

# TSA.GOV Web Performance Metrics

Mar 1, 2020 - Mar 31, 2020

All Users  
100.00% Sessions

## Total Visits

**3,507,003**

% of Total: 100.00% (3,507,003)



## Avg. Visit Duration

**00:01:30**

Avg for View: 00:01:30 (0.00%)



## Pageviews

**6,024,173**

% of Total: 100.00% (6,024,173)



## Unique Visitors

**2,769,104**

% of Total: 100.00% (2,769,104)



## Avg. Pages / Visit

**1.72**

Avg for View: 1.72 (0.00%)



## Avg. Time on Page

**00:02:04**

Avg for View: 00:02:04 (0.00%)



## Bounce Rate

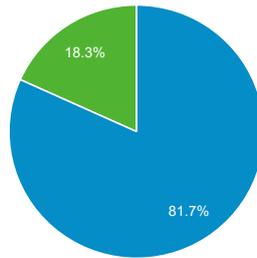
**55.52%**

Avg for View: 55.52% (0.00%)



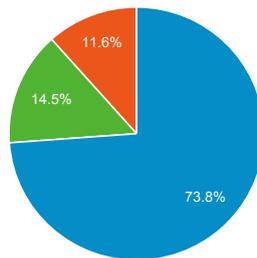
## New vs. Returned Visitors

New Visitor Returning Visitor



## Avg. Visits per Visitor

1 2 Other



## Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,639,232	50.50%
(direct) / (none)	1,065,074	61.44%
bing / organic	74,909	43.33%
search.usa.gov / referral	69,990	43.62%
m.facebook.com / referral	40,926	74.17%
united.com / referral	39,091	56.24%
yahoo / organic	33,906	43.95%
ttp.cbp.dhs.gov / referral	30,180	43.04%
aa.com / referral	29,655	66.03%
dhs.gov / referral	20,739	54.31%

## Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?   Transportation Security Administration	944,835	52.54%
TSA PreCheck™   Transportation Security Administration	594,967	38.04%
Transportation Security Administration	438,977	35.53%
REAL ID   Transportation Security Administration	426,331	61.93%
Identification   Transportation Security Administration	316,630	72.76%
Coronavirus (COVID-19) information   Transportation Security Administration	297,292	78.33%
Liquids Rule   Transportation Security Administration	237,497	73.01%
TWIC®   Transportation Security Administration	156,560	32.07%
TSA Pre✓® FAQ   Transportation Security Administration	97,468	53.70%
Security Screening   Transportation Security Administration	90,657	63.86%

## Visits by Social Network

Social Network	Sessions
Facebook	45,600
Twitter	19,487
Instagram	2,024
LinkedIn	1,425
reddit	1,023
YouTube	861
TripAdvisor	567