

TSA.GOV Web Performance Metrics

Jul 1, 2022 - Jul 31, 2022

All Users
100.00% Sessions

Total Visits
6,716,611
% of Total: 100.00% (6,716,611)

Avg. Visit Duration
00:01:51
Avg for View: 00:01:51 (0.00%)

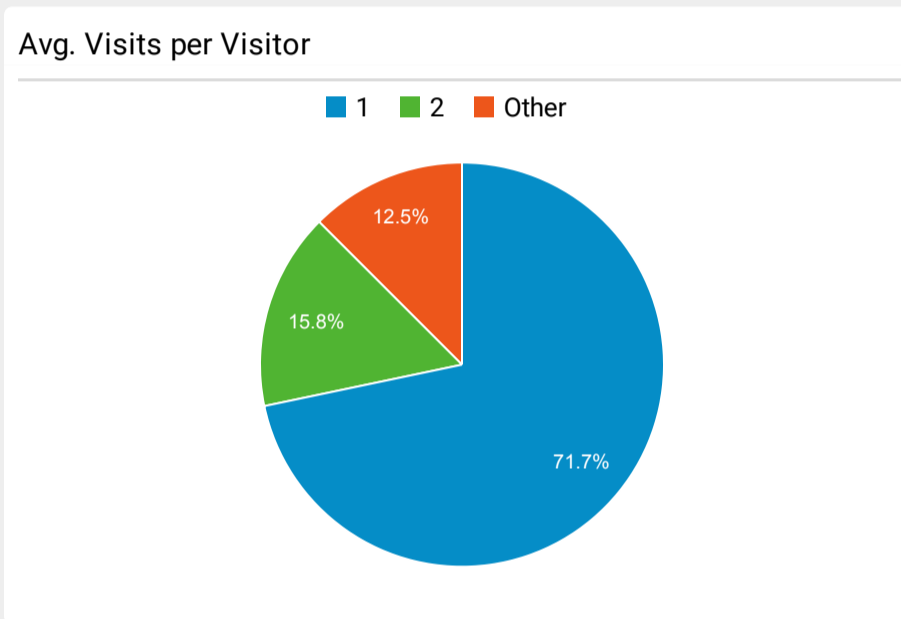
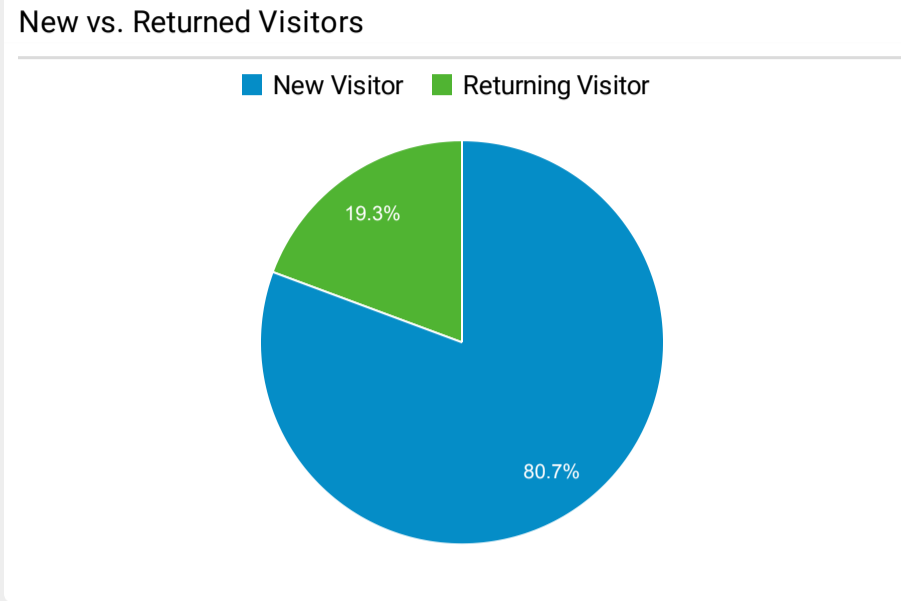
Pageviews
14,386,926
% of Total: 100.00% (14,386,926)

Unique Visitors
4,954,355
% of Total: 100.00% (4,954,355)

Avg. Pages / Visit
2.14
Avg for View: 2.14 (0.00%)

Avg. Time on Page
00:01:36
Avg for View: 00:01:36 (0.00%)

Bounce Rate
52.10%
Avg for View: 52.10% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,973,777	51.28%
(direct) / (none)	1,606,033	56.40%
bing / organic	129,689	36.39%
search.usa.gov / referral	81,695	42.06%
yahoo / organic	69,911	44.79%
duckduckgo / organic	59,795	49.61%
ttp.dhs.gov / referral	58,737	38.56%
aa.com / referral	55,723	60.92%
ttp.cbp.dhs.gov / referral	53,385	40.64%
dhs.gov / referral	49,662	56.86%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,646,761	29.48%
/travel/security-screening/w hatcanibring/all	889,086	32.61%
/	815,661	43.51%
/travel/security-screening/li quids-rule	502,178	75.06%
/travel/security-screening/id entification	458,703	69.55%

Visits by Social Network

Social Network	Sessions
Facebook	33,401
reddit	12,460
Twitter	6,442
Instagram	5,256
YouTube	2,721
Quora	1,719
TripAdvisor	891
LinkedIn	735
Instagram Stories	532
Naver	228

