

TSA.GOV Web Performance Metrics

Feb 1, 2016 - Feb 29, 2016

All Users
100.00% Sessions

Total Visits

3,586,748
% of Total: 100.00% (3,586,748)



Avg. Visit Duration

00:01:27
Avg for View: 00:01:27 (0.00%)



Pageviews

6,178,250
% of Total: 100.00% (6,178,250)



Unique Visitors

2,410,879
% of Total: 100.00% (2,410,879)



Avg. Pages / Visit

1.72
Avg for View: 1.72 (0.00%)



Avg. Time on Page

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



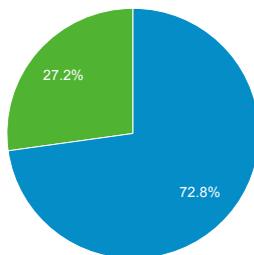
Bounce Rate

67.16%
Avg for View: 67.16% (0.00%)



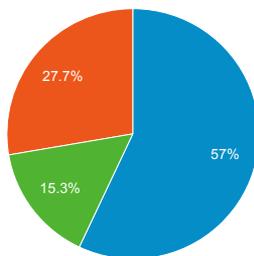
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening Transportation Security Administration	1,486,925	95.49%
Apply for TSA Pre✓® Transportation Security Administration	670,298	26.00%
TSA Pre✓® Transportation Security Administration	549,185	34.77%
Prohibited Items Transportation Security Administration	517,736	63.40%
Transportation Security Administration	498,431	49.14%

Visits by Social Network

Social Network	Sessions
Facebook	5,998
Twitter	3,518
reddit	3,421
TripAdvisor	2,738
Stack Exchange	1,549
BuzzFeed	406
Yahoo! Answers	267
Blogger	223
Askville	196
Yelp	190

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,022,421	80.41%
google / organic	999,433	49.96%
bing / organic	68,791	35.40%
yahoo / organic	48,063	37.39%
delta.com / referral	47,961	50.91%
aa.com / referral	46,507	56.73%
search.usa.gov / referral	30,021	43.98%
dhs.gov / referral	17,854	49.38%
cbp.gov / referral	10,820	30.97%
universalenroll.dhs.gov / referral	9,427	42.60%