

TSA.GOV Web Performance Metrics

Sep 1, 2015 - Sep 30, 2015



Total Visits

2,326,263
% of Total: 100.00% (2,326,263)



Avg. Visit Duration

00:01:55
Avg for View: 00:01:55 (0.00%)



Pageviews

5,023,801
% of Total: 100.00% (5,023,801)



Unique Visitors

1,905,374
% of Total: 100.00% (1,905,374)



Avg. Pages / Visit

2.16
Avg for View: 2.16 (0.00%)



Avg. Time on Page

00:01:39
Avg for View: 00:01:39 (0.00%)



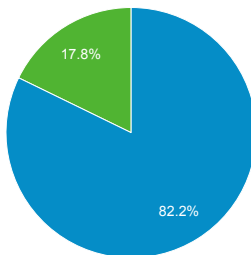
Bounce Rate

52.00%
Avg for View: 52.00% (0.00%)



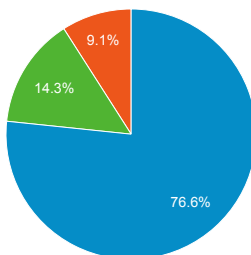
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Apply for TSA Pre✓® Transportation Security Administration	696,267	34.17%
TSA Pre✓® Transportation Security Administration	633,637	36.33%
Prohibited Items Transportation Security Administration	565,775	56.12%
Liquids Rule Transportation Security Administration	543,709	69.62%
Transportation Security Administration	535,482	51.74%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	903,910	50.66%
(direct) / (none)	752,091	53.69%
bing / organic	57,740	38.55%
dhs.gov / referral	56,367	37.27%
delta.com / referral	55,458	53.09%
aa.com / referral	54,912	55.27%
yahoo / organic	50,132	41.19%
google / cpc	30,579	33.70%
search.usa.gov / referral	14,938	48.07%
m.facebook.com / referral	9,164	75.40%

Visits by Social Network

Social Network	Sessions
Facebook	12,676
TripAdvisor	3,579
reddit	3,465
Twitter	2,290
Stack Exchange	1,414
Blogger	262
Askville	245
Tumblr	236
Yahoo! Answers	232
Yelp	216