

TSA.GOV Web Performance Metrics

Jan 1, 2021 - Jan 31, 2021

All Users
100.00% Sessions

Total Visits

2,934,294

% of Total: 100.00% (2,934,294)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Pageviews

6,249,995

% of Total: 100.00% (6,249,995)



Unique Visitors

2,128,421

% of Total: 100.00% (2,128,421)



Avg. Pages / Visit

2.13

Avg for View: 2.13 (0.00%)



Avg. Time on Page

00:01:28

Avg for View: 00:01:28 (0.00%)



Bounce Rate

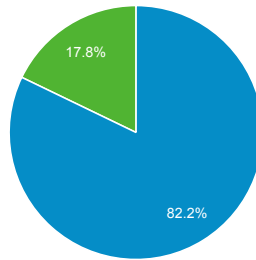
54.98%

Avg for View: 54.98% (0.00%)



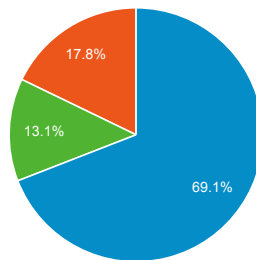
New vs. Returned Visitors

■ 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	2,150,911	42.18%
TSA PreCheck® Transportation Security Administration	455,990	31.30%
TSA checkpoint travel numbers (current year(s) versus prior year/same weekday) Transportation Security Administration	335,347	78.01%
Transportation Security Administration Transportation Security Administration	282,742	36.60%
Identification Transportation Security Administration	246,167	68.70%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,601,448	53.10%
(direct) / (none)	821,997	60.45%
bing / organic	55,582	41.86%
search.usa.gov / referral	40,338	41.34%
delta.com / referral	37,660	53.98%
aa.com / referral	34,246	67.38%
yahoo / organic	27,428	46.16%
duckduckgo / organic	21,779	53.78%
united.com / referral	19,095	44.61%
dhs.gov / referral	15,623	67.32%

Visits by Social Network

Social Network	Sessions
Facebook	14,432
Twitter	5,532
reddit	1,300
Instagram Stories	1,153
LinkedIn	982
YouTube	764
Instagram	739
TripAdvisor	605
Quora	581
Naver	187

