

TSA.GOV Web Performance Metrics

May 1, 2020 - May 31, 2020

All Users
100.00% Sessions

Total Visits

2,098,247

% of Total: 100.00% (2,098,247)



Avg. Visit Duration

00:01:32

Avg for View: 00:01:32 (0.00%)



Pageviews

3,874,719

% of Total: 100.00% (3,874,719)



Unique Visitors

1,367,891

% of Total: 100.00% (1,367,891)



Avg. Pages / Visit

1.85

Avg for View: 1.85 (0.00%)



Avg. Time on Page

00:01:48

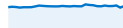
Avg for View: 00:01:48 (0.00%)



Bounce Rate

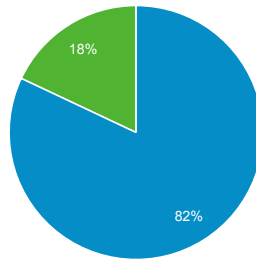
62.64%

Avg for View: 62.64% (0.00%)



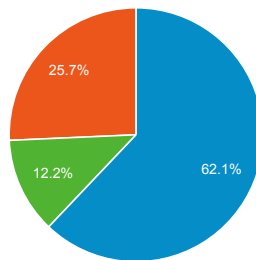
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
TSA checkpoint travel numbers for 2020 and 2019 Transportation Security Administration	797,992	80.99%
What Can I Bring? All Transportation Security Administration	477,225	43.05%
Transportation Security Administration Transportation Security Administration	177,429	36.39%
Coronavirus Transportation Security Administration	162,784	65.03%
TSA Pre✓® Transportation Security Administration	151,428	38.22%
Identification Transportation Security Administration	121,179	69.54%
What Can I Bring? Food Transportation Security Administration	119,297	41.97%
What Can I Bring? Misc Transportation Security Administration	117,438	69.80%
TWIC® Transportation Security Administration	112,758	31.83%
REAL ID Transportation Security Administration	96,678	63.78%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,076,262	59.88%
(direct) / (none)	576,328	67.40%
bing / organic	44,952	54.82%
m.facebook.com / referral	36,636	84.72%
search.usa.gov / referral	28,419	45.00%
yahoo / organic	20,677	53.01%
t.co / referral	15,927	83.19%
dhs.gov / referral	15,890	58.85%
airlinepilotforums.com / referral	13,909	77.96%
aa.com / referral	13,677	64.87%

Visits by Social Network

Social Network	Sessions
Facebook	43,261
Twitter	15,968
reddit	2,030
TripAdvisor	1,971
LinkedIn	1,186
YouTube	847
wikiHow	365

Instagram 313

Quora 250

WordPress 139

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