

# TSA.GOV Web Performance Metrics

Dec 1, 2019 - Dec 31, 2019

All Users  
100.00% Sessions

## Total Visits

**4,949,728**

% of Total: 100.00% (4,949,728)



## Avg. Visit Duration

**00:01:34**

Avg for View: 00:01:34 (0.00%)



## Pageviews

**8,629,486**

% of Total: 100.00% (8,629,486)



## Unique Visitors

**3,822,424**

% of Total: 100.00% (3,822,424)



## Avg. Pages / Visit

**1.74**

Avg for View: 1.74 (0.00%)



## Avg. Time on Page

**00:02:06**

Avg for View: 00:02:06 (0.00%)



## Bounce Rate

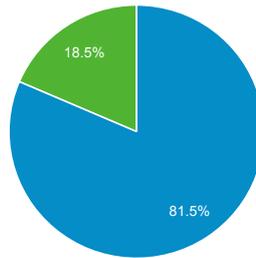
**53.94%**

Avg for View: 53.94% (0.00%)



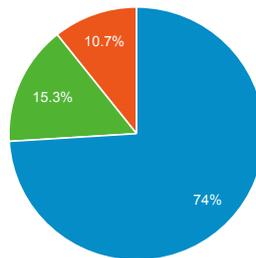
## New vs. Returned Visitors

■ 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	1,550,416	51.30%
TSA Pre✓®   Transportation Security Administration	1,283,069	47.35%
Transportation Security Administration	553,699	40.28%
Liquids Rule   Transportation Security Administration	399,601	72.78%
Identification   Transportation Security Administration	359,042	71.74%

## Visits by Social Network

Social Network	Sessions
Facebook	27,058
Twitter	7,237
reddit	1,306
YouTube	1,192
TripAdvisor	932
Quora	723
Instagram	644
LinkedIn	566
Stack Exchange	256
Naver	140

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,516,168	50.64%
(direct) / (none)	1,224,029	57.16%
search.usa.gov / referral	116,148	44.49%
sabio / display	105,381	84.02%
bing / organic	103,525	39.64%
orange142 / display	93,741	87.60%
ttp.cbp.dhs.gov / referral	55,682	40.52%
fbig / static	52,178	73.60%
yahoo / organic	49,910	41.63%
aa.com / referral	45,677	65.91%