

TSA.GOV Web Performance Metrics

Mar 1, 2015 - Mar 31, 2015

All Sessions
100.00%

Total Visits

3,312,153

% of Total: 100.00% (3,312,153)



Avg. Visit Duration

00:02:10

Avg for View: 00:02:10 (0.00%)



Pageviews

16,529,007

% of Total: 100.00% (16,529,007)



Unique Visitors

2,516,915

% of Total: 100.00% (2,516,915)



Avg. Pages / Visit

4.99

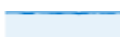
Avg for View: 4.99 (0.00%)



Avg. Time on Page

00:00:32

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



Bounce Rate

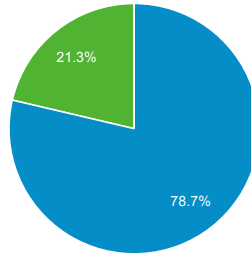
0.38%

Avg for View: 0.38% (0.00%)



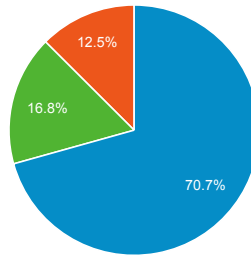
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™ Transportation Security Administration	1,929,784	0.17%
3-1-1 Liquids Rule Transportation Security Administration	1,623,209	0.44%
Prohibited Items Transportation Security Administration	1,545,393	0.39%
Transportation Security Administration	1,355,311	0.30%
Traveler Information Transportation Security Administration	751,175	0.30%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,696,008	0.34%
(direct) / (none)	729,076	0.51%
search.usa.gov / referral	116,278	0.30%
yahoo / organic	108,375	0.34%
bing / organic	101,747	0.27%
delta.com / referral	60,737	0.26%
dhs.gov / referral	26,619	0.19%
usairways.com / referral	17,053	0.26%
alaskaair.com / referral	13,018	0.28%
aa.com / referral	12,705	0.40%

Visits by Social Network

Social Network	Sessions
Twitter	10,922
Facebook	10,698
TripAdvisor	4,175
Stack Exchange	1,095
BuzzFeed	727
Yahoo! Answers	692
reddit	674
Blogger	619
Quora	381
Yelp	239