

TSA.GOV Web Performance Metrics

Apr 1, 2022 - Apr 30, 2022

All Users
100.00% Sessions

Total Visits

5,943,428

% of Total: 100.00% (5,943,428)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Pageviews

12,636,484

% of Total: 100.00% (12,636,484)



Unique Visitors

4,510,481

% of Total: 100.00% (4,510,481)



Avg. Pages / Visit

2.13

Avg for View: 2.13 (0.00%)



Avg. Time on Page

00:01:36

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



Bounce Rate

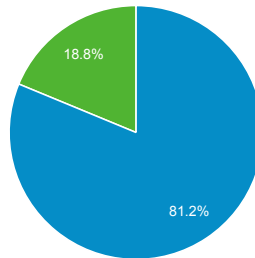
50.63%

Avg for View: 50.63% (0.00%)



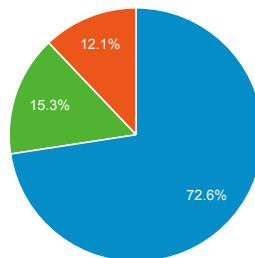
New vs. Returned Visitors

■ 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	1,565,645	42.31%
What Can I Bring? All Transportation Security Administration	1,318,178	35.33%
TSA Pre✓® Transportation Security Administration	928,824	30.05%
Transportation Security Administration Transportation Security Administration	759,474	42.98%
TSA PreCheck® Transportation Security Administration	601,534	31.58%

Visits by Social Network

Social Network	Sessions
Facebook	42,008
Twitter	23,992
Instagram	5,556
reddit	2,847
YouTube	1,231
Quora	929
LinkedIn	896
TripAdvisor	694
Instagram Stories	431
Naver	220

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,408,643	50.01%
(direct) / (none)	1,493,372	52.84%
bing / organic	117,288	36.74%
search.usa.gov / referral	69,219	41.80%
yahoo / organic	59,304	44.18%
ttp.cbp.dhs.gov / referral	54,396	44.61%
duckduckgo / organic	50,219	49.13%
delta.com / referral	49,872	53.20%
ttp.dhs.gov / referral	48,921	39.74%
united.com / referral	45,042	47.24%