

# TSA.GOV Web Performance Metrics

Jun 1, 2015 - Jun 30, 2015



## Total Visits

**3,628,884**

% of Total: 100.00% (3,628,884)



## Avg. Visit Duration

**00:02:05**

Avg for View: 00:02:05 (0.00%)



## Pageviews

**17,563,337**

% of Total: 100.00% (17,563,337)



## Unique Visitors

**2,753,377**

% of Total: 100.00% (2,753,377)



## Avg. Pages / Visit

**4.84**

Avg for View: 4.84 (0.00%)



## Avg. Time on Page

**00:00:32**

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



## Bounce Rate

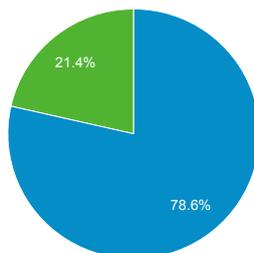
**1.60%**

Avg for View: 1.60% (0.00%)



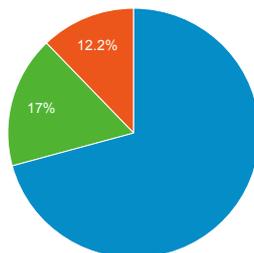
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

| Page Title   | Pageviews | Bounce Rate |
|--|-----------|-------------|
| TSA Pre✓™   Transportation Security Administration                     | 2,018,045 | 1.26%       |
| 3-1-1 Liquids Rule   Transportation Security Administration            | 1,954,719 | 2.01%       |
| Prohibited Items   Transportation Security Administration              | 1,872,772 | 1.81%       |
| Transportation Security Administration                                 | 1,475,210 | 0.85%       |
| TSA Pre✓® Application Program   Transportation Security Administration | 837,132   | 2.21%       |

## Visits and Bounce Rate by Source / Medium

| Source / Medium           | Sessions  | Bounce Rate |
|---------------------------|-----------|-------------|
| google / organic          | 1,780,192 | 1.59%       |
| (direct) / (none)         | 847,873   | 1.85%       |
| search.usa.gov / referral | 128,869   | 1.21%       |
| bing / organic            | 103,289   | 0.89%       |
| yahoo / organic           | 85,995    | 1.26%       |
| aa.com / referral         | 83,849    | 1.45%       |
| delta.com / referral      | 67,311    | 1.21%       |
| dhs.gov / referral        | 34,812    | 0.90%       |
| united.com / referral     | 20,861    | 0.99%       |
| usairways.com / referral  | 16,820    | 1.32%       |

## Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook       | 11,665   |
| TripAdvisor    | 5,675    |
| Twitter        | 2,658    |
| Stack Exchange | 1,536    |
| reddit         | 1,160    |
| Yahoo! Answers | 807      |
| Quora          | 669      |
| Blogger        | 415      |
| Askville       | 290      |
| Yelp           | 283      |