TSA.GOV Web Performance Metrics

Sep 1, 2019 - Sep 30, 2019

◯ All Users
100.00% Sessions

Total Visits

4,379,440
% of Total: **100.00% (4,379,440)**

Avg. Visit Duration

00:01:45
Avg for View: **00:01:45 (0.00%)**

Pageviews

8,166,531
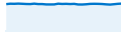% of Total: **100.00% (8,166,531)**

Unique Visitors

3,384,190
% of Total: **100.00% (3,384,190)**
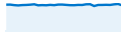
Avg. Pages / Visit

1.86
Avg for View: **1.86 (0.00%)**
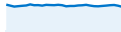
Avg. Time on Page

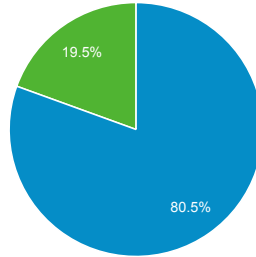**00:02:00**
Avg for View: **00:02:00 (0.00%)**

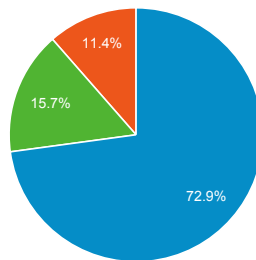## Bounce Rate

51.31%
Avg for View: **51.31% (0.00%)**

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

- 19.5%
- 80.5%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

- 11.4%
- 15.7%
- 72.9%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,131,190	48.10%
(direct) / (none)	1,218,947	57.67%
search.usa.gov / referral	118,193	44.39%
bing / organic	113,693	37.58%
ttp.cbp.dhs.gov / referral	67,174	40.31%
yahoo / organic	53,801	42.54%
aa.com / referral	50,489	63.74%
dhs.gov / referral	43,907	45.94%
delta.com / referral	28,840	52.49%
m.facebook.com / referral	28,288	68.44%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? | Transportation Security Administration	1,496,572	50.93%
TSA Pre✓® | Transportation Security Administration	1,053,138	35.74%
Transportation Security Administration |	543,276	39.27%
Liquids Rule | Transportation Security Administration	408,213	70.09%
Identification | Transportation Security Administration	358,177	70.08%

Visits by Social Network

Social Network	Sessions
Facebook	32,358
Twitter	6,350
Instagram Stories	1,385
YouTube	1,331
reddit	1,068
TripAdvisor	1,023
Instagram	689
Quora	585
Stack Exchange	318
WordPress	191