

# TSA.GOV Web Performance Metrics

Apr 1, 2019 - Apr 30, 2019

**All Users**  
100.00% Sessions

## Total Visits

**4,603,396**

% of Total: 100.00% (4,603,396)



## Avg. Visit Duration

**00:01:51**

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



## Pageviews

**8,883,694**

% of Total: 100.00% (8,883,694)



## Unique Visitors

**3,440,203**

% of Total: 100.00% (3,440,203)



## Avg. Pages / Visit

**1.93**

Avg for View: 1.93 (0.00%)



## Avg. Time on Page

**00:01:59**

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



## Bounce Rate

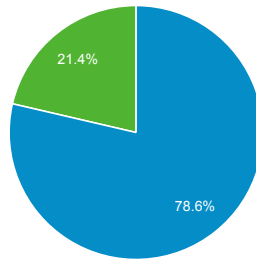
**51.09%**

Avg for View: 51.09% (0.00%)



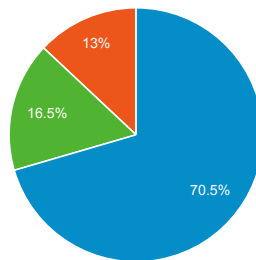
## New vs. Returned Visitors

■ 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	1,590,821	48.90%
TSA Pre✓®   Transportation Security Administration	1,068,267	34.30%
Transportation Security Administration	606,496	32.83%
Liquids Rule   Transportation Security Administration	454,897	69.43%
Identification   Transportation Security Administration	410,438	72.03%

## Visits by Social Network

Social Network	Sessions
Facebook	43,094
Twitter	8,306
YouTube	1,809
TripAdvisor	1,110
reddit	938
Quora	882
Instagram	649
Stack Exchange	531
WordPress	340
LinkedIn	332

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,398,144	49.23%
(direct) / (none)	1,205,931	55.24%
search.usa.gov / referral	128,174	44.24%
bing / organic	118,606	35.05%
aa.com / referral	64,093	64.12%
yahoo / organic	56,727	42.78%
delta.com / referral	47,872	35.23%
dhs.gov / referral	42,387	42.64%
m.facebook.com / referral	38,182	72.04%
ttp.cbp.dhs.gov / referral	26,883	45.53%