

TSA.GOV Web Performance Metrics

Apr 1, 2023 - Apr 30, 2023

All Users  
100.00% Sessions

**Total Visits**  
**6,287,512**  
% of Total: 100.00% (6,287,512)

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

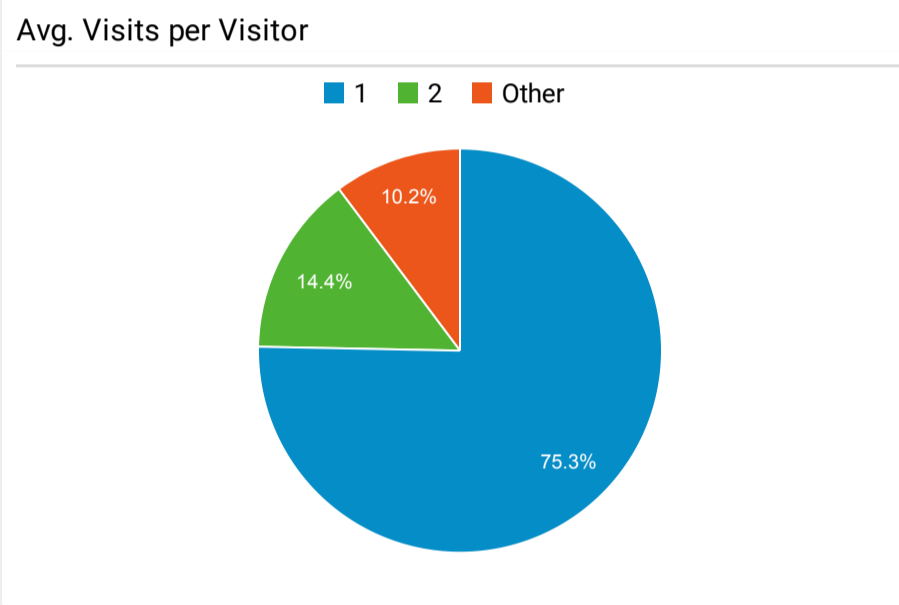
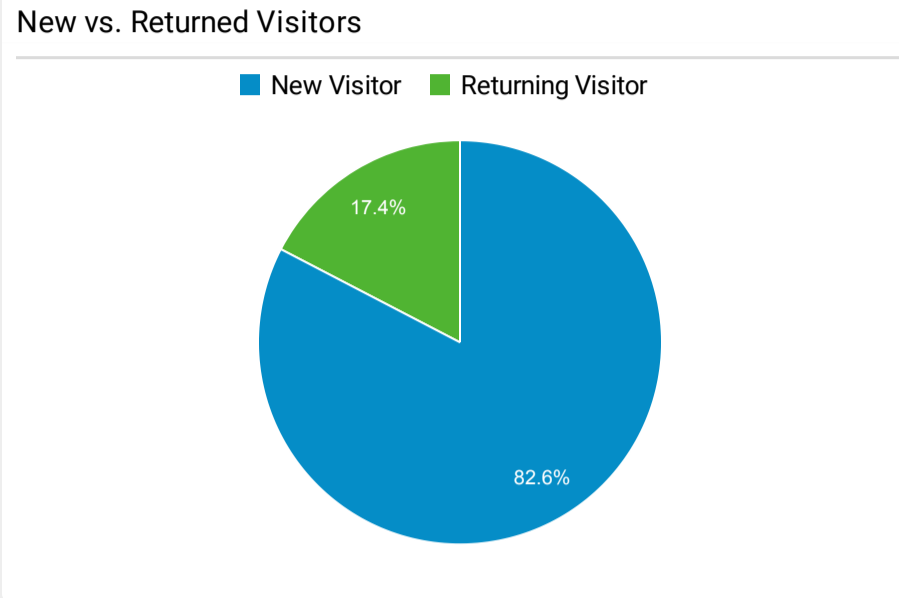
**Pageviews**  
**12,660,621**  
% of Total: 100.00% (12,660,621)

**Unique Visitors**  
**4,979,616**  
% of Total: 100.00% (4,979,616)

**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**  
**51.60%**  
Avg for View: 51.60% (0.00%)



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

Source / Medium	Sessions	Bounce Rate
google / organic	3,654,951	50.49%
(direct) / (none)	1,530,722	56.11%
bing / organic	141,980	35.67%
search.usa.gov / referral	82,474	40.69%
aa.com / referral	76,729	67.43%
yahoo / organic	71,825	44.90%
duckduckgo / organic	60,427	50.41%
ttp.dhs.gov / referral	58,524	40.68%
united.com / referral	55,011	40.53%
ttp.cbp.dhs.gov / referral	52,880	41.93%

**Total Pageviews**

Page	Pageviews	Bounce Rate
/precheck	1,623,749	29.47%
/travel/security-screening/whatcanibring/all	732,311	34.60%
/	693,873	45.23%
/travel/security-screening/liquids-rule	442,730	76.40%
/travel/security-screening/identification	374,091	74.86%

**Visits by Social Network**

Social Network	Sessions
Facebook	25,631
Twitter	8,030
reddit	5,117
Instagram	3,687
YouTube	2,235
LinkedIn	1,701
Quora	793
Instagram Stories	656
TripAdvisor	619
Naver	188

