TSA.GOV Web Performance Metrics

Dec 1, 2018 - Dec 31, 2018

All Users
100.00% Sessions

Total Visits

3,979,823
% of Total: **100.00% (3,979,823)**

Avg. Visit Duration

00:01:42
Avg for View: **00:01:42 (0.00%)**

Pageviews

7,390,279
% of Total: **100.00% (7,390,279)**

Unique Visitors

3,050,814
% of Total: **100.00% (3,050,814)**

Avg. Pages / Visit

1.86
Avg for View: **1.86 (0.00%)**

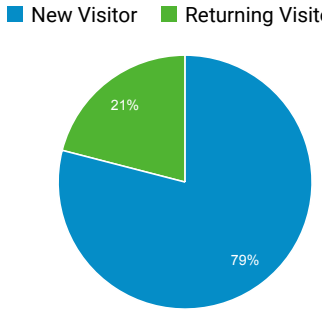
Avg. Time on Page

00:01:58
Avg for View: **00:01:58 (0.00%)**

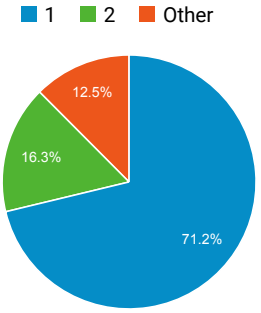
Bounce Rate

53.03%
Avg for View: **53.03% (0.00%)**

New vs. Returned Visitors



Avg. Visits per Visitor



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,107,648	52.10%
(direct) / (none)	1,036,695	54.76%
search.usa.gov / referral	129,889	46.24%
bing / organic	90,301	37.72%
themanual.com / referral	56,743	91.69%
aa.com / referral	49,884	65.42%
yahoo / organic	45,636	45.07%
delta.com / referral	38,581	35.16%
dhs.gov / referral	36,894	43.97%
Facebook / Social_Ad	23,811	62.37%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? | Transportation Security Administration	1,350,418	50.19%
TSA Pre✓® | Transportation Security Administration	850,419	36.22%
Transportation Security Administration |	503,565	32.88%
Liquids Rule | Transportation Security Administration	353,286	70.90%
Identification | Transportation Security Administration	247,849	71.95%

Visits by Social Network

Social Network	Sessions
Facebook	22,989
Twitter	8,782
YouTube	1,829
reddit	1,331
TripAdvisor	941
Quora	934
Instagram	701
Stack Exchange	679
LinkedIn	287
Yahoo! Answers	276