

# TSA.GOV Web Performance Metrics

Oct 1, 2020 - Oct 31, 2020

All Users  
100.00% Sessions

## Total Visits

**3,075,159**

% of Total: 100.00% (3,075,159)



## Avg. Visit Duration

**00:01:36**

Avg for View: 00:01:36 (0.00%)



## Pageviews

**6,568,285**

% of Total: 100.00% (6,568,285)



## Unique Visitors

**2,128,463**

% of Total: 100.00% (2,128,463)



## Avg. Pages / Visit

**2.14**

Avg for View: 2.14 (0.00%)



## Avg. Time on Page

**00:01:25**

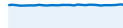
Avg for View: 00:01:25 (0.00%)



## Bounce Rate

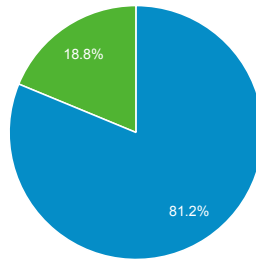
**59.79%**

Avg for View: 59.79% (0.00%)



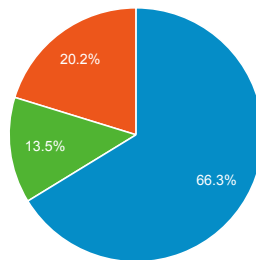
## New vs. Returned Visitors

■ 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	2,346,091	44.33%
TSA checkpoint travel numbers for 2020 and 2019   Transportation Security Administration	635,249	83.94%
TSA PreCheck™   Transportation Security Administration	321,443	37.01%
Transportation Security Administration   Transportation Security Administration	285,943	40.03%
Identification   Transportation Security Administration	269,706	68.17%

## Visits by Social Network

Social Network	Sessions
Facebook	15,475
Twitter	5,267
LinkedIn	1,482
reddit	1,460
YouTube	832
Quora	686
Instagram	610
Instagram Stories	498
TripAdvisor	416
Naver	201

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,708,403	57.87%
(direct) / (none)	823,597	66.05%
bing / organic	55,920	50.26%
delta.com / referral	50,047	54.52%
search.usa.gov / referral	43,180	43.24%
aa.com / referral	36,934	66.00%
yahoo / organic	28,746	53.68%
united.com / referral	19,109	51.23%
duckduckgo / organic	18,276	59.10%
dhs.gov / referral	16,071	61.71%

