

TSA.GOV Web Performance Metrics

Feb 1, 2019 - Feb 28, 2019

All Users
100.00% Sessions

Total Visits

3,916,389

% of Total: 100.00% (3,916,389)



Avg. Visit Duration

00:01:52

Avg for View: 00:01:52 (0.00%)



Pageviews

7,597,152

% of Total: 100.00% (7,597,152)



Unique Visitors

3,040,988

% of Total: 100.00% (3,040,988)



Avg. Pages / Visit

1.94

Avg for View: 1.94 (0.00%)



Avg. Time on Page

00:01:59

Avg for View: 00:01:59 (0.00%)



Bounce Rate

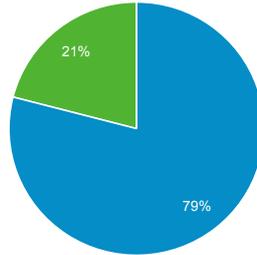
49.95%

Avg for View: 49.95% (0.00%)



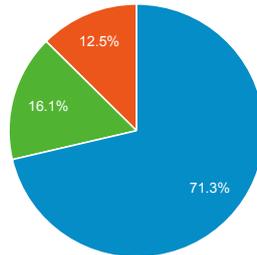
New vs. Returned Visitors

■ 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	1,343,348	47.91%
TSA Pre✓® Transportation Security Administration	977,244	34.08%
Transportation Security Administration	534,729	32.87%
Liquids Rule Transportation Security Administration	378,732	69.36%
Identification Transportation Security Administration	271,554	71.84%

Visits by Social Network

Social Network	Sessions
Facebook	24,226
Twitter	7,445
reddit	2,341
YouTube	1,619
BuzzFeed	1,436
TripAdvisor	943
Quora	695
Stack Exchange	561
Naver	329
WordPress	314

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,073,971	48.01%
(direct) / (none)	1,046,669	54.62%
bing / organic	112,619	36.73%
search.usa.gov / referral	108,683	44.55%
aa.com / referral	56,449	63.69%
yahoo / organic	52,459	41.23%
delta.com / referral	37,207	35.16%
dhs.gov / referral	30,298	42.13%
m.facebook.com / referral	20,251	66.89%
customersupport.spirit.com / referral	17,373	55.46%