

TSA.GOV Web Performance Metrics

Jun 1, 2021 - Jun 30, 2021

All Users
100.00% Sessions

Total Visits

6,088,510

% of Total: 100.00% (6,088,510)



Avg. Visit Duration

00:01:52

Avg for View: 00:01:52 (0.00%)



Pageviews

14,234,826

% of Total: 100.00% (14,234,826)



Unique Visitors

4,466,344

% of Total: 100.00% (4,466,344)



Avg. Pages / Visit

2.34

Avg for View: 2.34 (0.00%)



Avg. Time on Page

00:01:24

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



Bounce Rate

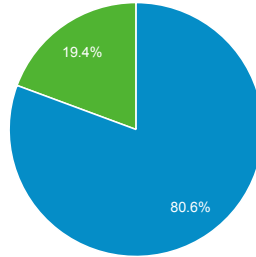
52.19%

Avg for View: 52.19% (0.00%)



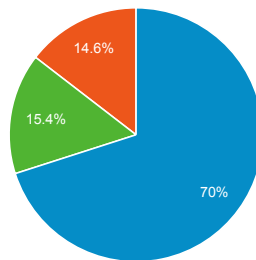
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,450,001	50.97%
(direct) / (none)	1,534,643	56.12%
delta.com / referral	121,825	55.47%
bing / organic	114,398	38.75%
aa.com / referral	98,728	65.44%
search.usa.gov / referral	73,727	41.80%
yahoo / organic	62,777	44.28%
duckduckgo / organic	49,410	51.66%
ttp.cbp.dhs.gov / referral	37,088	38.26%
united.com / referral	36,829	43.23%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	5,629,284	39.19%
TSA PreCheck® Transportation Security Administration	1,278,714	27.40%
Transportation Security Administration Transportation Security Administration	694,628	38.91%
Liquids Rule Transportation Security Administration	497,046	74.58%
Identification Transportation Security Administration	468,139	70.18%

Visits by Social Network

Social Network	Sessions
Facebook	27,886
Twitter	8,049
YouTube	1,851
reddit	1,809
Quora	1,384
Instagram Stories	1,138
LinkedIn	808
Instagram	650
TripAdvisor	622
Snapchat	122