

TSA.GOV Web Performance Metrics

Nov 1, 2022 - Nov 30, 2022

All Users
100.00% Sessions

Total Visits
5,897,017
% of Total: 100.00% (5,897,017)

Avg. Visit Duration
00:01:38
Avg for View: 00:01:38 (0.00%)

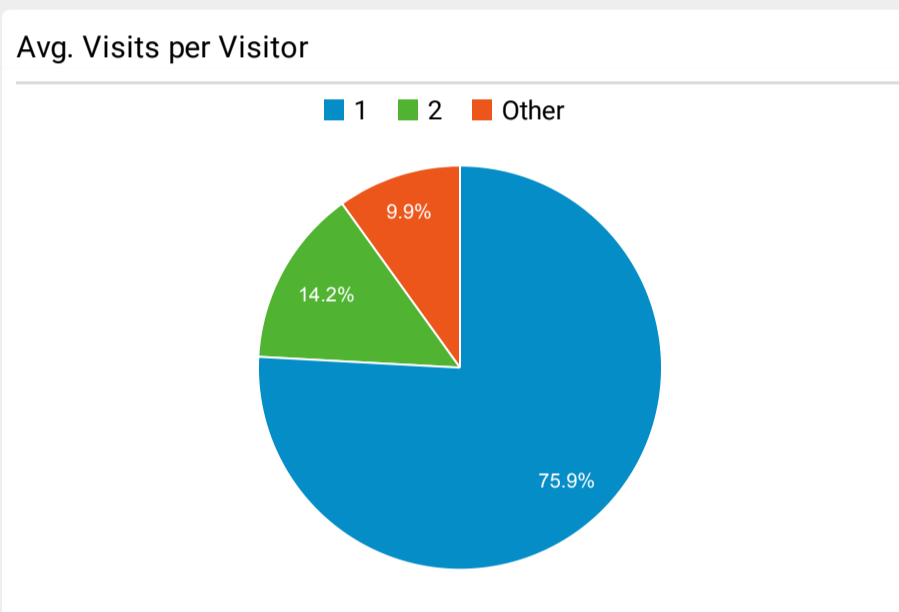
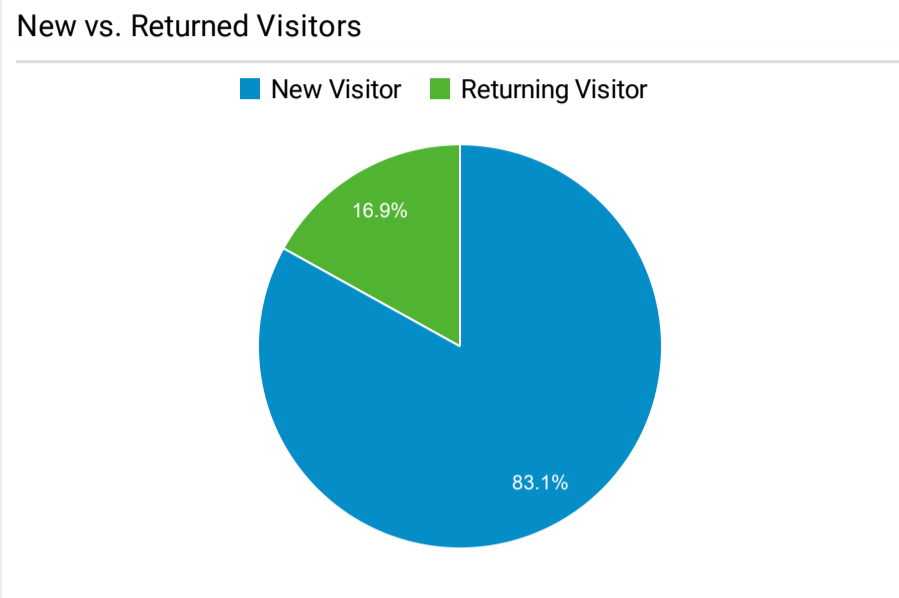
Pageviews
11,237,134
% of Total: 100.00% (11,237,134)

Unique Visitors
4,624,043
% of Total: 100.00% (4,624,043)

Avg. Pages / Visit
1.91
Avg for View: 1.91 (0.00%)

Avg. Time on Page
00:01:48
Avg for View: 00:01:48 (0.00%)

Bounce Rate
51.48%
Avg for View: 51.48% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,268,828	50.24%
(direct) / (none)	1,372,401	56.83%
fbig / social	200,618	56.53%
bing / organic	116,390	35.22%
search.usa.gov / referral	64,845	41.52%
ttp.dhs.gov / referral	62,185	37.05%
aa.com / referral	58,184	66.89%
yahoo / organic	55,828	43.93%
dhs.gov / referral	53,951	53.20%
duckduckgo / organic	51,666	48.61%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,488,771	29.49%
/	636,231	45.31%
/travel/security-screening/w hatcanibring/all	590,259	33.76%
/travel/security-screening/id entification	386,329	73.14%
/travel/security-screening/li quids-rule	351,436	76.14%

Visits by Social Network

Social Network	Sessions
Facebook	33,405
Twitter	10,934
Instagram	4,394
reddit	2,566
YouTube	1,054
Quora	991
LinkedIn	799
TripAdvisor	483
Instagram Stories	305
Naver	201

