

TSA.GOV Web Performance Metrics

Aug 1, 2022 - Aug 31, 2022

All Users
100.00% Sessions

Total Visits
6,637,266
% of Total: 100.00% (6,637,266)

Avg. Visit Duration
00:01:48
Avg for View: 00:01:48 (0.00%)

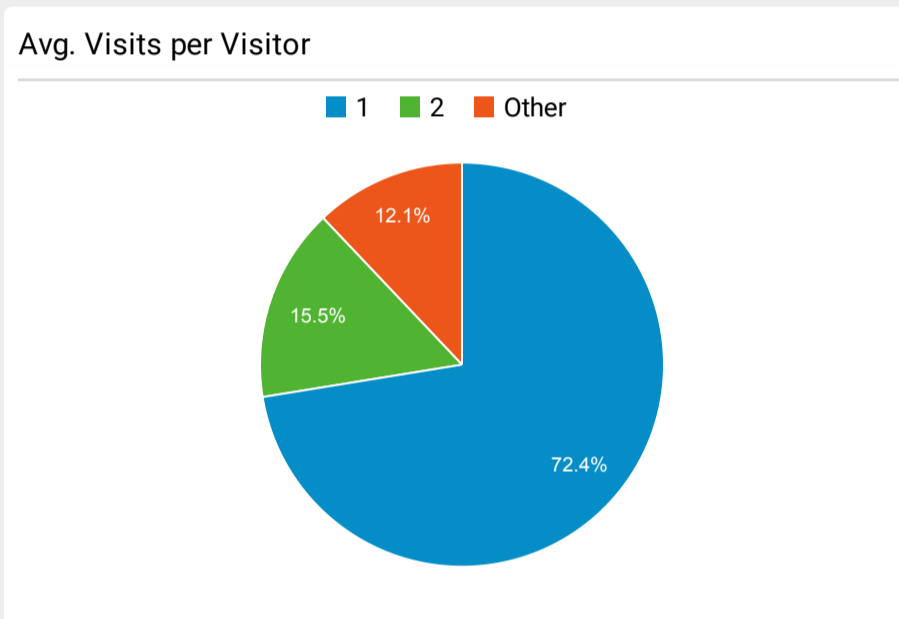
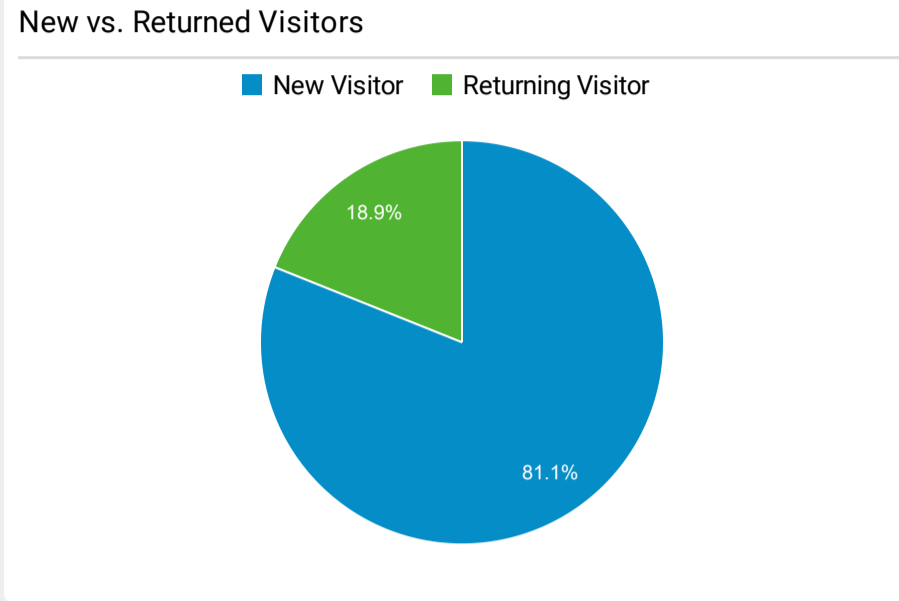
Pageviews
13,803,067
% of Total: 100.00% (13,803,067)

Unique Visitors
4,964,186
% of Total: 100.00% (4,964,186)

Avg. Pages / Visit
2.08
Avg for View: 2.08 (0.00%)

Avg. Time on Page
00:01:40
Avg for View: 00:01:40 (0.00%)

Bounce Rate
52.08%
Avg for View: 52.08% (0.00%)



Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------|-----------|-------------|
| google / organic | 3,973,389 | 52.06% |
| (direct) / (none) | 1,547,152 | 55.56% |
| bing / organic | 143,141 | 34.80% |
| search.usa.gov / referral | 82,638 | 41.45% |
| ttp.dhs.gov / referral | 74,628 | 36.75% |
| yahoo / organic | 66,025 | 43.20% |
| ttp.cbp.dhs.gov / referral | 61,573 | 39.87% |
| aa.com / referral | 61,273 | 63.32% |
| duckduckgo / organic | 58,778 | 48.65% |
| delta.com / referral | 45,685 | 50.91% |

Total Pageviews

| Page | Pageviews | Bounce Rate |
|---|-----------|-------------|
| /precheck | 1,696,435 | 29.32% |
| /travel/security-screening/w hatcanibring/all | 836,462 | 33.03% |
| / | 804,966 | 43.73% |
| /travel/security-screening/li quids-rule | 476,243 | 75.54% |
| /travel/security-screening/id entification | 419,050 | 69.01% |

Visits by Social Network

| Social Network | Sessions |
|-------------------|----------|
| Facebook | 26,827 |
| Twitter | 11,346 |
| reddit | 6,576 |
| Instagram | 6,206 |
| YouTube | 2,772 |
| Quora | 1,541 |
| LinkedIn | 1,003 |
| Instagram Stories | 976 |
| TripAdvisor | 924 |
| Naver | 233 |

