

TSA.GOV Web Performance Metrics

Dec 1, 2022 - Dec 31, 2022

All Users
100.00% Sessions

Total Visits
5,768,045
% of Total: 100.00% (5,768,045)

Avg. Visit Duration
00:01:36
Avg for View: 00:01:36 (0.00%)

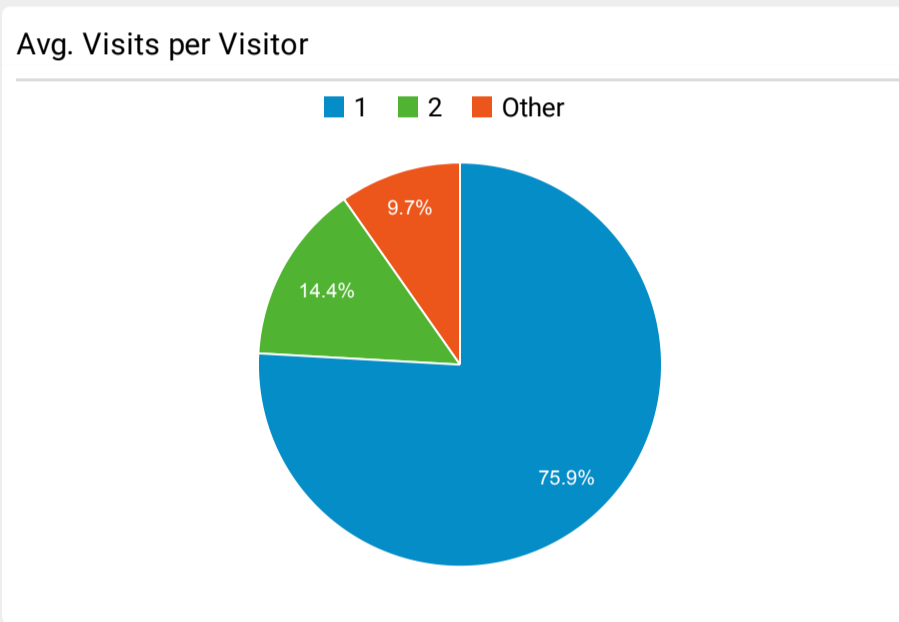
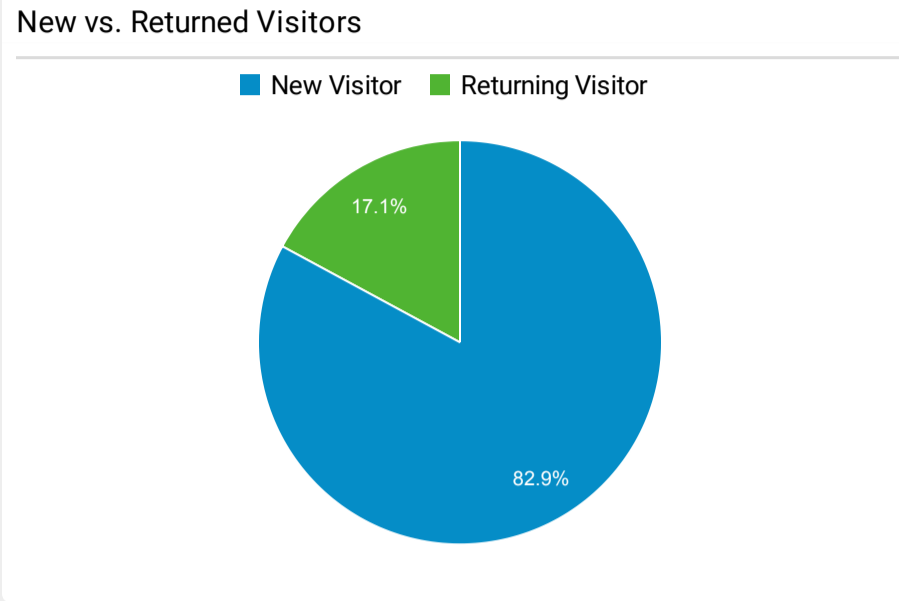
Pageviews
11,016,763
% of Total: 100.00% (11,016,763)

Unique Visitors
4,503,624
% of Total: 100.00% (4,503,624)

Avg. Pages / Visit
1.91
Avg for View: 1.91 (0.00%)

Avg. Time on Page
00:01:45
Avg for View: 00:01:45 (0.00%)

Bounce Rate
52.94%
Avg for View: 52.94% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,359,972	51.56%
(direct) / (none)	1,340,942	57.82%
bing / organic	108,004	34.91%
fbig / social	65,203	57.79%
search.usa.gov / referral	64,171	42.08%
ttp.dhs.gov / referral	58,942	37.73%
aa.com / referral	55,796	67.11%
yahoo / organic	53,651	44.69%
duckduckgo / organic	52,215	51.13%
dhs.gov / referral	51,231	51.19%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,413,406	29.55%
/travel/security-screening/w hatcanibring/all	610,378	35.13%
/	599,831	46.44%
/travel/security-screening/li quids-rule	356,651	77.59%
/travel/security-screening/id entification	346,589	73.29%

Visits by Social Network

Social Network	Sessions
Facebook	27,020
Twitter	24,259
reddit	5,854
YouTube	3,524
Instagram	3,503
Quora	1,018
LinkedIn	848
TripAdvisor	470
Instagram Stories	419
Naver	226

