

## TSA.GOV Web Performance Metrics

Jun 1, 2018 - Jun 30, 2018

All Users  
100.00% Sessions

### Total Visits

**4,865,593**

% of Total: 100.00% (4,865,593)



### Avg. Visit Duration

**00:01:57**

Avg for View: 00:01:57 (0.00%)



### Pageviews

**9,791,007**

% of Total: 100.00% (9,791,007)



### Unique Visitors

**3,643,141**

% of Total: 100.00% (3,643,141)



### Avg. Pages / Visit

**2.01**

Avg for View: 2.01 (0.00%)



### Avg. Time on Page

**00:01:55**

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



### Bounce Rate

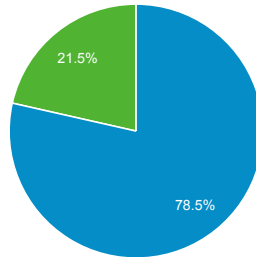
**51.78%**

Avg for View: 51.78% (0.00%)



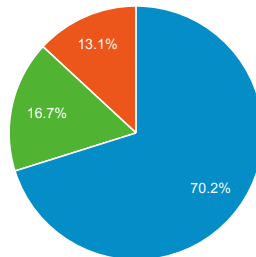
### New vs. Returned Visitors

■ 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	2,075,347	49.41%
TSA Pre✓®   Transportation Security Administration	1,087,118	38.81%
Transportation Security Administration	730,827	35.92%
Liquids Rule   Transportation Security Administration	601,976	67.21%
Identification   Transportation Security Administration	326,117	69.83%

### Visits by Social Network

Social Network	Sessions
Facebook	26,673
Twitter	11,141
reddit	1,887
TripAdvisor	1,213
YouTube	1,213
Quora	987
Instagram	887
Stack Exchange	756
Pinterest	242
Yahoo! Answers	227

### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,400,943	51.31%
(direct) / (none)	1,461,247	54.90%
search.usa.gov / referral	176,981	44.95%
bing / organic	111,886	35.13%
aa.com / referral	78,699	62.82%
yahoo / organic	58,733	43.63%
delta.com / referral	49,559	30.47%
dhs.gov / referral	31,611	43.29%
m.facebook.com / referral	21,246	62.69%
southwest.com / referral	18,992	34.82%