

# TSA.GOV Web Performance Metrics

Apr 1, 2018 - Apr 30, 2018

All Users  
100.00% Sessions

## Total Visits

**4,012,211**

% of Total: 100.00% (4,012,211)



## Avg. Visit Duration

**00:02:02**

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



## Pageviews

**8,773,507**

% of Total: 100.00% (8,773,507)



## Unique Visitors

**3,025,624**

% of Total: 100.00% (3,025,624)



## Avg. Pages / Visit

**2.19**

Avg for View: 2.19 (0.00%)



## Avg. Time on Page

**00:01:43**

Avg for View: 00:01:43 (0.00%)



## Bounce Rate

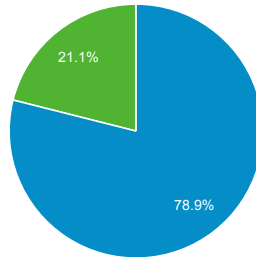
**48.57%**

Avg for View: 48.57% (0.00%)



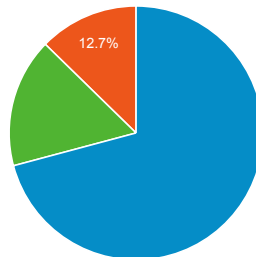
## New vs. Returned Visitors

■ 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	2,124,685	38.47%
TSA Pre✓®   Transportation Security Administration	916,080	35.20%
Transportation Security Administration	634,244	32.10%
Liquids Rule   Transportation Security Administration	494,583	67.33%
Identification   Transportation Security Administration	288,629	68.22%

## Visits by Social Network

Social Network	Sessions
Facebook	20,867
Twitter	5,540
reddit	3,313
YouTube	1,414
TripAdvisor	826
Stack Exchange	715
Quora	508
Instagram Stories	496
Instagram	487
Pinterest	268

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,963,877	48.46%
(direct) / (none)	1,148,533	51.28%
search.usa.gov / referral	145,130	43.25%
bing / organic	105,127	32.41%
aa.com / referral	66,847	62.19%
delta.com / referral	60,550	29.86%
yahoo / organic	50,389	40.96%
dhs.gov / referral	25,335	30.91%
customersupport.spirit.com / referral	21,629	58.61%
universalenroll.dhs.gov / referral	17,786	34.05%