

TSA.GOV Web Performance Metrics

Feb 1, 2020 - Feb 29, 2020

All Users
100.00% Sessions

Total Visits

5,571,445

% of Total: 100.00% (5,571,445)



Avg. Visit Duration

00:01:38

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



Pageviews

9,868,312

% of Total: 100.00% (9,868,312)



Unique Visitors

4,422,275

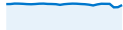
% of Total: 100.00% (4,422,275)



Avg. Pages / Visit

1.77

Avg for View: 1.77 (0.00%)



Avg. Time on Page

00:02:07

Avg for View: 00:02:07 (0.00%)



Bounce Rate

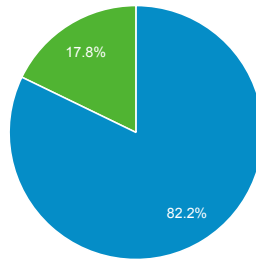
51.86%

Avg for View: 51.86% (0.00%)



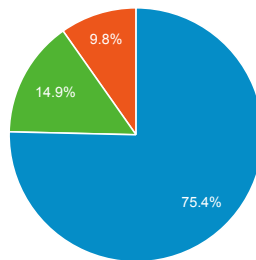
New vs. Returned Visitors

■ 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	1,548,763	49.12%
TSA PreCheck™ Transportation Security Administration	1,259,773	34.73%
REAL ID Transportation Security Administration	920,247	56.23%
Identification Transportation Security Administration	712,164	72.28%
Transportation Security Administration	554,364	37.70%
Liquids Rule Transportation Security Administration	407,380	71.32%
TSA Pre✓® FAQ Transportation Security Administration	212,211	53.10%
TWIC® Transportation Security Administration	174,620	32.90%
Security Screening Transportation Security Administration	155,730	62.42%
Disabilities and Medical Conditions Transportation Security Administration	152,530	63.04%

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,629,241	47.54%
(direct) / (none)	1,759,758	58.69%
bing / organic	128,125	38.76%
search.usa.gov / referral	117,428	42.81%
ttp.cbp.dhs.gov / referral	66,845	39.71%
yahoo / organic	61,475	40.44%
aa.com / referral	50,379	64.72%
ttp.dhs.gov / referral	39,000	40.48%
united.com / referral	37,697	49.62%
m.facebook.com / referral	37,275	65.55%

Visits by Social Network

Social Network	Sessions
Facebook	42,759
Twitter	19,204
YouTube	1,976
reddit	1,663
Instagram	994
Quora	885
TripAdvisor	841