 44.27% (4,992,909)

Organic Search Traffic

Full Referrer	Sessions
google	2,013,913
bing	130,470
yahoo	40,202
duckduckgo	15,908
baidu	5,306
ecosia.org	2,076
ask	1,593
naver	677
yandex	99
so.com	64

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	6,730
www.cbp.govwww.cbp.gov/newsroom/local-media-release/longest-cross-border-tunnel-discovered-san-diego	3,062
www.cbp.govwww.cbp.gov/	2,701
www.cbp.govwww.cbp.gov/travel/us-citizens/know-before-you-go/prohibited-and-restricted-items	1,961
www.cbp.govwww.cbp.gov/newsroom/local-media-release/once-again-smugglers-use-children-diversion	1,721
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-officers-seize-900k-worth-counterfeit-us-currency	1,309
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/enrollment-arrival	1,269
www.cbp.govwww.cbp.gov/newsroom/local-media-release/child-endangered-during-meth-smuggling-attempt	1,205
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry/how-apply	1,107
www.cbp.govwww.cbp.gov/travel/international-visitors/applying-admission-united-states	663

Top Internal Searches by Search Term

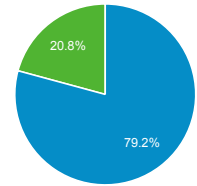
Search Term	Total Unique Searches
global entry application	3,552
global entry	3,242
esta	2,623
login for global pass	1,873
login	1,812
renewal of global entry for us citizens	1,759
renew global entry for us citizens	1,334
log in	1,317
global entry application status	1,125
log in global pass	1,041

Top External Searches (Google - as reported)

Keyword	Sessions
()	21,227

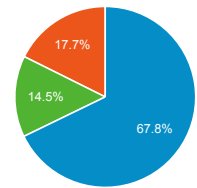
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



(not set)	21,237
global entry	12,784
amazon	4,007
global entry login	3,947
global entry application	3,483
nexus	1,259
cbp.gov	992
esta	982
sentri	964
cbp	747