

TSA.GOV Web Performance Metrics

Feb 1, 2023 - Feb 28, 2023

All Users
100.00% Sessions

Total Visits
5,500,315
% of Total: 100.00% (5,500,315)

Avg. Visit Duration
00:01:45
Avg for View: 00:01:45 (0.00%)

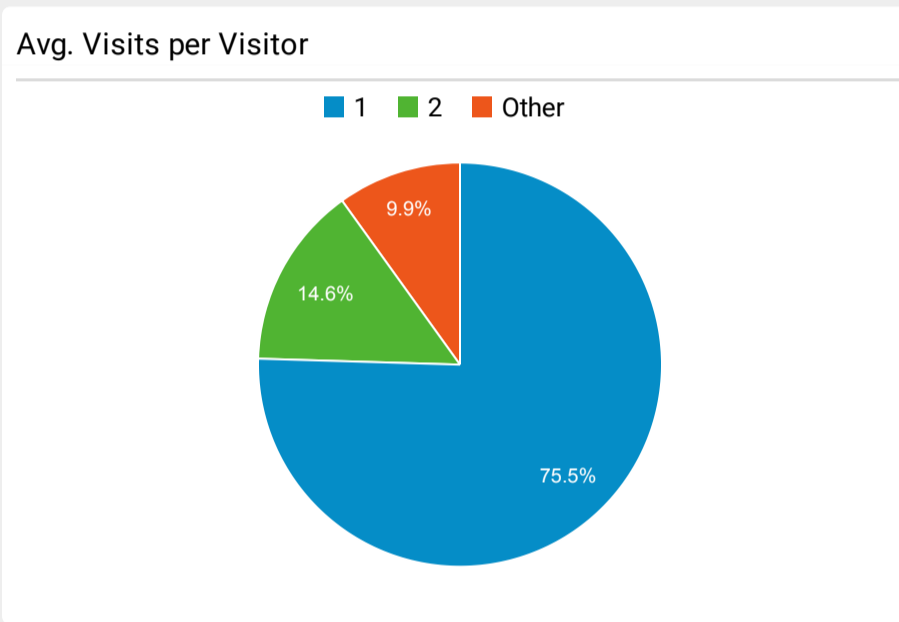
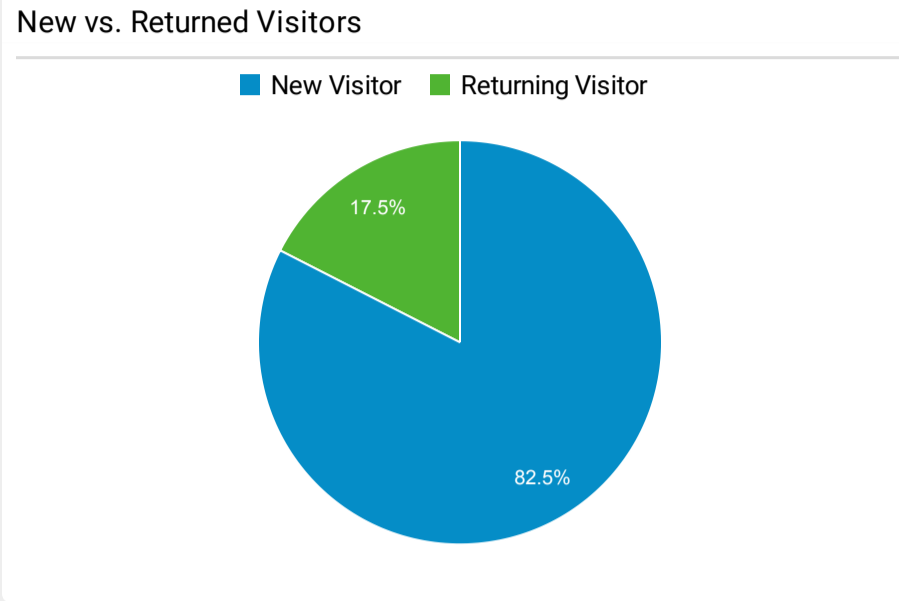
Pageviews
11,058,611
% of Total: 100.00% (11,058,611)

Unique Visitors
4,321,605
% of Total: 100.00% (4,321,605)

Avg. Pages / Visit
2.01
Avg for View: 2.01 (0.00%)

Avg. Time on Page
00:01:43
Avg for View: 00:01:43 (0.00%)

Bounce Rate
50.44%
Avg for View: 50.44% (0.00%)



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,219,707	49.02%
(direct) / (none)	1,307,024	55.97%
bing / organic	127,754	35.37%
aa.com / referral	69,854	66.51%
ttp.dhs.gov / referral	69,104	36.72%
search.usa.gov / referral	68,001	40.82%
yahoo / organic	64,644	45.62%
ttp.cbp.dhs.gov / referral	55,301	38.58%
duckduckgo / organic	53,651	49.48%
united.com / referral	47,798	39.37%

Total Pageviews

Page	Pageviews	Bounce Rate
/precheck	1,506,779	29.12%
/travel/security-screening/w hatcanibring/all	621,510	32.72%
/	604,645	45.78%
/travel/security-screening/li quids-rule	378,596	75.18%
/travel/security-screening/id entification	325,278	72.35%

Visits by Social Network

Social Network	Sessions
Facebook	22,670
Twitter	5,479
Instagram	3,263
reddit	2,398
YouTube	2,004
Quora	782
TripAdvisor	565
Instagram Stories	521
LinkedIn	521
Naver	241

