

TSA.GOV Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Total Visits
5,826,891
% of Total: 100.00% (5,826,891)

Avg. Visit Duration
00:01:43
Avg for View: 00:01:43 (0.00%)

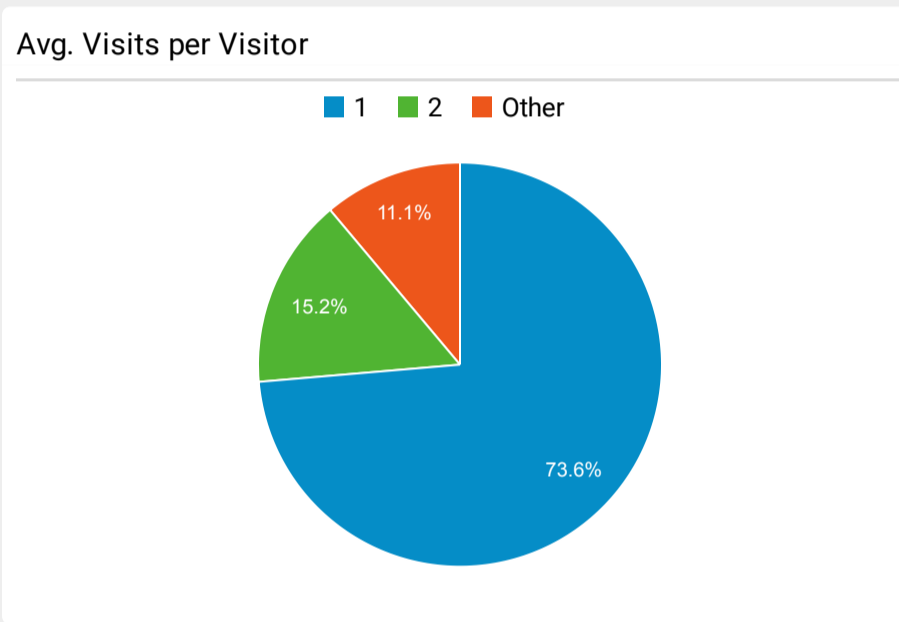
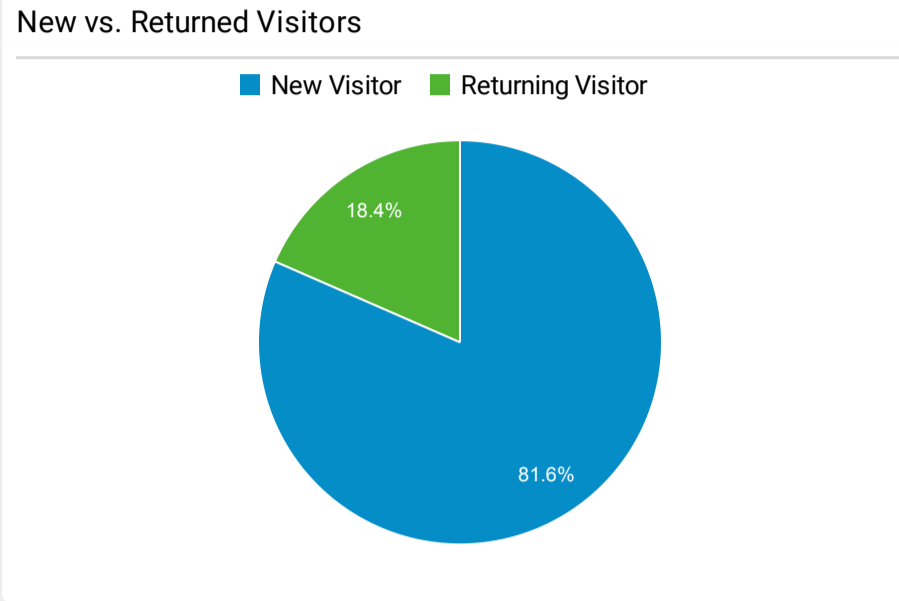
Pageviews
11,654,329
% of Total: 100.00% (11,654,329)

Unique Visitors
4,420,196
% of Total: 100.00% (4,420,196)

Avg. Pages / Visit
2.00
Avg for View: 2.00 (0.00%)

Avg. Time on Page
00:01:42
Avg for View: 00:01:42 (0.00%)

Bounce Rate
51.98%
Avg for View: 51.98% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,325,895	50.38%
(direct) / (none)	1,454,400	57.70%
bing / organic	116,469	35.75%
aa.com / referral	75,763	66.68%
search.usa.gov / referral	70,014	40.92%
ttp.dhs.gov / referral	64,135	36.58%
yahoo / organic	55,398	44.38%
ttp.cbp.dhs.gov / referral	52,542	38.87%
fbig / social	52,315	58.77%
duckduckgo / organic	50,964	48.63%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,462,636	30.38%
/	665,428	44.82%
/travel/security-screening/w hatcanibring/all	656,898	32.93%
/travel/security-screening/li quids-rule	404,896	74.63%
/travel/security-screening/id entification	371,849	72.68%

Visits by Social Network

Social Network	Sessions
Facebook	24,475
Twitter	4,390
Instagram	4,168
reddit	3,936
LinkedIn	1,396
YouTube	1,220
Quora	880
TripAdvisor	588
Naver	211
Instagram Stories	172

