

TSA.gov Web Performance Metrics

Nov 1, 2016 - Nov 30, 2016

All Users
100.00% Sessions

Total Visits

3,826,375

% of Total: 100.00% (3,826,375)



Avg. Visit Duration

00:01:10

Avg for View: 00:01:10 (0.00%)



Pageviews

5,740,681

% of Total: 100.00% (5,740,681)



Unique Visitors

2,524,657

% of Total: 100.00% (2,524,657)



Avg. Pages / Visit

1.50

Avg for View: 1.50 (0.00%)



Avg. Time on Page

00:02:19

Avg for View: 00:02:19 (0.00%)



Bounce Rate

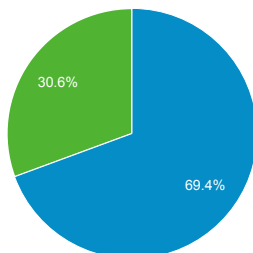
70.09%

Avg for View: 70.09% (0.00%)



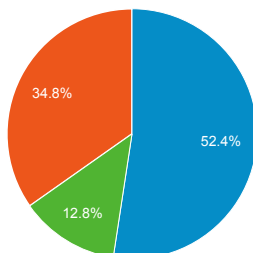
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
Security Screening Transportation Security Administration	1,707,092	95.42%
TSA Pre✓® Transportation Security Administration	871,274	44.55%
Transportation Security Administration	478,551	34.90%
Prohibited Items Transportation Security Administration	403,903	68.45%
Liquids Rule Transportation Security Administration	320,948	72.05%

Visits by Social Network

Social Network	Sessions
Facebook	6,103
Twitter	2,700
Stack Exchange	1,791
reddit	897
TripAdvisor	324
Quora	246
Yahoo! Answers	173
Blogger	156
LinkedIn	145
YouTube	119

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
(direct) / (none)	2,201,105	83.12%
google / organic	928,846	50.49%
delta.com / referral	85,886	34.93%
search.usa.gov / referral	72,128	43.04%
bing / organic	66,884	36.94%
aa.com / referral	51,424	68.15%
yahoo / organic	37,966	40.80%
twitter / cpc	37,052	85.66%
Twitter / cpc	18,481	86.10%
universalenroll.dhs.gov / referral	14,887	37.21%