

TSA.GOV Web Performance Metrics

Oct 1, 2021 - Oct 31, 2021

All Users
100.00% Sessions

Total Visits

4,908,064

% of Total: 100.00% (4,908,064)



Avg. Visit Duration

00:01:48

Avg for View: 00:01:48 (0.00%)



Pageviews

10,713,487

% of Total: 100.00% (10,713,487)



Unique Visitors

3,741,979

% of Total: 100.00% (3,741,979)



Avg. Pages / Visit

2.18

Avg for View: 2.18 (0.00%)



Avg. Time on Page

00:01:31

Avg for View: 00:01:31 (0.00%)



Bounce Rate

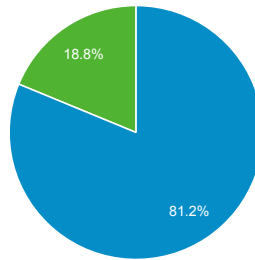
51.02%

Avg for View: 51.02% (0.00%)



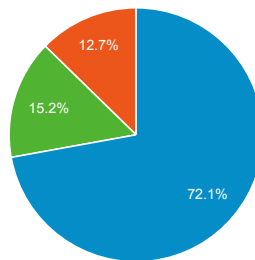
New vs. Returned Visitors

■ 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	3,684,855	39.54%
TSA PreCheck® Transportation Security Administration	1,255,393	29.57%
Transportation Security Administration Transportation Security Administration	605,193	44.39%
Identification Transportation Security Administration	346,304	68.09%
Liquids Rule Transportation Security Administration	340,103	74.71%

Visits by Social Network

Social Network	Sessions
Facebook	18,504
Twitter	5,065
reddit	2,218
Instagram	1,579
Quora	1,139
YouTube	1,029
TripAdvisor	705
LinkedIn	410
Naver	148
Yelp	104

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,799,134	50.09%
(direct) / (none)	1,239,137	54.63%
bing / organic	97,548	38.53%
delta.com / referral	64,724	55.52%
search.usa.gov / referral	60,666	42.07%
yahoo / organic	50,525	44.30%
duckduckgo / organic	42,100	50.56%
aa.com / referral	40,926	60.59%
ttp.dhs.gov / referral	37,270	36.39%
ttp.cbp.dhs.gov / referral	35,650	40.44%