

TSA.GOV Web Performance Metrics

Aug 1, 2016 - Aug 31, 2016

All Users
100.00% Sessions

Total Visits

4,344,032

% of Total: 100.00% (4,344,032)



Avg. Visit Duration

00:01:19

Avg for View: 00:01:19 (0.00%)



Pageviews

6,793,645

% of Total: 100.00% (6,793,645)



Unique Visitors

2,959,738

% of Total: 100.00% (2,959,738)



Avg. Pages / Visit

1.56

Avg for View: 1.56 (0.00%)



Avg. Time on Page

00:02:20

Avg for View: 00:02:20 (0.00%)



Bounce Rate

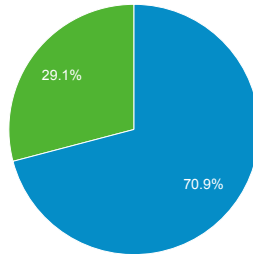
67.39%

Avg for View: 67.39% (0.00%)



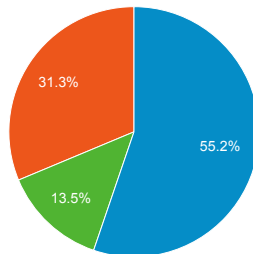
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening Transportation Security Administration	1,657,532	95.14%
TSA Pre✓® Transportation Security Administration	1,114,898	35.82%
Transportation Security Administration	622,191	42.23%
Prohibited Items Transportation Security Administration	548,039	71.85%
Liquids Rule Transportation Security Administration	455,280	73.37%

Visits by Social Network

Social Network	Sessions
Facebook	25,469
Twitter	7,182
Stack Exchange	2,360
LinkedIn	1,326
reddit	1,115
Facebook Apps	394
Quora	323
Blogger	290
Yahoo! Answers	277
TripAdvisor	243

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,246,854	81.54%
google / organic	1,249,624	51.64%
delta.com / referral	108,025	42.11%
bing / organic	94,967	35.92%
aa.com / referral	93,754	66.63%
yahoo / organic	58,688	39.62%
search.usa.gov / referral	41,453	45.18%
womansday.com / referral	22,055	66.27%
universalenroll.dhs.gov / referral	20,906	38.27%
facebook.com / referral	17,633	86.61%