

TSA.GOV Web Performance Metrics

Nov 1, 2020 - Nov 30, 2020

All Users
100.00% Sessions

Total Visits

2,917,179

% of Total: 100.00% (2,917,179)



Avg. Visit Duration

00:01:33

Avg for View: 00:01:33 (0.00%)



Pageviews

6,030,745

% of Total: 100.00% (6,030,745)



Unique Visitors

2,049,337

% of Total: 100.00% (2,049,337)



Avg. Pages / Visit

2.07

Avg for View: 2.07 (0.00%)



Avg. Time on Page

00:01:27

Avg for View: 00:01:27 (0.00%)



Bounce Rate

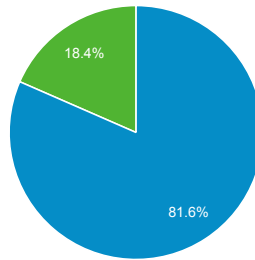
59.93%

Avg for View: 59.93% (0.00%)



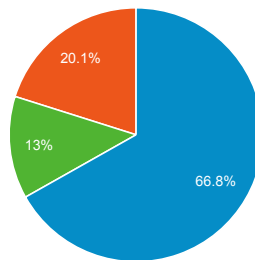
New vs. Returned Visitors

■ 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	2,055,778	45.84%
TSA checkpoint travel numbers for 2020 and 2019 Transportation Security Administration	679,520	81.94%
TSA PreCheck® Transportation Security Administration	343,519	34.39%
Transportation Security Administration Transportation Security Administration	266,710	41.36%
Identification Transportation Security Administration	216,659	69.24%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,614,723	57.91%
(direct) / (none)	809,639	66.50%
delta.com / referral	53,465	55.27%
bing / organic	49,460	49.97%
search.usa.gov / referral	39,164	43.68%
aa.com / referral	33,241	67.40%
yahoo / organic	25,122	52.40%
duckduckgo / organic	18,914	58.29%
united.com / referral	15,048	49.18%
dhs.gov / referral	12,493	64.40%

Visits by Social Network

Social Network	Sessions
Twitter	11,650
Facebook	11,427
reddit	2,834
YouTube	811
LinkedIn	695
Quora	647
TripAdvisor	437
Instagram	404
Instagram Stories	338
Naver	302

