

TSA.GOV Web Performance Metrics

Feb 1, 2018 - Feb 28, 2018

All Users
100.00% Sessions

Total Visits

3,584,666

% of Total: 100.00% (3,584,666)



Avg. Visit Duration

00:02:00

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



Pageviews

7,673,842

% of Total: 100.00% (7,673,842)



Unique Visitors

2,801,902

% of Total: 100.00% (2,801,902)



Avg. Pages / Visit

2.14

Avg for View: 2.14 (0.00%)



Avg. Time on Page

00:01:44

Avg for View: 00:01:44 (0.00%)



Bounce Rate

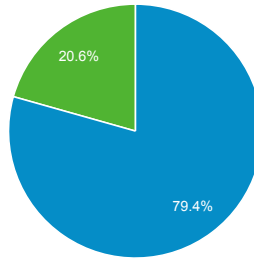
48.28%

Avg for View: 48.28% (0.00%)



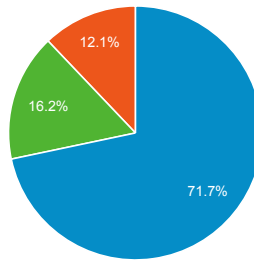
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	1,746,806	37.15%
TSA Pre✓® Transportation Security Administration	925,924	39.91%
Transportation Security Administration	580,600	30.82%
Liquids Rule Transportation Security Administration	424,488	66.46%
Identification Transportation Security Administration	319,981	66.37%

Visits by Social Network

Social Network	Sessions
Facebook	44,755
Twitter	7,069
reddit	1,814
YouTube	864
TripAdvisor	619
Stack Exchange	449
Quora	396
Instagram	259
Pinterest	211
LinkedIn	207

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,652,293	46.90%
(direct) / (none)	993,683	51.52%
search.usa.gov / referral	137,555	42.03%
bing / organic	97,860	32.70%
aa.com / referral	57,942	62.49%
yahoo / organic	48,452	40.32%
delta.com / referral	48,023	30.31%
m.facebook.com / referral	40,692	77.17%
Twitter / post7	32,855	53.59%
dhs.gov / referral	25,310	31.96%