


Web Search Metrics-CBP.gov

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions


Sessions

2,931,634
% of Total: 100.00% (2,931,634)




Visits to CBP.gov

2,931,634
% of Total: 100.00% (2,931,634)




Total Internal Searches

112,952
% of Total: 100.00% (112,952)



Total External Searches (Google)

1,304,246
% of Total: 44.49% (2,931,634)



Organic Search Traffic

Full Referrer	Sessions
google	1,202,330
bing	67,336
yahoo	18,811
duckduckgo	10,355
baidu	3,439
ecosia.org	973
ask	369
naver	279
qwant.com	115
yandex	90

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-jfk-seizes-counterfeit-apple-airpod-earbuds	28,768
www.cbp.govwww.cbp.gov/	3,095
www.cbp.govwww.cbp.gov/border-security/along-us-borders/border-wall-system	2,294
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-reopen-trusted-traveler-programs-enrollment-centers-september-8	1,729
www.cbp.govwww.cbp.gov/newsroom/local-media-release/over-19k-fraudulent-ids-seized-cbp-officers-chicago	1,339
www.cbp.govwww.cbp.gov/newsroom/local-media-release/dulles-cbp-officers-seize-nearly-99000-unreported-currency-ethiopia	789
www.cbp.govwww.cbp.gov/careers/professional/2210-information-technology-specialist	692
www.cbp.govwww.cbp.gov/careers	679
www.cbp.govwww.cbp.gov/newsroom/local-media-release/10800-assault-weapons-parts-seized-cbp-louisville	679
www.cbp.govwww.cbp.gov/newsroom/national-media-release/dhs-cracks-down-goods-produced-china-s-state-sponsored-forced-labor	617

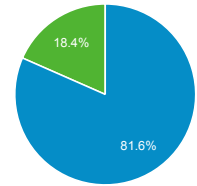
Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	1,200
renewal global entry for us citizens	1,129
global entry interview appointment	1,034
login for global pass status	953
login	797
renew global entry for us citizens	736
global entry renewal - us citizen	670
log in global pass	643
log in	619
i-94	587

Top External Searches (Google - as reported)

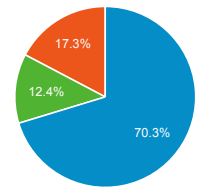
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Keyword	Sessions
(not set)	13,261
global entry	916
cbp.gov	519
cbp	517
global entry login	456
sentri	297
us customs and border protection	278
global entry application	166
border patrol	159
customs and border protection	148