

# TSA.GOV Web Performance Metrics

Apr 1, 2021 - Apr 30, 2021

**All Users**  
100.00% Sessions

## Total Visits

**4,409,994**

% of Total: 100.00% (4,409,994)



## Avg. Visit Duration

**00:01:48**

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



## Pageviews

**10,103,074**

% of Total: 100.00% (10,103,074)



## Unique Visitors

**3,179,587**

% of Total: 100.00% (3,179,587)



## Avg. Pages / Visit

**2.29**

Avg for View: 2.29 (0.00%)



## Avg. Time on Page

**00:01:24**

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



## Bounce Rate

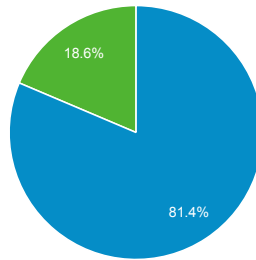
**52.94%**

Avg for View: 52.94% (0.00%)



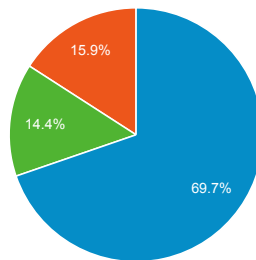
## New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



## Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



## Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?   Transportation Security Administration	3,913,050	38.51%
TSA PreCheck®   Transportation Security Administration	817,868	27.87%
TSA checkpoint travel numbers (current year(s) versus prior year/same weekday)   Transportation Security Administration	527,009	79.28%
Identification   Transportation Security Administration	441,511	69.79%
Transportation Security Administration   Transportation Security Administration	402,227	35.10%

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,428,347	51.29%
(direct) / (none)	1,135,097	57.29%
bing / organic	84,729	39.81%
aa.com / referral	69,750	65.65%
delta.com / referral	68,126	54.65%
search.usa.gov / referral	58,085	41.17%
yahoo / organic	47,332	44.99%
duckduckgo / organic	35,997	52.53%
united.com / referral	31,217	44.13%
dhs.gov / referral	27,786	69.98%

## Visits by Social Network

Social Network	Sessions
Facebook	24,560
Twitter	9,735
Instagram Stories	2,961
YouTube	1,736
reddit	1,572
Instagram	1,442
LinkedIn	998
Quora	908
TripAdvisor	585
WordPress	121

