

TSA.GOV Web Performance Metrics

Sep 1, 2020 - Sep 30, 2020

All Users
100.00% Sessions

Total Visits

2,884,201

% of Total: 100.00% (2,884,201)



Avg. Visit Duration

00:01:37

Avg for View: 00:01:37 (0.00%)



Pageviews

6,232,414

% of Total: 100.00% (6,232,414)



Unique Visitors

2,035,442

% of Total: 100.00% (2,035,442)



Avg. Pages / Visit

2.16

Avg for View: 2.16 (0.00%)



Avg. Time on Page

00:01:23

Avg for View: 00:01:23 (0.00%)



Bounce Rate

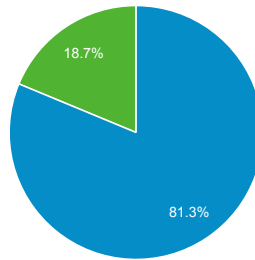
60.02%

Avg for View: 60.02% (0.00%)



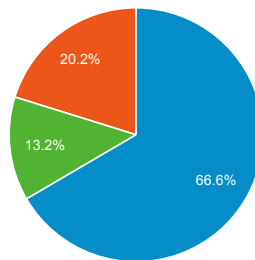
New vs. Returned Visitors

■ 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	2,267,655	45.50%
TSA checkpoint travel numbers for 2020 and 2019 Transportation Security Administration	602,482	84.80%
TSA PreCheck™ Transportation Security Administration	321,681	36.06%
Transportation Security Administration Transportation Security Administration	277,410	39.29%
REAL ID Transportation Security Administration	245,132	62.92%

Visits by Social Network

Social Network	Sessions
Facebook	13,499
Twitter	6,562
reddit	1,641
LinkedIn	1,480
YouTube	928
Quora	720
TripAdvisor	397
Instagram	390
Naver	296
Instagram Stories	263

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,562,967	58.53%
(direct) / (none)	794,970	65.67%
bing / organic	55,552	49.42%
delta.com / referral	53,881	55.67%
search.usa.gov / referral	40,879	43.54%
aa.com / referral	33,911	64.94%
yahoo / organic	27,675	53.72%
united.com / referral	19,262	51.47%
dhs.gov / referral	17,895	60.65%
duckduckgo / organic	16,595	59.16%

