

# TSA.GOV Web Performance Metrics

May 1, 2016 - May 31, 2016

All Users  
100.00% Sessions

## Total Visits

**6,573,285**

% of Total: 100.00% (6,573,285)



## Avg. Visit Duration

**00:01:52**

Avg for View: 00:01:52 (0.00%)



## Pageviews

**12,188,946**

% of Total: 100.00% (12,188,946)



## Unique Visitors

**4,740,031**

% of Total: 100.00% (4,740,031)



## Avg. Pages / Visit

**1.85**

Avg for View: 1.85 (0.00%)



## Avg. Time on Page

**00:02:11**

Avg for View: 00:02:11 (0.00%)



## Bounce Rate

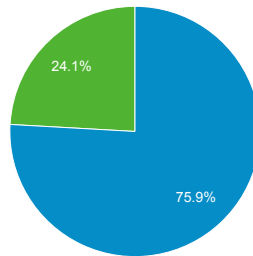
**54.87%**

Avg for View: 54.87% (0.00%)



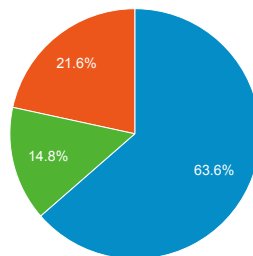
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,858,486	70.99%
google / organic	2,210,676	43.63%
aa.com / referral	239,561	41.59%
bing / organic	209,028	29.94%
google / cpc	150,701	25.45%
yahoo / organic	144,090	31.50%
delta.com / referral	71,071	49.77%
search.usa.gov / referral	67,045	40.74%
universalenroll.dhs.gov / referral	38,078	38.74%
aol / organic	14,794	24.29%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
Apply for TSA Pre✓®   Transportation Security Administration	3,028,043	27.59%
Security Screening   Transportation Security Administration	1,626,058	94.57%
TSA Pre✓®   Transportation Security Administration	1,623,909	35.97%
Transportation Security Administration	921,290	38.02%
Prohibited Items   Transportation Security Administration	658,755	73.43%

## Visits by Social Network

Social Network	Sessions
Facebook	14,760
Twitter	7,387
Stack Exchange	2,572
reddit	1,732
BuzzFeed	668
Yelp	338
LinkedIn	329
Yahoo! Answers	309
Blogger	289
TripAdvisor	275