

TSA.GOV Web Performance Metrics

Aug 1, 2019 - Aug 31, 2019

All Users
100.00% Sessions

Total Visits

5,015,022

% of Total: 100.00% (5,015,022)



Avg. Visit Duration

00:01:46

Avg for View: 00:01:46 (0.00%)



Pageviews

9,383,085

% of Total: 100.00% (9,383,085)



Unique Visitors

3,859,997

% of Total: 100.00% (3,859,997)



Avg. Pages / Visit

1.87

Avg for View: 1.87 (0.00%)



Avg. Time on Page

00:02:01

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



Bounce Rate

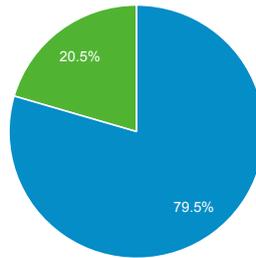
51.21%

Avg for View: 51.21% (0.00%)



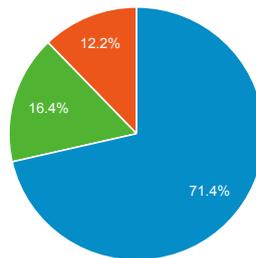
New vs. Returned Visitors

■ 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	1,753,582	50.96%
TSA Pre✓® Transportation Security Administration	1,173,372	35.27%
Transportation Security Administration	607,652	36.77%
Liquids Rule Transportation Security Administration	455,545	70.88%
Identification Transportation Security Administration	372,541	69.39%

Visits by Social Network

Social Network	Sessions
Facebook	44,089
Twitter	13,853
YouTube	1,671
reddit	1,441
TripAdvisor	1,362
Instagram	1,127
Quora	842
Instagram Stories	522
Stack Exchange	443
LinkedIn	439

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,500,444	49.00%
(direct) / (none)	1,355,339	56.75%
search.usa.gov / referral	136,077	45.19%
bing / organic	126,887	37.59%
ttp.cbp.dhs.gov / referral	83,090	40.28%
yahoo / organic	60,978	42.35%
aa.com / referral	55,657	64.57%
dhs.gov / referral	48,964	46.37%
m.facebook.com / referral	38,956	68.78%
beeg.tel / referral	34,351	43.49%