

TSA.GOV Web Performance Metrics

Sep 1, 2021 - Sep 30, 2021

All Users
100.00% Sessions

Total Visits

4,668,712

% of Total: 100.00% (4,668,712)



Avg. Visit Duration

00:01:48

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



Pageviews

10,412,337

% of Total: 100.00% (10,412,337)



Unique Visitors

3,441,309

% of Total: 100.00% (3,441,309)



Avg. Pages / Visit

2.23

Avg for View: 2.23 (0.00%)



Avg. Time on Page

00:01:27

Avg for View: 00:01:27 (0.00%)



Bounce Rate

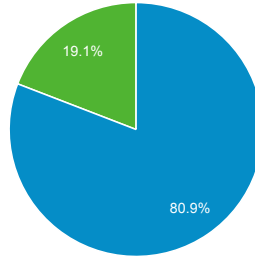
51.69%

Avg for View: 51.69% (0.00%)



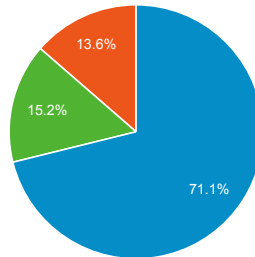
New vs. Returned Visitors

■ 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	2,656,618	50.75%
(direct) / (none)	1,180,144	55.49%
bing / organic	93,315	39.50%
delta.com / referral	71,413	55.27%
aa.com / referral	58,853	64.86%
search.usa.gov / referral	58,641	42.17%
yahoo / organic	47,167	44.97%
duckduckgo / organic	38,953	51.13%
ttp.dhs.gov / referral	33,749	36.08%
ttp.cbp.dhs.gov / referral	32,797	39.42%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	3,783,799	38.66%
TSA PreCheck® Transportation Security Administration	1,095,441	28.84%
Transportation Security Administration Transportation Security Administration	570,838	44.47%
Liquids Rule Transportation Security Administration	336,046	74.70%
Identification Transportation Security Administration	324,665	68.11%

Visits by Social Network

Social Network	Sessions
Facebook	22,199
Instagram	12,317
Twitter	7,422
Instagram Stories	1,541
reddit	1,520
YouTube	1,157
Quora	1,148
TripAdvisor	686
LinkedIn	649
Naver	115