

TSA.GOV Web Performance Metrics

Jul 1, 2015 - Jul 31, 2015

All Sessions
100.00%

Total Visits

3,560,687

% of Total: 100.00% (3,560,687)



Avg. Visit Duration

00:02:06

Avg for View: 00:02:06 (0.00%)



Pageviews

17,961,021

% of Total: 100.00% (17,961,021)



Unique Visitors

2,730,199

% of Total: 100.00% (2,730,199)



Avg. Pages / Visit

5.04

Avg for View: 5.04 (0.00%)



Avg. Time on Page

00:00:31

Avg for View: 00:00:31 (0.00%)



Bounce Rate

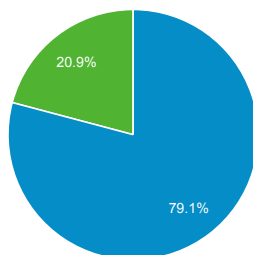
0.14%

Avg for View: 0.14% (0.00%)



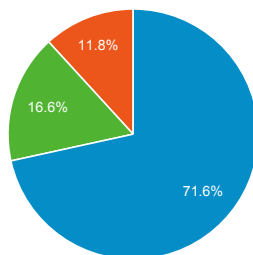
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA Pre✓™ Transportation Security Administration	2,215,770	0.11%
3-1-1 Liquids Rule Transportation Security Administration	1,928,800	0.12%
Prohibited Items Transportation Security Administration	1,874,105	0.13%
Transportation Security Administration	1,445,054	0.13%
TSA Pre✓® Application Program Transportation Security Administration	1,018,564	0.09%

Visits by Social Network

Social Network	Sessions
Facebook	12,612
TripAdvisor	6,148
reddit	5,814
Stack Exchange	1,793
Twitter	1,684
Yahoo! Answers	1,026
Quora	541
YouTube	534
Blogger	363
Yelp	316

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,671,699	0.11%
(direct) / (none)	833,021	0.22%
search.usa.gov / referral	104,496	0.10%
aa.com / referral	95,274	0.11%
yahoo / organic	89,766	0.08%
bing / organic	72,470	0.10%
delta.com / referral	71,433	0.10%
Travel and Leisure / All Seven Markets	35,617	0.53%
dhs.gov / referral	32,560	0.04%
google / cpc	29,413	0.08%

