

TSA.GOV Web Performance Metrics

Apr 1, 2016 - Apr 30, 2016

All Users
100.00% Sessions

Total Visits

4,094,813

% of Total: 100.00% (4,094,813)



Avg. Visit Duration

00:01:31

Avg for View: 00:01:31 (0.00%)



Pageviews

7,101,365

% of Total: 100.00% (7,101,365)



Unique Visitors

2,818,078

% of Total: 100.00% (2,818,078)



Avg. Pages / Visit

1.73

Avg for View: 1.73 (0.00%)



Avg. Time on Page

00:02:03

Avg for View: 00:02:03 (0.00%)



Bounce Rate

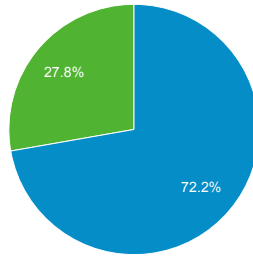
64.78%

Avg for View: 64.78% (0.00%)



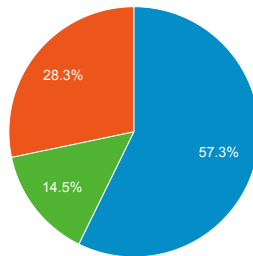
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening Transportation Security Administration	1,487,645	95.38%
Apply for TSA Pre✓® Transportation Security Administration	942,732	27.46%
TSA Pre✓® Transportation Security Administration	762,687	36.28%
Prohibited Items Transportation Security Administration	574,172	67.68%
Transportation Security Administration	545,569	43.51%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,244,599	77.70%
google / organic	1,222,531	49.80%
bing / organic	95,284	34.44%
yahoo / organic	64,281	37.84%
delta.com / referral	56,746	50.58%
search.usa.gov / referral	34,315	43.15%
aa.com / referral	19,693	53.86%
universalenroll.dhs.gov / referral	18,470	39.31%
cbp.gov / referral	16,093	31.85%
jetblue.com / referral	9,031	53.88%

Visits by Social Network

Social Network	Sessions
Facebook	9,611
Twitter	2,692
Stack Exchange	1,960
reddit	1,548
Yahoo! Answers	298
Blogger	231
Yelp	226
TripAdvisor	186
WordPress	132
BuzzFeed	116