

# TSA.GOV Web Performance Metrics

May 1, 2015 - May 31, 2015



## Total Visits

**3,478,633**

% of Total: 100.00% (3,478,633)



## Avg. Visit Duration

**00:02:06**

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



## Pageviews

**17,139,298**

% of Total: 100.00% (17,139,298)



## Unique Visitors

**2,658,797**

% of Total: 100.00% (2,658,797)



## Avg. Pages / Visit

**4.93**

Avg for View: 4.93 (0.00%)



## Avg. Time on Page

**00:00:32**

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



## Bounce Rate

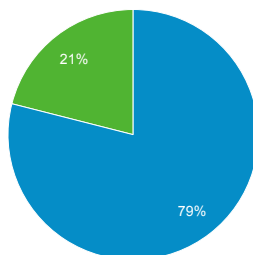
**1.01%**

Avg for View: 1.01% (0.00%)



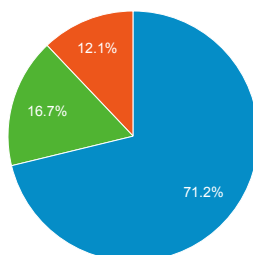
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,648,106	1.00%
(direct) / (none)	856,937	1.25%
search.usa.gov / referral	117,477	0.78%
dhs.gov / referral	104,122	0.54%
bing / organic	96,373	0.66%
yahoo / organic	85,715	0.93%
aa.com / referral	67,261	1.00%
delta.com / referral	63,127	0.78%
united.com / referral	23,160	0.72%
usairways.com / referral	14,939	0.88%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™   Transportation Security Administration	2,397,009	0.56%
3-1-1 Liquids Rule   Transportation Security Administration	1,750,752	1.25%
Prohibited Items   Transportation Security Administration	1,622,857	1.23%
Transportation Security Administration	1,487,733	0.66%
TSA Pre✓® Application Program   Transportation Security Administration	973,976	1.41%

## Visits by Social Network

Social Network	Sessions
Facebook	9,225
TripAdvisor	4,450
Twitter	1,629
Stack Exchange	1,198
reddit	1,059
Yahoo! Answers	716
BuzzFeed	704
Quora	633
Blogger	455
Yelp	302