

TSA.GOV Web Performance Metrics

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Sessions

Total Visits

2,865,335

% of Total: 100.00% (2,865,335)



Avg. Visit Duration

00:01:38

Avg for View: 00:01:38 (0.00%)



Pageviews

6,089,841

% of Total: 100.00% (6,089,841)



Unique Visitors

1,934,240

% of Total: 100.00% (1,934,240)



Avg. Pages / Visit

2.13

Avg for View: 2.13 (0.00%)



Avg. Time on Page

00:01:26

Avg for View: 00:01:26 (0.00%)



Bounce Rate

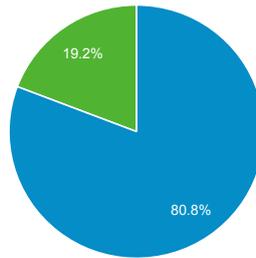
61.28%

Avg for View: 61.28% (0.00%)



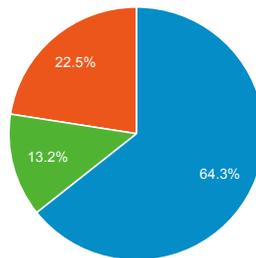
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	2,151,621	45.59%
TSA checkpoint travel numbers for 2020 and 2019 Transportation Security Administration	728,321	83.42%
Transportation Security Administration Transportation Security Administration	280,524	38.42%
TSA PreCheck™ Transportation Security Administration	271,701	36.63%
Identification Transportation Security Administration	213,718	69.56%

Visits by Social Network

Social Network	Sessions
Facebook	16,068
Twitter	6,694
reddit	1,838
Instagram	1,530
LinkedIn	1,071
YouTube	771
Quora	676
TripAdvisor	369
Instagram Stories	358
Naver	293

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,551,004	60.35%
(direct) / (none)	780,392	65.89%
delta.com / referral	62,762	56.37%
bing / organic	53,560	51.15%
search.usa.gov / referral	41,919	44.77%
aa.com / referral	30,158	65.56%
yahoo / organic	27,302	55.69%
duckduckgo / organic	16,089	60.95%
dhs.gov / referral	15,952	61.30%
united.com / referral	13,918	49.56%