

# TSA.GOV Web Performance Metrics

Jan 1, 2019 - Jan 31, 2019

All Users  
100.00% Sessions

## Total Visits

**5,162,733**

% of Total: 100.00% (5,162,733)



## Avg. Visit Duration

**00:01:44**

Avg for View: 00:01:44 (0.00%)



## Pageviews

**9,605,928**

% of Total: 100.00% (9,605,928)



## Unique Visitors

**3,960,464**

% of Total: 100.00% (3,960,464)



## Avg. Pages / Visit

**1.86**

Avg for View: 1.86 (0.00%)



## Avg. Time on Page

**00:02:00**

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



## Bounce Rate

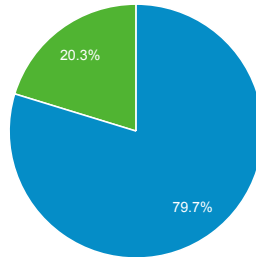
**50.89%**

Avg for View: 50.89% (0.00%)



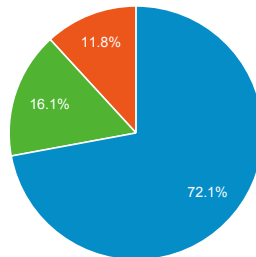
## New vs. Returned Visitors

New Visitor Returning Visitor



## Avg. Visits per Visitor

1 2 Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?   Transportation Security Administration	1,468,632	49.03%
TSA Pre✓®   Transportation Security Administration	1,324,886	35.51%
Transportation Security Administration	735,516	34.49%
MyTSA App   Transportation Security Administration	398,318	63.91%
Liquids Rule   Transportation Security Administration	397,262	69.49%

## Visits by Social Network

Social Network	Sessions
Facebook	47,815
Twitter	37,292
YouTube	2,404
reddit	2,365
Instagram	1,849
LinkedIn	1,478
TripAdvisor	1,140
Quora	764
Stack Exchange	708
WordPress	336

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,587,001	47.94%
(direct) / (none)	1,406,108	54.90%
bing / organic	138,837	33.80%
search.usa.gov / referral	132,332	45.22%
yahoo / organic	66,773	40.10%
aa.com / referral	59,372	64.03%
m.facebook.com / referral	42,508	76.51%
delta.com / referral	42,410	39.73%
Facebook / Social_Ad	39,981	61.13%
t.co / referral	37,051	71.26%