

TSA.GOV Web Performance Metrics

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Sessions

Total Visits

5,642,514

% of Total: 100.00% (5,642,514)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Pageviews

10,053,110

% of Total: 100.00% (10,053,110)



Unique Visitors

4,438,032

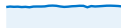
% of Total: 100.00% (4,438,032)



Avg. Pages / Visit

1.78

Avg for View: 1.78 (0.00%)



Avg. Time on Page

00:02:07

Avg for View: 00:02:07 (0.00%)



Bounce Rate

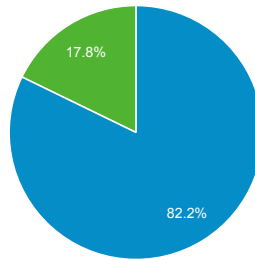
51.70%

Avg for View: 51.70% (0.00%)



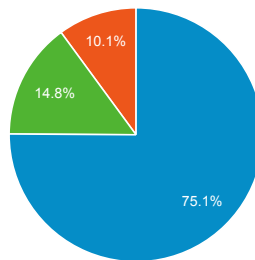
New vs. Returned Visitors

■ 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	1,636,886	49.67%
TSA Pre✓® Transportation Security Administration	906,191	36.67%
Transportation Security Administration	626,472	40.49%
REAL ID Transportation Security Administration	603,341	54.63%
Identification Transportation Security Administration	547,765	70.21%
TSA PreCheck™ Transportation Security Administration	430,378	34.64%
Liquids Rule Transportation Security Administration	421,900	71.35%
TSA Pre✓® FAQ Transportation Security Administration	231,943	51.10%
TWIC® Transportation Security Administration	189,947	32.66%
Security Screening Transportation Security Administration	166,299	61.96%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,823,445	47.40%
(direct) / (none)	1,548,080	58.15%
bing / organic	131,575	38.49%
search.usa.gov / referral	125,039	43.13%
ttp.cbp.dhs.gov / referral	73,639	39.77%
yahoo / organic	61,111	40.22%
aa.com / referral	51,341	64.59%
msn.com / referral	44,615	80.40%
dhs.gov / referral	40,278	52.35%
ttp.dhs.gov / referral	40,206	42.81%

Visits by Social Network

Social Network	Sessions
Facebook	42,325
Twitter	9,074
YouTube	1,833
reddit	1,358
TripAdvisor	933
LinkedIn	824
Instagram Stories	775
Quora	763

