

# TSA.GOV Web Performance Metrics

Apr 1, 2020 - Apr 30, 2020

**All Users**  
100.00% Sessions

## Total Visits

**1,231,951**

% of Total: 100.00% (1,231,951)



## Avg. Visit Duration

**00:01:23**

Avg for View: 00:01:23 (0.00%)



## Pageviews

**1,978,670**

% of Total: 100.00% (1,978,670)



## Unique Visitors

**923,412**

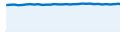
% of Total: 100.00% (923,412)



## Avg. Pages / Visit

**1.61**

Avg for View: 1.61 (0.00%)



## Avg. Time on Page

**00:02:16**

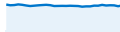
Avg for View: 00:02:16 (0.00%)



## Bounce Rate

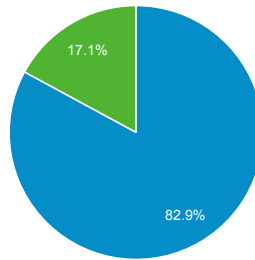
**58.36%**

Avg for View: 58.36% (0.00%)



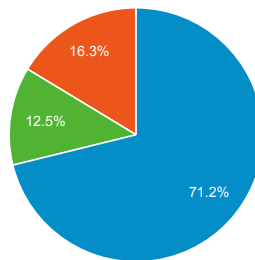
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
Coronavirus (COVID-19) information   Transportation Security Administration	211,309	67.68%
What Can I Bring?   Transportation Security Administration	202,003	60.06%
TSA checkpoint travel numbers for 2020 and 2019   Transportation Security Administration	164,578	82.55%
Transportation Security Administration	151,832	42.24%
TSA PreCheck™   Transportation Security Administration	137,953	41.02%
TWIC®   Transportation Security Administration	113,210	31.76%
REAL ID   Transportation Security Administration	77,001	66.92%
Identification   Transportation Security Administration	71,233	70.99%
Jobs at TSA   Transportation Security Administration	34,562	18.68%
Redirection page   Transportation Security Administration	32,931	64.79%

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	567,342	52.52%
(direct) / (none)	371,651	66.26%
bing / organic	31,162	50.96%
search.usa.gov / referral	19,907	43.19%
m.facebook.com / referral	17,917	74.35%
delta.com / referral	12,506	57.42%
yahoo / organic	10,138	42.01%
ttp.cbp.dhs.gov / referral	9,827	46.98%
dhs.gov / referral	8,839	58.81%
ttp.dhs.gov / referral	8,108	39.27%

## Visits by Social Network

Social Network	Sessions
Facebook	21,067
Twitter	7,893
LinkedIn	2,048
reddit	570
YouTube	541
wikiHow	426
Instagram	403