

TSA.GOV Web Performance Metrics

Nov 1, 2015 - Nov 30, 2015



Total Visits

2,285,852

% of Total: 100.00% (2,285,852)



Avg. Visit Duration

00:01:53

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



Pageviews

4,769,977

% of Total: 100.00% (4,769,977)



Unique Visitors

1,862,815

% of Total: 100.00% (1,862,815)



Avg. Pages / Visit

2.09

Avg for View: 2.09 (0.00%)



Avg. Time on Page

00:01:44

Avg for View: 00:01:44 (0.00%)



Bounce Rate

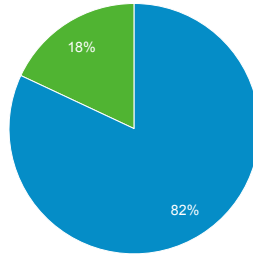
52.10%

Avg for View: 52.10% (0.00%)



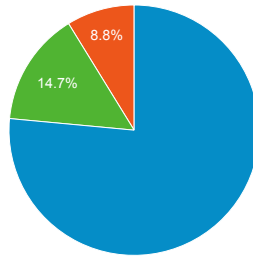
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Apply for TSA Pre✓® Transportation Security Administration	694,271	30.60%
TSA Pre✓® Transportation Security Administration	581,426	37.64%
Prohibited Items Transportation Security Administration	521,523	60.61%
Transportation Security Administration	503,994	48.24%
Liquids Rule Transportation Security Administration	489,605	70.13%

Visits by Social Network

Social Network	Sessions
Facebook	15,922
TripAdvisor	3,338
Twitter	1,956
Stack Exchange	1,388
reddit	591
Blogger	251
Askville	198
Yelp	176
Disqus	131
Care2	125

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	944,976	51.80%
(direct) / (none)	744,461	53.23%
bing / organic	58,649	38.43%
delta.com / referral	48,548	55.11%
yahoo / organic	46,803	40.86%
aa.com / referral	43,261	54.84%
google / cpc	41,910	32.56%
dhs.gov / referral	33,232	44.32%
search.usa.gov / referral	25,659	45.34%
m.facebook.com / referral	12,554	75.13%