

TSA.GOV Web Performance Metrics

Jun 1, 2022 - Jun 30, 2022

All Users
100.00% Sessions

Total Visits

6,486,097

% of Total: 100.00% (6,486,097)



Avg. Visit Duration

00:01:52

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



Pageviews

14,000,179

% of Total: 100.00% (14,000,179)



Unique Visitors

4,829,954

% of Total: 100.00% (4,829,954)



Avg. Pages / Visit

2.16

Avg for View: 2.16 (0.00%)



Avg. Time on Page

00:01:36

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



Bounce Rate

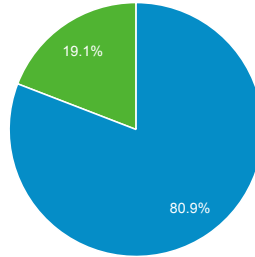
51.80%

Avg for View: 51.80% (0.00%)



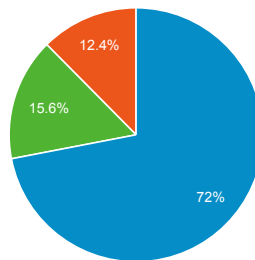
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,584,938	29.34%
/travel/security-screening/wh/atanibring/all	871,368	32.37%
/	779,407	42.67%
/travel/security-screening/identification	470,893	69.84%
/travel/security-screening/liquids-rule	464,671	74.88%

Visits by Social Network

Social Network	Sessions
Facebook	25,183
Instagram	6,102
Twitter	5,928
reddit	5,268
YouTube	2,346
Quora	1,696
TripAdvisor	755
Instagram Stories	694
LinkedIn	626
Naver	182

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,799,427	50.66%
(direct) / (none)	1,566,112	56.68%
bing / organic	121,570	36.18%
delta.com / referral	109,668	54.66%
search.usa.gov / referral	78,233	42.09%
yahoo / organic	63,920	44.07%
aa.com / referral	57,902	60.82%
duckduckgo / organic	53,470	49.52%
ttp.dhs.gov / referral	51,483	37.77%
ttp.cbp.dhs.gov / referral	50,094	42.26%