

TSA.GOV Web Performance Metrics

Jun 1, 2023 - Jun 30, 2023

All Users
100.00% Sessions

Total Visits
7,395,501
% of Total: 100.00% (7,395,501)

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

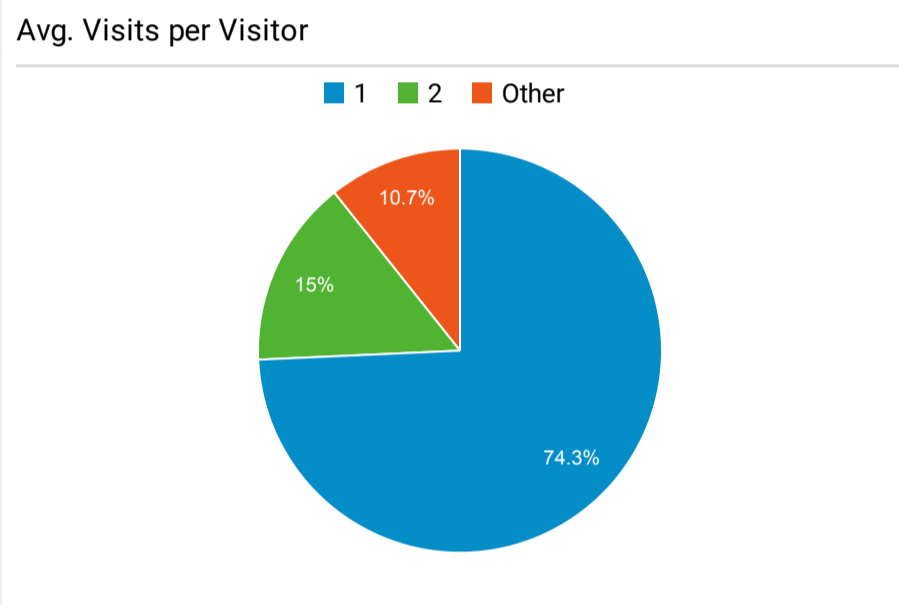
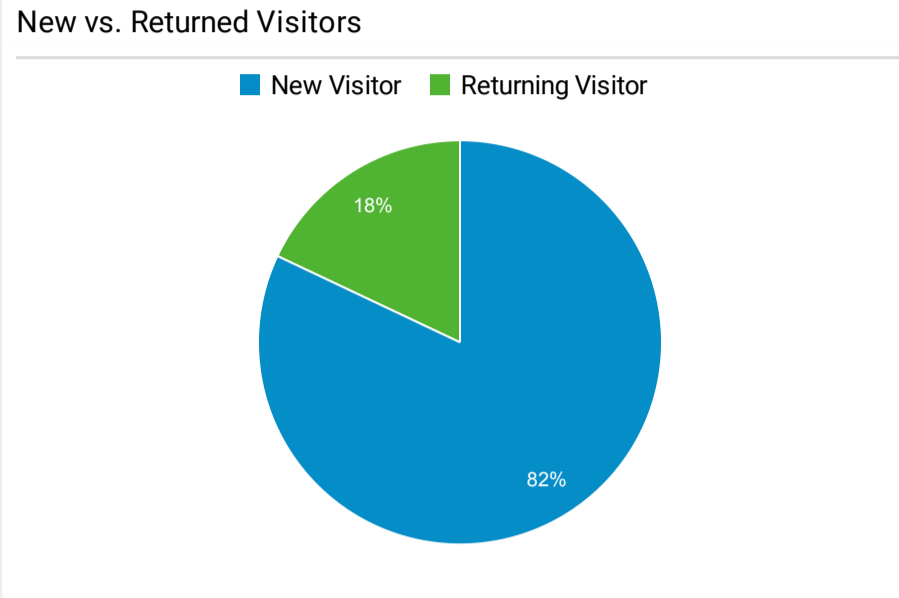
Pageviews
14,837,656
% of Total: 100.00% (14,837,656)

Unique Visitors
5,769,704
% of Total: 100.00% (5,769,704)

Avg. Pages / Visit
2.01
Avg for View: 2.01 (0.00%)

Avg. Time on Page
00:01:39
Avg for View: 00:01:39 (0.00%)

Bounce Rate
54.93%
Avg for View: 54.93% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	4,069,012	53.98%
(direct) / (none)	1,865,892	57.59%
fbig / social	259,323	72.33%
bing / organic	139,173	38.33%
search.usa.gov / referral	92,394	43.15%
aa.com / referral	92,176	68.30%
yahoo / organic	82,190	48.09%
united.com / referral	75,600	40.14%
duckduckgo / organic	69,220	53.20%
ttp.dhs.gov / referral	53,982	40.77%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,645,230	30.53%
/travel/security-screening/whatcanibring/all	869,271	34.99%
/	721,403	46.26%
/travel/security-screening/liquids-rule	557,646	76.78%
/travel/security-screening/identification	379,679	75.03%

Visits by Social Network

Social Network	Sessions
Facebook	33,731
Twitter	5,746
reddit	4,000
Instagram	3,341
YouTube	2,564
Quora	801
TripAdvisor	741
Instagram Stories	713
LinkedIn	634
Naver	187

