

# TSA.GOV Web Performance Metrics

Apr 1, 2015 - Apr 30, 2015



## Total Visits

**3,292,211**

% of Total: 100.00% (3,292,211)



## Avg. Visit Duration

**00:02:13**

Avg for View: 00:02:13 (0.00%)



## Pageviews

**16,732,523**

% of Total: 100.00% (16,732,523)



## Unique Visitors

**2,513,484**

% of Total: 100.00% (2,513,484)



## Avg. Pages / Visit

**5.08**

Avg for View: 5.08 (0.00%)



## Avg. Time on Page

**00:00:32**

Avg for View: 00:00:32 (0.00%)



## Bounce Rate

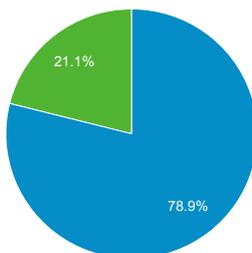
**0.99%**

Avg for View: 0.99% (0.00%)



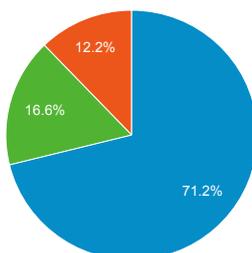
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™   Transportation Security Administration	2,580,778	0.39%
3-1-1 Liquids Rule   Transportation Security Administration	1,569,283	1.26%
Prohibited Items   Transportation Security Administration	1,413,544	1.34%
Transportation Security Administration	1,336,584	0.71%
TSA Pre✓® Application Program   Transportation Security Administration	991,057	1.38%

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,559,265	0.96%
(direct) / (none)	849,926	1.23%
search.usa.gov / referral	110,576	0.84%
yahoo / organic	100,031	1.04%
bing / organic	98,837	0.69%
delta.com / referral	56,153	0.74%
dhs.gov / referral	47,114	0.38%
aa.com / referral	35,548	0.80%
aol.com / referral	15,477	0.24%
united.com / referral	15,147	0.77%

## Visits by Social Network

Social Network	Sessions
Facebook	16,978
TripAdvisor	4,027
Twitter	2,094
reddit	1,806
Stack Exchange	829
Yahoo! Answers	690
Quora	452
Blogger	357
Yelp	234
Askville	219