TSA.GOV Web Performance Metrics

Dec 1, 2020 - Dec 31, 2020

All Users
100.00% Sessions

Total Visits

2,884,337
% of Total: **100.00% (2,884,337)**

Avg. Visit Duration

00:01:36
Avg for View: **00:01:36 (0.00%)**

Pageviews

6,180,456
% of Total: **100.00% (6,180,456)**

Unique Visitors

1,994,811
% of Total: **100.00% (1,994,811)**

Avg. Pages / Visit

2.14
Avg for View: **2.14 (0.00%)**

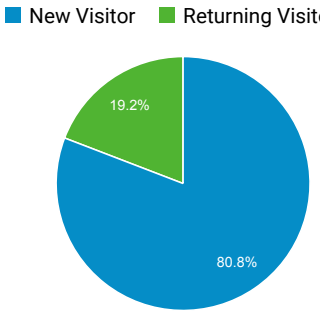
Avg. Time on Page

00:01:24
Avg for View: **00:01:24 (0.00%)**

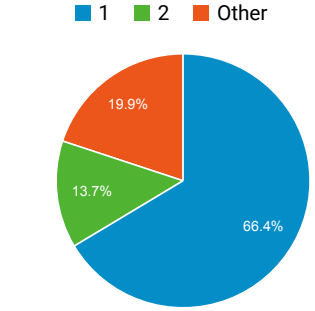
Bounce Rate

58.65%
Avg for View: **58.65% (0.00%)**

New vs. Returned Visitors



Avg. Visits per Visitor



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,606,438	57.30%
(direct) / (none)	791,795	64.02%
delta.com / referral	50,155	55.29%
bing / organic	47,163	48.25%
search.usa.gov / referral	40,660	44.25%
aa.com / referral	34,385	67.28%
yahoo / organic	24,584	51.22%
duckduckgo / organic	20,501	57.51%
united.com / referral	17,021	45.84%
dhs.gov / referral	12,481	68.31%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? | Transportation Security Administration	2,301,909	43.09%
TSA checkpoint travel numbers for 2020 and 2019 | Transportation Security Administration	598,256	81.53%
TSA PreCheck® | Transportation Security Administration	335,710	31.58%
Transportation Security Administration | Transportation Security Administration	268,234	38.82%
Identification | Transportation Security Administration	213,373	69.10%

Visits by Social Network

Social Network	Sessions
Facebook	12,701
Twitter	6,772
reddit	2,457
LinkedIn	1,307
Instagram Stories	1,259
Instagram	953
YouTube	772
Quora	621
TripAdvisor	612
Naver	167

© 2021 Google