

TSA.GOV Web Performance Metrics

May 1, 2019 - May 31, 2019

All Users
100.00% Sessions

Total Visits

5,152,487

% of Total: 100.00% (5,152,487)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Pageviews

9,770,320

% of Total: 100.00% (9,770,320)



Unique Visitors

3,841,944

% of Total: 100.00% (3,841,944)



Avg. Pages / Visit

1.90

Avg for View: 1.90 (0.00%)



Avg. Time on Page

00:02:01

Avg for View: 00:02:01 (0.00%)



Bounce Rate

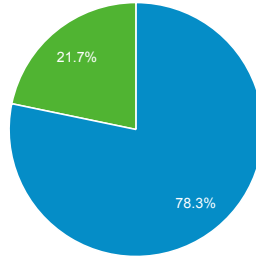
51.80%

Avg for View: 51.80% (0.00%)



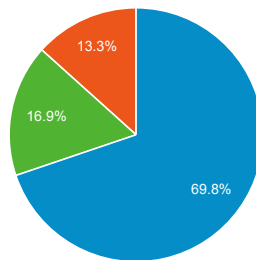
New vs. Returned Visitors

■ 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	1,830,283	49.64%
TSA Pre✓® Transportation Security Administration	1,257,607	36.62%
Transportation Security Administration	643,988	35.49%
Liquids Rule Transportation Security Administration	547,187	69.51%
Identification Transportation Security Administration	354,899	70.66%

Visits by Social Network

Social Network	Sessions
Facebook	44,510
Twitter	8,577
YouTube	1,817
TripAdvisor	1,231
reddit	1,165
Quora	994
Stack Exchange	489
Instagram	462
WordPress	314
Instagram Stories	239

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,644,719	50.80%
(direct) / (none)	1,358,826	55.78%
ttp.cbp.dhs.gov / referral	149,559	45.46%
search.usa.gov / referral	148,251	44.63%
bing / organic	121,393	34.91%
aa.com / referral	74,126	64.42%
yahoo / organic	62,590	43.22%
dhs.gov / referral	40,490	43.22%
m.facebook.com / referral	39,510	73.63%
delta.com / referral	31,315	50.35%