

TSA.gov Web Performance Metrics

Jul 1, 2016 - Jul 31, 2016

All Users
100.00% Sessions

Total Visits

4,809,347

% of Total: 100.00% (4,809,347)



Avg. Visit Duration

00:01:24

Avg for View: 00:01:24 (0.00%)



Pageviews

7,769,942

% of Total: 100.00% (7,769,942)



Unique Visitors

3,315,135

% of Total: 100.00% (3,315,135)



Avg. Pages / Visit

1.62

Avg for View: 1.62 (0.00%)



Avg. Time on Page

00:02:16

Avg for View: 00:02:16 (0.00%)



Bounce Rate

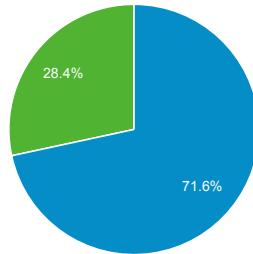
66.51%

Avg for View: 66.51% (0.00%)



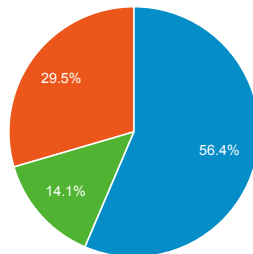
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

| Page Title | Pageviews | Bounce Rate |
|---|-----------|-------------|
| Security Screening Transportation Security Administration | 1,679,465 | 94.77% |
| TSA Pre✓® Transportation Security Administration | 1,286,078 | 35.95% |
| Transportation Security Administration | 700,122 | 41.40% |
| Prohibited Items Transportation Security Administration | 675,451 | 76.54% |
| Liquids Rule Transportation Security Administration | 551,833 | 73.45% |

Visits by Social Network

| Social Network | Sessions |
|----------------|----------|
| Facebook | 40,533 |
| Twitter | 6,401 |
| Stack Exchange | 2,490 |
| LinkedIn | 1,647 |
| reddit | 692 |
| Quora | 322 |
| Blogger | 290 |
| BuzzFeed | 273 |
| Yahoo! Answers | 266 |
| TripAdvisor | 261 |

Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|------------------------------------|-----------|-------------|
| (direct) / (none) | 2,386,274 | 80.34% |
| google / organic | 1,458,631 | 53.32% |
| delta.com / referral | 117,873 | 40.76% |
| aa.com / referral | 115,036 | 65.36% |
| bing / organic | 107,066 | 36.02% |
| yahoo / organic | 70,457 | 40.23% |
| search.usa.gov / referral | 51,054 | 45.53% |
| google / cpc | 21,798 | 34.98% |
| m.facebook.com / referral | 21,728 | 71.86% |
| universalenroll.dhs.gov / referral | 21,288 | 37.37% |

