TSA.GOV Web Performance Metrics

Mar 1, 2021 - Mar 31, 2021

All Users
100.00% Sessions

Total Visits

4,540,849
% of Total: **100.00% (4,540,849)**

Avg. Visit Duration

00:01:44
Avg for View: **00:01:44 (0.00%)**

Pageviews

10,125,081
% of Total: **100.00% (10,125,081)**

Unique Visitors

3,297,250
% of Total: **100.00% (3,297,250)**

Avg. Pages / Visit

2.23
Avg for View: **2.23 (0.00%)**

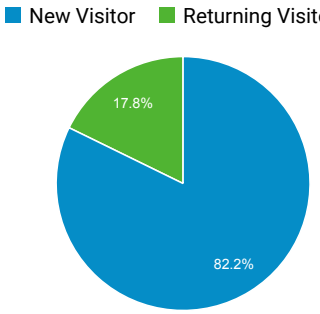
Avg. Time on Page

00:01:24
Avg for View: **00:01:24 (0.00%)**

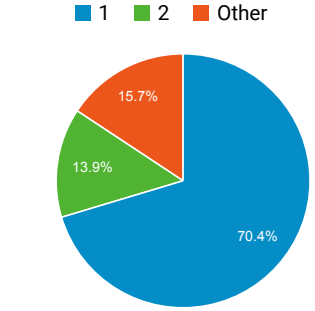
Bounce Rate

55.06%
Avg for View: **55.06% (0.00%)**

New vs. Returned Visitors



Avg. Visits per Visitor



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,384,320	51.78%
(direct) / (none)	1,128,542	57.82%
google / cpc	155,058	88.19%
bing / organic	85,112	40.19%
Corporate Initiative_Security / email	70,566	83.86%
delta.com / referral	65,060	52.70%
aa.com / referral	63,815	66.20%
search.usa.gov / referral	56,852	41.64%
yahoo / organic	47,274	46.19%
dhs.gov / referral	38,593	72.45%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? | Transportation Security Administration	3,825,481	38.27%
TSA PreCheck® | Transportation Security Administration	706,477	28.16%
TSA checkpoint travel numbers (current year(s) versus prior year/same weekday) | Transportation Security Administration	661,455	77.73%
Identification | Transportation Security Administration	523,031	72.57%
Transportation Security Administration | Transportation Security Administration	383,565	35.61%

Visits by Social Network

Social Network	Sessions
Facebook	22,318
Twitter	7,108
Instagram Stories	2,055
YouTube	1,884
reddit	1,865
LinkedIn	1,461
Quora	990
Instagram	985
TripAdvisor	520
Stack Exchange	110

© 2021 Google