

TSA.GOV Web Performance Metrics

May 1, 2022 - May 31, 2022

All Users
100.00% Sessions

Total Visits

6,212,627

% of Total: 100.00% (6,212,627)



Avg. Visit Duration

00:01:51

Avg for View: 00:01:51 (0.00%)



Pageviews

13,447,691

% of Total: 100.00% (13,447,691)



Unique Visitors

4,673,836

% of Total: 100.00% (4,673,836)



Avg. Pages / Visit

2.16

Avg for View: 2.16 (0.00%)



Avg. Time on Page

00:01:35

Avg for View: 00:01:35 (0.00%)



Bounce Rate

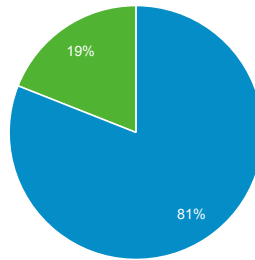
51.67%

Avg for View: 51.67% (0.00%)



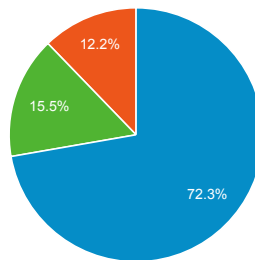
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,524,551	29.91%
/travel/security-screening/wh/atanibring/all	842,656	31.40%
/	764,165	42.82%
/travel/security-screening/identification	463,744	68.68%
/travel/security-screening/liquids-rule	433,618	74.93%

Visits by Social Network

Social Network	Sessions
Facebook	31,439
Instagram	15,041
Twitter	11,466
reddit	5,031
Instagram Stories	3,126
YouTube	1,700
Quora	1,207
TripAdvisor	695
LinkedIn	531
Naver	168

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,574,411	50.49%
(direct) / (none)	1,504,345	56.25%
bing / organic	122,330	37.36%
delta.com / referral	117,893	53.84%
search.usa.gov / referral	76,542	41.86%
yahoo / organic	61,058	44.12%
aa.com / referral	56,112	60.90%
duckduckgo / organic	53,680	49.58%
ttp.cbp.dhs.gov / referral	48,066	40.84%
ttp.dhs.gov / referral	47,256	37.68%