

TSA.GOV Web Performance Metrics

Jun 1, 2019 - Jun 30, 2019

All Users
100.00% Sessions

Total Visits

5,481,113

% of Total: 100.00% (5,481,113)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Pageviews

10,362,530

% of Total: 100.00% (10,362,530)



Unique Visitors

4,186,286

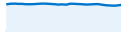
% of Total: 100.00% (4,186,286)



Avg. Pages / Visit

1.89

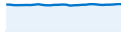
Avg for View: 1.89 (0.00%)



Avg. Time on Page

00:02:02

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



Bounce Rate

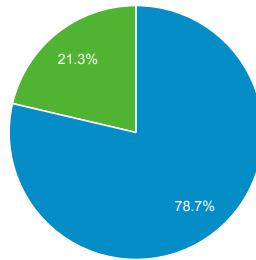
52.66%

Avg for View: 52.66% (0.00%)



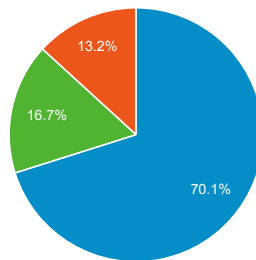
New vs. Returned Visitors

■ 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	2,179,684	49.87%
TSA Pre✓® Transportation Security Administration	1,158,225	35.78%
Transportation Security Administration	646,015	34.60%
Liquids Rule Transportation Security Administration	600,352	70.21%
Identification Transportation Security Administration	392,085	71.84%

Visits by Social Network

Social Network	Sessions
Facebook	107,983
Twitter	9,416
YouTube	1,930
reddit	1,904
TripAdvisor	1,531
Quora	987
Instagram	527
Stack Exchange	448
LinkedIn	355
wikiHow	184

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,774,187	51.08%
(direct) / (none)	1,471,160	56.48%
search.usa.gov / referral	160,842	44.86%
bing / organic	125,339	38.50%
ttp.cbp.dhs.gov / referral	105,398	42.14%
m.facebook.com / referral	102,777	80.07%
aa.com / referral	82,726	64.83%
yahoo / organic	67,916	45.04%
dhs.gov / referral	39,274	43.17%
delta.com / referral	30,591	55.84%