## **TSA.GOV Web Performance Metrics**

Total Visits		New vs. Returned Visitors			Total Pageviews		
<b>3,894,248</b> % of Total: <b>100.00% (3,894,248)</b>	~~~~	New Visitor Returned	ning Visitor		Page Title	Pageviews	Bounce Rate
Avg. Visit Duration					What Can I Bring?   Transportation S ecurity Administr ation	1,448,985	47.67%
00:01:55 Avg for View: 00:01:55 (0.00%)					TSA Pre ✔ ®   Tra nsportation Secur ity Administration	935,818	36.49%
Pageviews					Transportation Se curity Administrat ion	562,843	32.56%
<b>7,762,470</b> % of Total: <b>100.00% (7,762,470)</b>	~~~~	Avg. Visits per Visitor			Liquids Rule   Tra nsportation Secur ity Administration	411,925	67.18%
Unique Visitors		■1 ■2 ■0	ther		Identification   Tr		
<b>3,026,332</b> % of Total: 100.00% (3,026,332)	~~~~				ansportation Sec urity Administrati on	271,052	69.93%
Avg. Pages / Visit					Visits by Social N	etwork	
<b>1.99</b> Avg for View: <b>1.99 (0.00%)</b>					Social Network	Sessions	
					Facebook		21,115
Ava Time on Deas					Twitter		5,993
Avg. Time on Page							3,993
00:01:55		Visits and Bounce Rate by Sou	rce / Mediu	n	reddit		·
00:01:55		Visits and Bounce Rate by Sour Source / Medium	rce / Mediur Sessions	n Bounce Rate	reddit YouTube		1,910
				Bounce			1,910 1,273 1,176
<b>00:01:55</b> Avg for View: 00:01:55 (0.00%) Bounce Rate		Source / Medium	Sessions	Bounce Rate	YouTube TripAdvisor		1,910 1,273 1,176
<b>00:01:55</b> Avg for View: <b>00:01:55 (0.00%)</b>		Source / Medium google / organic	<b>Sessions</b> 1,964,554	Bounce Rate 49.13%	YouTube TripAdvisor Quora		1,910 1,273 1,176 843
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none)	Sessions 1,964,554 1,075,290	Bounce Rate 49.13% 53.69%	YouTube TripAdvisor		1,910 1,273 1,176 843
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none) search.usa.gov / referral	Sessions 1,964,554 1,075,290 129,808	Bounce Rate 49.13% 53.69% 44.97%	YouTube TripAdvisor Quora		1,910 1,273
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none) search.usa.gov / referral bing / organic	Sessions 1,964,554 1,075,290 129,808 107,649	Bounce Rate 49.13% 53.69% 44.97% 35.41%	YouTube TripAdvisor Quora Instagram Stories		1,910 1,273 1,176 843 586 540
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none) search.usa.gov / referral bing / organic aa.com / referral	Sessions 1,964,554 1,075,290 129,808 107,649 56,030	Bounce Rate 49.13% 53.69% 44.97% 35.41% 62.51%	YouTube TripAdvisor Quora Instagram Stories Stack Exchange		1,910 1,273 1,176 843 586
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none) search.usa.gov / referral bing / organic aa.com / referral yahoo / organic	Sessions 1,964,554 1,075,290 129,808 107,649 56,030 52,792	Bounce Rate 49.13% 53.69% 44.97% 35.41% 62.51% 42.70%	YouTube TripAdvisor Quora Instagram Stories Stack Exchange Instagram		1,910 1,273 1,176 843 586 540 433
00:01:55 Avg for View: 00:01:55 (0.00%) Bounce Rate 50.61%		Source / Medium google / organic (direct) / (none) search.usa.gov / referral bing / organic aa.com / referral yahoo / organic delta.com / referral	Sessions 1,964,554 1,075,290 129,808 107,649 56,030 52,792 42,264	Bounce Rate 49.13% 53.69% 44.97% 35.41% 62.51% 42.70% 32.61%	YouTube TripAdvisor Quora Instagram Stories Stack Exchange Instagram		1,910 1,273 1,176 843 586 540 433