

TSA.GOV Web Performance Metrics

Mar 1, 2019 - Mar 31, 2019

All Users
100.00% Sessions

Total Visits

4,864,959

% of Total: 100.00% (4,864,959)



Avg. Visit Duration

00:01:51

Avg for View: 00:01:51 (0.00%)



Pageviews

9,346,383

% of Total: 100.00% (9,346,383)



Unique Visitors

3,740,678

% of Total: 100.00% (3,740,678)



Avg. Pages / Visit

1.92

Avg for View: 1.92 (0.00%)



Avg. Time on Page

00:02:00

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



Bounce Rate

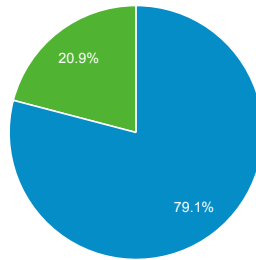
51.22%

Avg for View: 51.22% (0.00%)



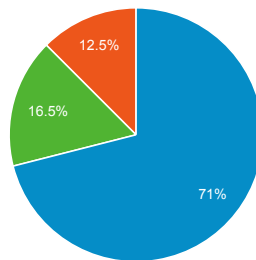
New vs. Returned Visitors

■ 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	1,758,463	48.46%
TSA Pre✓® Transportation Security Administration	1,117,267	33.89%
Transportation Security Administration	633,314	33.24%
Liquids Rule Transportation Security Administration	507,696	69.67%
Identification Transportation Security Administration	346,295	72.24%

Visits by Social Network

Social Network	Sessions
Facebook	49,606
Twitter	14,584
YouTube	1,781
reddit	1,441
TripAdvisor	1,158
Quora	918
BuzzFeed	631
Stack Exchange	531
LinkedIn	356
Instagram	296

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,607,032	49.74%
(direct) / (none)	1,273,091	54.65%
search.usa.gov / referral	136,488	44.65%
bing / organic	125,676	37.53%
aa.com / referral	73,369	64.76%
yahoo / organic	60,858	42.29%
delta.com / referral	48,443	36.20%
m.facebook.com / referral	45,463	80.05%
dhs.gov / referral	42,008	42.05%
customersupport.spirit.com / referral	23,311	56.25%