

TSA.GOV Web Performance Metrics

Jan 1, 2023 - Jan 31, 2023

All Users  
100.00% Sessions

**Total Visits**  
**6,202,913**  
% of Total: 100.00% (6,202,913)

**Avg. Visit Duration**  
**00:01:45**  
Avg for View: 00:01:45 (0.00%)

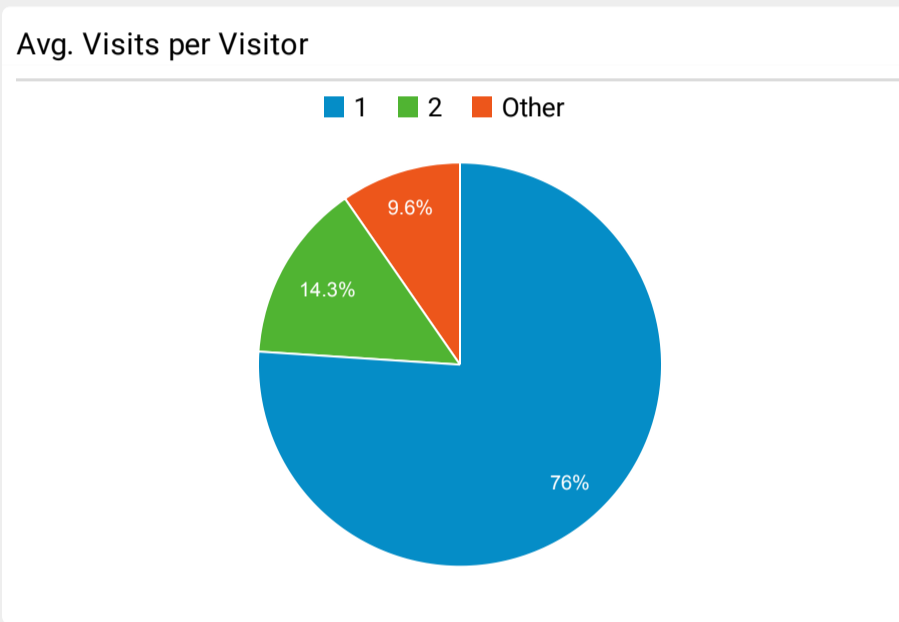
**Pageviews**  
**12,352,878**  
% of Total: 100.00% (12,352,878)

**Unique Visitors**  
**4,906,245**  
% of Total: 100.00% (4,906,245)

**Avg. Pages / Visit**  
**1.99**  
Avg for View: 1.99 (0.00%)

**Avg. Time on Page**  
**00:01:45**  
Avg for View: 00:01:45 (0.00%)

**Bounce Rate**  
**50.29%**  
Avg for View: 50.29% (0.00%)



**Visits and Bounce Rate by Source / Medium**

Source / Medium	Sessions	Bounce Rate
google / organic	3,673,524	48.77%
(direct) / (none)	1,445,916	56.26%
bing / organic	144,714	33.07%
ttp.dhs.gov / referral	80,897	36.43%
search.usa.gov / referral	73,960	39.77%
aa.com / referral	68,767	66.24%
yahoo / organic	67,425	43.81%
ttp.cbp.dhs.gov / referral	64,055	39.33%
duckduckgo / organic	57,727	48.55%
united.com / referral	47,828	40.09%

**Total Pageviews**

Page	Pageviews	Bounce Rate
/precheck	1,728,909	29.29%
/	690,190	45.22%
/travel/security-screening/w hatcanibring/all	672,318	32.71%
/travel/security-screening/li quids-rule	396,399	75.30%
/travel/security-screening/id entification	350,834	73.55%

**Visits by Social Network**

Social Network	Sessions
Facebook	26,550
Twitter	8,298
Instagram	4,572
reddit	2,945
YouTube	2,190
Quora	955
TripAdvisor	606
LinkedIn	565
Instagram Stories	462
Naver	231

