

TSA.GOV Web Performance Metrics

Mar 1, 2023 - Mar 31, 2023

All Users  
100.00% Sessions

**Total Visits**  
**6,770,948**  
% of Total: 100.00% (6,770,948)

**Avg. Visit Duration**  
**00:01:44**  
Avg for View: 00:01:44 (0.00%)

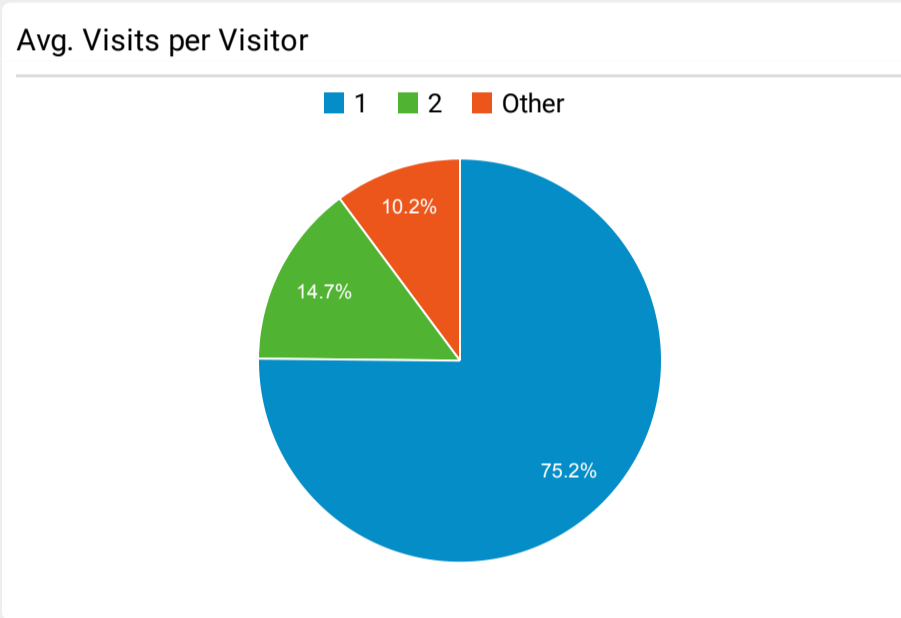
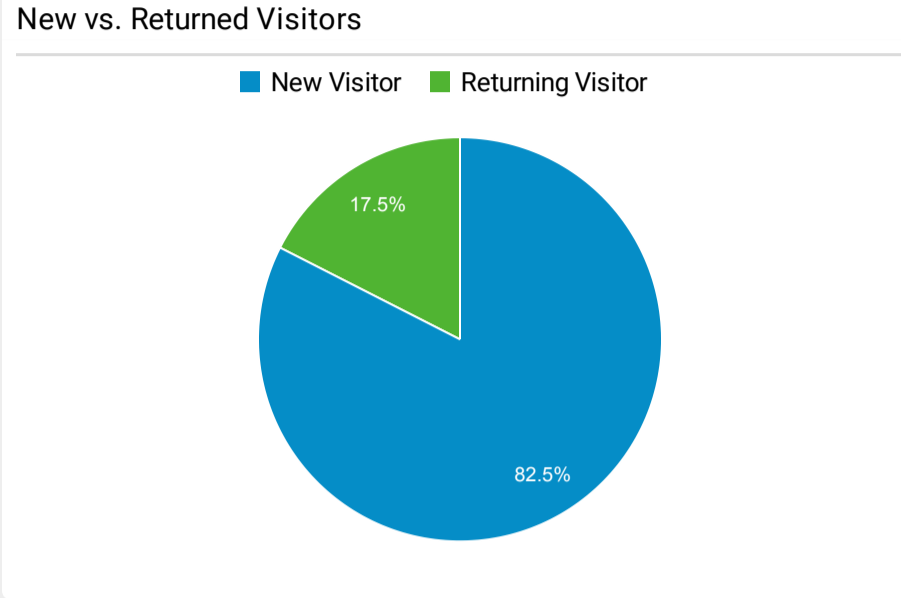
**Pageviews**  
**13,599,428**  
% of Total: 100.00% (13,599,428)

**Unique Visitors**  
**5,269,989**  
% of Total: 100.00% (5,269,989)

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

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

**Bounce Rate**  
**51.27%**  
Avg for View: 51.27% (0.00%)



**Visits and Bounce Rate by Source / Medium**

Source / Medium	Sessions	Bounce Rate
google / organic	3,962,047	50.08%
(direct) / (none)	1,618,018	56.63%
bing / organic	156,016	35.59%
search.usa.gov / referral	85,223	41.41%
aa.com / referral	83,737	67.51%
ttp.dhs.gov / referral	80,277	36.88%
yahoo / organic	76,386	45.55%
duckduckgo / organic	64,929	50.02%
ttp.cbp.dhs.gov / referral	63,467	39.38%
united.com / referral	58,517	39.33%

**Total Pageviews**

Page	Pageviews	Bounce Rate
/precheck	1,795,759	29.18%
/travel/security-screening/whatcanibring/all	770,396	33.80%
/	732,055	45.87%
/travel/security-screening/liquids-rule	470,006	75.59%
/travel/security-screening/identification	392,796	75.45%

**Visits by Social Network**

Social Network	Sessions
Facebook	28,009
Twitter	5,114
reddit	3,513
Instagram	2,861
LinkedIn	2,656
YouTube	2,198
Quora	886
Instagram Stories	726
TripAdvisor	724
Naver	235

