

TSA.GOV Web Performance Metrics

Feb 1, 2015 - Feb 28, 2015



Total Visits

2,655,524

% of Total: 100.00% (2,655,524)



Avg. Visit Duration

00:02:12

Avg for View: 00:02:12 (0.00%)



Pageviews

13,397,318

% of Total: 100.00% (13,397,318)



Unique Visitors

2,020,102

% of Total: 100.00% (2,020,102)



Avg. Pages / Visit

5.05

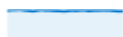
Avg for View: 5.05 (0.00%)



Avg. Time on Page

00:00:32

Avg for View: 00:00:32 (0.00%)



Bounce Rate

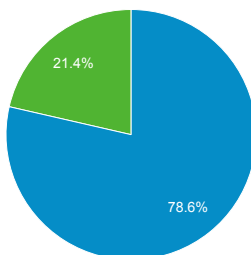
0.18%

Avg for View: 0.18% (0.00%)



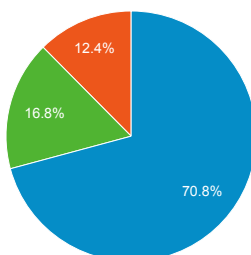
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™ Transportation Security Administration	1,629,348	0.10%
3-1-1 Liquids Rule Transportation Security Administration	1,235,270	0.17%
Prohibited Items Transportation Security Administration	1,172,237	0.16%
Transportation Security Administration	1,086,867	0.15%
TSA Pre✓™ Application Program Transportation Security Administration	738,236	0.15%

Visits by Social Network

Social Network	Sessions
Facebook	7,873
TripAdvisor	3,323
Twitter	1,741
reddit	1,129
Stack Exchange	548
Yahoo! Answers	518
Blogger	303
Quora	215
Askville	196
Yelp	185

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,348,254	0.14%
(direct) / (none)	571,087	0.31%
search.usa.gov / referral	94,661	0.16%
yahoo / organic	91,656	0.15%
bing / organic	85,677	0.09%
delta.com / referral	46,738	0.10%
dhs.gov / referral	22,851	0.09%
flyfrontier.com / referral	17,652	0.06%
usairways.com / referral	15,025	0.12%
united.com / referral	11,720	0.18%