

TSA.GOV Web Performance Metrics

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Total Visits

5,071,323

% of Total: 100.00% (5,071,323)



Avg. Visit Duration

00:01:47

Avg for View: 00:01:47 (0.00%)



Pageviews

10,614,264

% of Total: 100.00% (10,614,264)



Unique Visitors

3,784,442

% of Total: 100.00% (3,784,442)



Avg. Pages / Visit

2.09

Avg for View: 2.09 (0.00%)



Avg. Time on Page

00:01:37

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



Bounce Rate

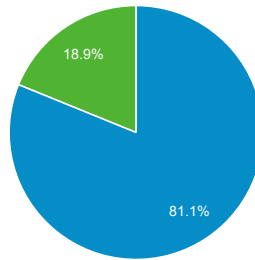
51.65%

Avg for View: 51.65% (0.00%)



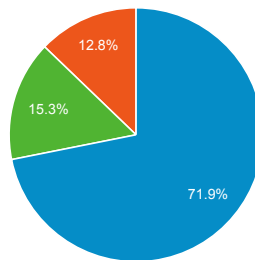
New vs. Returned Visitors

■ 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	3,328,411	40.61%
TSA PreCheck® Transportation Security Administration	1,322,994	30.08%
Transportation Security Administration Transportation Security Administration	625,568	44.11%
Identification Transportation Security Administration	347,130	68.39%
Liquids Rule Transportation Security Administration	330,333	75.61%

Visits by Social Network

Social Network	Sessions
Facebook	20,310
Twitter	10,798
reddit	3,789
Instagram	2,624
Quora	1,079
YouTube	975
TripAdvisor	778
LinkedIn	447
Instagram Stories	406
Naver	234

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,902,547	50.66%
(direct) / (none)	1,308,375	55.51%
bing / organic	95,489	38.04%
delta.com / referral	62,404	56.04%
search.usa.gov / referral	60,669	41.73%
yahoo / organic	49,614	43.63%
dhs.gov / referral	47,364	58.95%
duckduckgo / organic	42,240	50.73%
ttp.cbp.dhs.gov / referral	38,410	41.79%
aa.com / referral	38,000	60.22%