

TSA.GOV Web Performance Metrics

Nov 1, 2019 - Nov 30, 2019

All Users
100.00% Sessions

Total Visits

4,427,490

% of Total: 100.00% (4,427,490)



Avg. Visit Duration

00:01:36

Avg for View: 00:01:36 (0.00%)



Pageviews

7,831,665

% of Total: 100.00% (7,831,665)



Unique Visitors

3,455,617

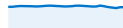
% of Total: 100.00% (3,455,617)



Avg. Pages / Visit

1.77

Avg for View: 1.77 (0.00%)



Avg. Time on Page

00:02:04

Avg for View: 00:02:04 (0.00%)



Bounce Rate

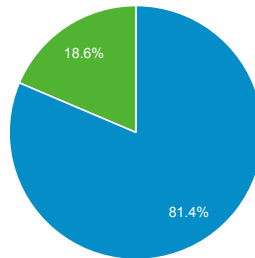
53.54%

Avg for View: 53.54% (0.00%)



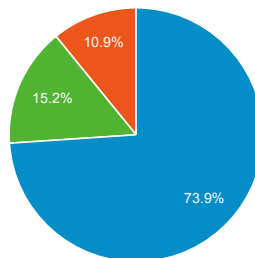
New vs. Returned Visitors

■ 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	1,349,962	51.01%
TSA Pre✓® Transportation Security Administration	1,263,328	48.04%
Transportation Security Administration	490,854	38.88%
Liquids Rule Transportation Security Administration	355,195	71.52%
Identification Transportation Security Administration	334,900	71.16%

Visits by Social Network

Social Network	Sessions
Facebook	27,766
Twitter	6,660
YouTube	1,102
TripAdvisor	942
reddit	898
Instagram	584
Instagram Stories	578
Quora	573
LinkedIn	494
Stack Exchange	221

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,133,285	49.33%
(direct) / (none)	1,179,669	57.87%
sabio / display	116,398	86.43%
search.usa.gov / referral	101,663	44.37%
bing / organic	97,221	40.71%
orange142 / display	61,970	86.76%
ttp.cbp.dhs.gov / referral	56,427	41.05%
yahoo / organic	46,864	42.11%
aa.com / referral	43,039	65.34%
fbig / static	42,027	75.81%