

# TSA.GOV Web Performance Metrics

Oct 1, 2019 - Oct 31, 2019

All Users  
100.00% Sessions

## Total Visits

**5,023,858**

% of Total: 100.00% (5,023,858)



## Avg. Visit Duration

**00:01:37**

Avg for View: 00:01:37 (0.00%)



## Pageviews

**9,011,031**

% of Total: 100.00% (9,011,031)



## Unique Visitors

**3,937,865**

% of Total: 100.00% (3,937,865)



## Avg. Pages / Visit

**1.79**

Avg for View: 1.79 (0.00%)



## Avg. Time on Page

**00:02:02**

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



## Bounce Rate

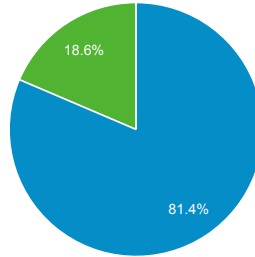
**53.28%**

Avg for View: 53.28% (0.00%)



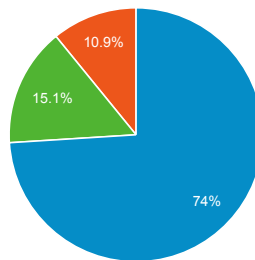
## New vs. Returned Visitors

■ 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	1,490,822	50.27%
TSA Pre✓®   Transportation Security Administration	1,370,469	46.76%
Transportation Security Administration	552,212	38.68%
REAL ID   Transportation Security Administration	513,429	57.85%
Identification   Transportation Security Administration	512,082	69.60%

## Visits by Social Network

Social Network	Sessions
Facebook	32,946
Twitter	7,326
reddit	1,132
Instagram	1,131
YouTube	1,071
TripAdvisor	1,030
Quora	627
Instagram Stories	560
LinkedIn	387
Stack Exchange	256

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,283,111	48.22%
(direct) / (none)	1,452,246	58.59%
sabio / display	135,225	87.50%
bing / organic	119,042	38.95%
search.usa.gov / referral	114,654	44.08%
ttp.cbp.dhs.gov / referral	63,950	40.66%
dhs.gov / referral	55,656	52.86%
yahoo / organic	53,824	41.33%
aa.com / referral	51,342	64.75%
fbig / static	50,194	73.95%