

TSA.GOV Web Performance Metrics

May 1, 2023 - May 31, 2023

All Users
100.00% Sessions

Total Visits
7,185,659
% of Total: 100.00% (7,185,659)

Avg. Visit Duration
00:01:40
Avg for View: 00:01:40 (0.00%)

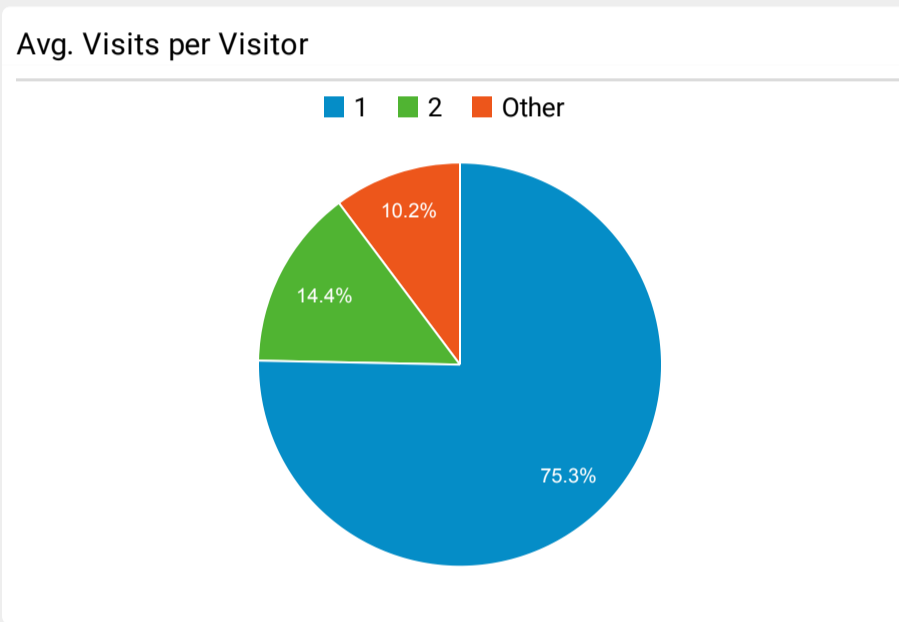
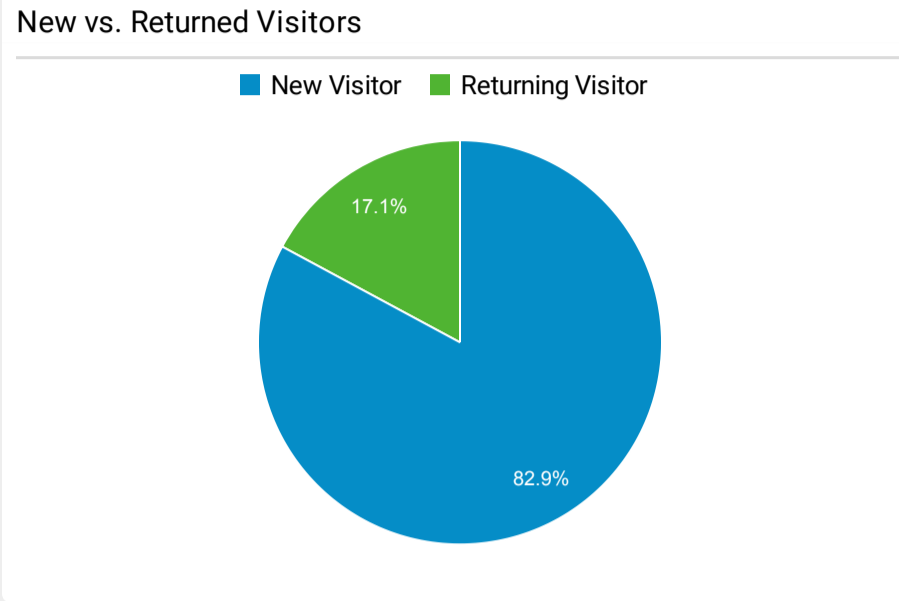
Pageviews
14,155,910
% of Total: 100.00% (14,155,910)

Unique Visitors
5,601,572
% of Total: 100.00% (5,601,572)

Avg. Pages / Visit
1.97
Avg for View: 1.97 (0.00%)

Avg. Time on Page
00:01:43
Avg for View: 00:01:43 (0.00%)

Bounce Rate
52.99%
Avg for View: 52.99% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	4,010,498	51.53%
(direct) / (none)	1,680,247	55.75%
fbig / social	308,268	71.71%
bing / organic	147,210	36.67%
search.usa.gov / referral	90,698	40.70%
aa.com / referral	86,555	67.75%
yahoo / organic	76,945	45.58%
duckduckgo / organic	65,989	51.33%
united.com / referral	65,059	41.55%
ttp.dhs.gov / referral	55,843	39.88%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,698,217	29.57%
/travel/security-screening/whatcanibring/all	806,599	34.27%
/	749,765	45.13%
/travel/security-screening/liquids-rule	511,041	75.74%
/travel/security-screening/identification	410,350	74.73%

Visits by Social Network

Social Network	Sessions
Facebook	33,464
Twitter	4,575
reddit	3,816
Instagram	3,065
YouTube	2,348
LinkedIn	802
Quora	732
Instagram Stories	711
TripAdvisor	694
Naver	201

