

TSA.GOV Web Performance Metrics

Jan 1, 2022 - Jan 31, 2022

All Users
100.00% Sessions

Total Visits

4,780,272

% of Total: 100.00% (4,780,272)



Avg. Visit Duration

00:01:46

Avg for View: 00:01:46 (0.00%)



Pageviews

9,967,105

% of Total: 100.00% (9,967,105)



Unique Visitors

3,629,595

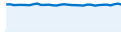
% of Total: 100.00% (3,629,595)



Avg. Pages / Visit

2.09

Avg for View: 2.09 (0.00%)



Avg. Time on Page

00:01:38

Avg for View: 00:01:38 (0.00%)



Bounce Rate

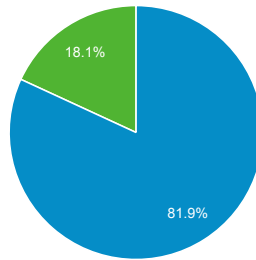
49.54%

Avg for View: 49.54% (0.00%)



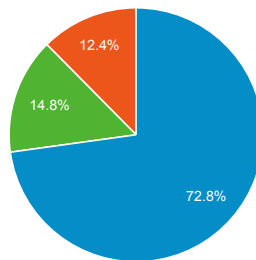
New vs. Returned Visitors

■ 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	3,018,356	41.73%
TSA PreCheck® Transportation Security Administration	1,225,902	29.44%
Transportation Security Administration Transportation Security Administration	573,658	44.84%
TSA checkpoint travel numbers (current year versus prior year(s)/same weekday) Transportation Security Administration	526,677	44.76%
Identification Transportation Security Administration	312,208	68.32%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,726,613	49.49%
(direct) / (none)	1,272,882	50.20%
bing / organic	90,377	37.16%
delta.com / referral	66,720	58.21%
search.usa.gov / referral	53,543	41.10%
yahoo / organic	45,796	41.93%
ttp.cbp.dhs.gov / referral	39,473	41.03%
duckduckgo / organic	37,384	48.92%
ttp.dhs.gov / referral	35,128	37.45%
aa.com / referral	30,789	59.71%

Visits by Social Network

Social Network	Sessions
Facebook	24,470
Twitter	5,732
Instagram	2,915
reddit	2,214
Quora	1,385
YouTube	1,094
TripAdvisor	544
LinkedIn	476
Snapchat	128
Naver	94

