

# TSA.GOV Web Performance Metrics

May 1, 2021 - May 31, 2021

**All Users**  
100.00% Sessions

## Total Visits

**5,176,481**

% of Total: 100.00% (5,176,481)



## Avg. Visit Duration

**00:01:51**

Avg for View: 00:01:51 (0.00%)



## Pageviews

**12,157,562**

% of Total: 100.00% (12,157,562)



## Unique Visitors

**3,757,358**

% of Total: 100.00% (3,757,358)



## Avg. Pages / Visit

**2.35**

Avg for View: 2.35 (0.00%)



## Avg. Time on Page

**00:01:22**

Avg for View: 00:01:22 (0.00%)



## Bounce Rate

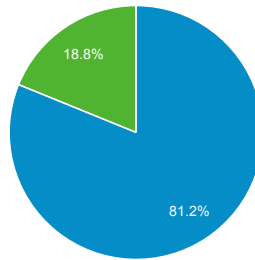
**53.04%**

Avg for View: 53.04% (0.00%)



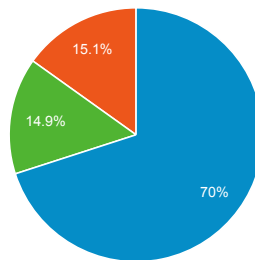
## New vs. Returned Visitors

■ 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	4,912,109	38.77%
TSA PreCheck®   Transportation Security Administration	1,009,598	27.44%
TSA checkpoint travel numbers (current year(s) versus prior year/same weekday)   Transportation Security Administration	546,602	77.76%
Transportation Security Administration   Transportation Security Administration	494,044	35.81%
Liquids Rule   Transportation Security Administration	422,488	74.57%

## Visits by Social Network

Social Network	Sessions
Facebook	25,620
Twitter	7,986
YouTube	1,820
reddit	1,646
Instagram Stories	1,284
Quora	1,044
Instagram	768
LinkedIn	654
TripAdvisor	507
WordPress	150

## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,915,877	51.79%
(direct) / (none)	1,271,051	56.47%
delta.com / referral	108,900	55.55%
bing / organic	94,573	40.13%
aa.com / referral	85,912	66.50%
search.usa.gov / referral	65,092	41.68%
msn.com / referral	53,175	75.12%
yahoo / organic	51,742	45.11%
duckduckgo / organic	42,008	52.24%
united.com / referral	32,459	44.27%