TSA.GOV Web Performance Metrics   Feb 1, 2021 - Feb 28, 2021

◯ All Users
100.00% Sessions

Total Visits

2,892,835
% of Total: **100.00% (2,892,835)**

Avg. Visit Duration

00:01:45
Avg for View: **00:01:45 (0.00%)**

Pageviews

6,445,912
% of Total: **100.00% (6,445,912)**

Unique Visitors

2,127,208
% of Total: **100.00% (2,127,208)**

Avg. Pages / Visit

2.23
Avg for View: **2.23 (0.00%)**

Avg. Time on Page

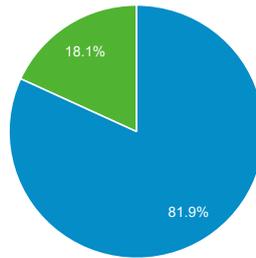**00:01:25**
Avg for View: **00:01:25 (0.00%)**

Bounce Rate

53.57%
Avg for View: **53.57% (0.00%)**

New vs. Returned Visitors

■ New Visitor ■ Returning Visitor

18.1%
81.9%

Avg. Visits per Visitor

■ 1 ■ 2 ■ Other

15.9%
13.8%
70.2%
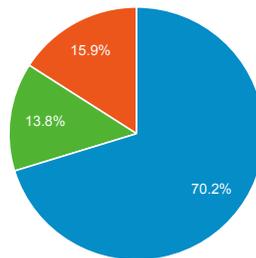
Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,573,291	51.77%
(direct) / (none)	769,826	58.36%
bing / organic	57,799	40.70%
delta.com / referral	41,523	53.29%
search.usa.gov / referral	40,122	41.36%
aa.com / referral	38,078	67.11%
yahoo / organic	29,633	45.95%
duckduckgo / organic	23,651	53.09%
dhs.gov / referral	21,375	69.49%
united.com / referral	19,727	46.05%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?	Transportation Security Administration	2,335,975	39.09%
TSA PreCheck®	Transportation Security Administration	431,836	29.31%
TSA checkpoint travel numbers (current year(s) versus prior year/same weekday)	Transportation Security Administration	426,229	76.87%
Transportation Security Administration	Transportation Security Administration	284,067	36.38%
Identification	Transportation Security Administration	283,047	69.30%

Visits by Social Network

Social Network	Sessions
Facebook	22,307
Twitter	8,430
Instagram Stories	2,930
LinkedIn	1,775
reddit	1,267
Instagram	1,233
YouTube	750
Quora	615
TripAdvisor	361
Naver	146