

TSA.GOV Web Performance Metrics

Oct 1, 2019 - Oct 31, 2019

All Users
100.00% Sessions

Total Visits

5,023,858

% of Total: 100.00% (5,023,858)



Avg. Visit Duration

00:01:37

Avg for View: 00:01:37 (0.00%)



Pageviews

9,011,031

% of Total: 100.00% (9,011,031)



Unique Visitors

3,937,865

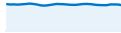
% of Total: 100.00% (3,937,865)



Avg. Pages / Visit

1.79

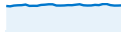
Avg for View: 1.79 (0.00%)



Avg. Time on Page

00:02:02

Avg for View: 00:02:02 (0.00%)



Bounce Rate

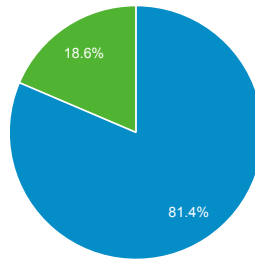
53.28%

Avg for View: 53.28% (0.00%)



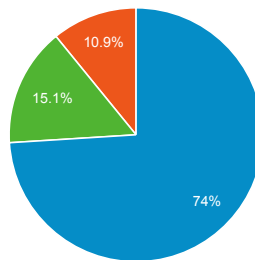
New vs. Returned Visitors

■ 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	1,490,822	50.27%
TSA Pre✓® Transportation Security Administration	1,370,469	46.76%
Transportation Security Administration	552,212	38.68%
REAL ID Transportation Security Administration	513,429	57.85%
Identification Transportation Security Administration	512,082	69.60%

Visits by Social Network

Social Network	Sessions
Facebook	32,946
Twitter	7,326
reddit	1,132
Instagram	1,131
YouTube	1,071
TripAdvisor	1,030
Quora	627
Instagram Stories	560
LinkedIn	387
Stack Exchange	256

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,283,111	48.22%
(direct) / (none)	1,452,246	58.59%
sabio / display	135,225	87.50%
bing / organic	119,042	38.95%
search.usa.gov / referral	114,654	44.08%
ttp.cbp.dhs.gov / referral	63,950	40.66%
dhs.gov / referral	55,656	52.86%
yahoo / organic	53,824	41.33%
aa.com / referral	51,342	64.75%
fbig / static	50,194	73.95%