

TSA.GOV Web Performance Metrics

Dec 1, 2021 - Dec 31, 2021

All Users
100.00% Sessions

Total Visits

5,116,747

% of Total: 100.00% (5,116,747)



Avg. Visit Duration

00:01:45

Avg for View: 00:01:45 (0.00%)



Pageviews

10,546,178

% of Total: 100.00% (10,546,178)



Unique Visitors

3,859,813

% of Total: 100.00% (3,859,813)



Avg. Pages / Visit

2.06

Avg for View: 2.06 (0.00%)



Avg. Time on Page

00:01:39

Avg for View: 00:01:39 (0.00%)



Bounce Rate

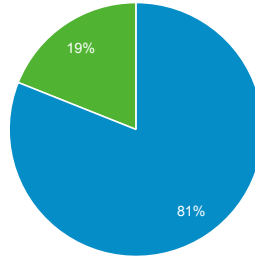
52.85%

Avg for View: 52.85% (0.00%)



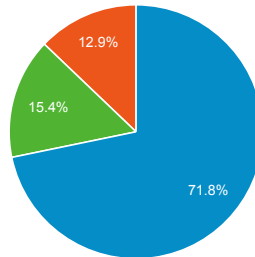
New vs. Returned Visitors

■ 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	3,291,536	41.94%
TSA PreCheck® Transportation Security Administration	1,240,572	30.66%
Transportation Security Administration Transportation Security Administration	598,556	43.40%
Identification Transportation Security Administration	346,105	68.49%
TSA checkpoint travel numbers (current year versus prior year(s)/same weekday) Transportation Security Administration	340,741	74.73%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,079,883	52.03%
(direct) / (none)	1,226,193	56.57%
bing / organic	82,883	40.33%
delta.com / referral	73,501	57.69%
search.usa.gov / referral	59,173	42.78%
dhs.gov / referral	44,621	59.11%
yahoo / organic	44,118	45.20%
duckduckgo / organic	41,481	52.18%
ttp.cbp.dhs.gov / referral	35,422	43.85%
aa.com / referral	33,685	60.08%

Visits by Social Network

Social Network	Sessions
Facebook	16,555
Twitter	10,070
Instagram	2,809
reddit	2,788
Quora	1,288
YouTube	903
LinkedIn	713
TripAdvisor	686
Naver	142
Snapchat	111

