

# TSA.GOV Web Performance Metrics

Jan 1, 2015 - Jan 31, 2015

All Sessions  
100.00%

## Total Visits

**2,872,408**

% of Total: 100.00% (2,872,408)



## Avg. Visit Duration

**00:02:14**

Avg for View: 00:02:14 (0.00%)



## Pageviews

**14,570,528**

% of Total: 100.00% (14,570,528)



## Unique Visitors

**2,176,535**

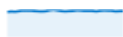
% of Total: 100.00% (2,176,535)



## Avg. Pages / Visit

**5.07**

Avg for View: 5.07 (0.00%)



## Avg. Time on Page

**00:00:33**

Avg for View: 00:00:33 (0.00%)



## Bounce Rate

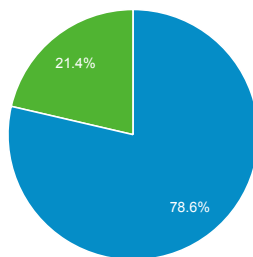
**0.19%**

Avg for View: 0.19% (0.00%)



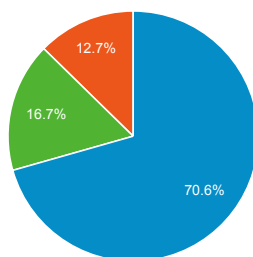
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™   Transportation Security Administration	1,790,275	0.10%
3-1-1 Liquids Rule   Transportation Security Administration	1,250,097	0.17%
Prohibited Items   Transportation Security Administration	1,213,156	0.17%
Transportation Security Administration	1,186,550	0.16%
TSA Pre✓™ Application Program   Transportation Security Administration	847,612	0.14%

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,464,168	0.15%
(direct) / (none)	623,426	0.31%
yahoo / organic	101,223	0.15%
search.usa.gov / referral	99,615	0.12%
bing / organic	93,177	0.09%
delta.com / referral	45,598	0.13%
dhs.gov / referral	25,923	0.08%
flyfrontier.com / referral	19,679	0.10%
usairways.com / referral	15,865	0.16%
united.com / referral	12,416	0.13%

## Visits by Social Network

Social Network	Sessions
Facebook	9,369
TripAdvisor	3,385
Twitter	2,536
reddit	1,751
Stack Exchange	668
Yahoo! Answers	578
Blogger	352
Quora	247
Yelp	229
Askville	223

