TSA.GOV Web Performance Metrics

Dec 1, 2015 - Dec 31, 2015

All Sessions
100.00%

Total Visits

3,169,418
% of Total: **100.00% (3,169,418)**

Avg. Visit Duration

00:01:29
Avg for View: **00:01:29 (0.00%)**

Pageviews

5,671,929
% of Total: **100.00% (5,671,929)**

Unique Visitors

2,330,417
% of Total: **100.00% (2,330,417)**

Avg. Pages / Visit

1.79
Avg for View: **1.79 (0.00%)**

Avg. Time on Page

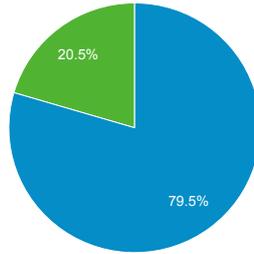**00:01:53**
Avg for View: **00:01:53 (0.00%)**

Bounce Rate

64.29%
Avg for View: **64.29% (0.00%)**

New vs. Returned Visitors

- New Visitor
- Returning Visitor

20.5%
79.5%

Avg. Visits per Visitor

- 1
- 2
- Other

14%
16.4%
69.6%
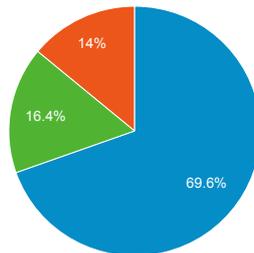
Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	1,568,091	75.95%
google / organic	1,025,129	53.36%
bing / organic	58,106	38.40%
delta.com / referral	47,142	53.25%
yahoo / organic	45,738	40.60%
aa.com / referral	43,654	55.77%
dhs.gov / referral	33,939	55.03%
search.usa.gov / referral	22,104	45.89%
google / cpc	11,486	37.59%
cbp.gov / referral	9,030	32.12%

Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening | Transportation Security Administration	970,106	95.34%
Apply for TSA Pre✓® | Transportation Security Administration	653,405	31.49%
Prohibited Items | Transportation Security Administration	580,447	64.09%
TSA Pre✓® | Transportation Security Administration	567,580	36.70%
Transportation Security Administration	528,086	50.52%

Visits by Social Network

Social Network	Sessions
Facebook	8,489
TripAdvisor	3,887
Twitter	3,850
Stack Exchange	1,623
reddit	506
Yahoo! Answers	271
Yelp	236
Blogger	232
Askville	213
Disqus	142