

TSA.GOV Web Performance Metrics

Jul 1, 2023 - Jul 31, 2023

All Users  
100.00% Sessions

**Total Visits**  
**7,232,578**  
% of Total: 100.00% (7,232,578)

**Avg. Visit Duration**  
**00:01:35**  
Avg for View: 00:01:35 (0.00%)

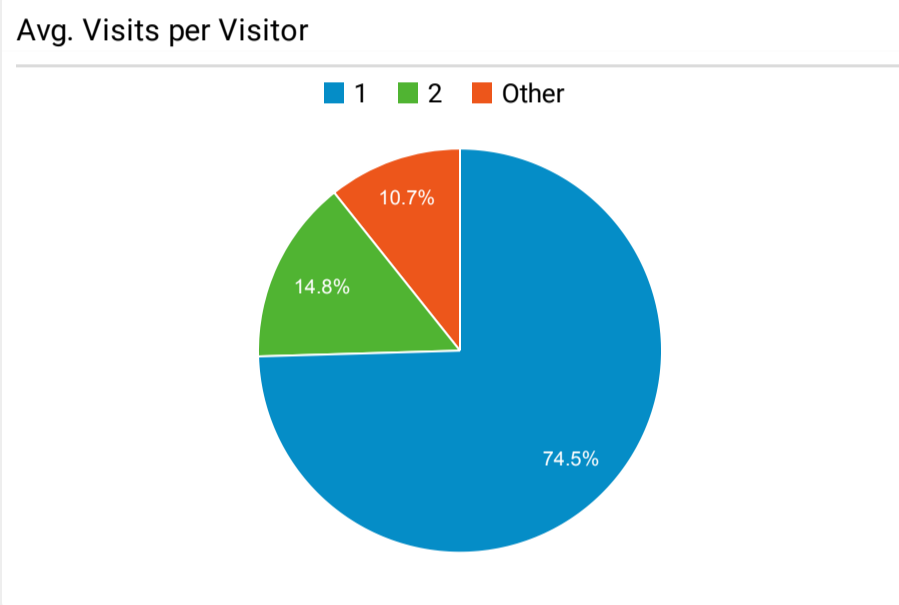
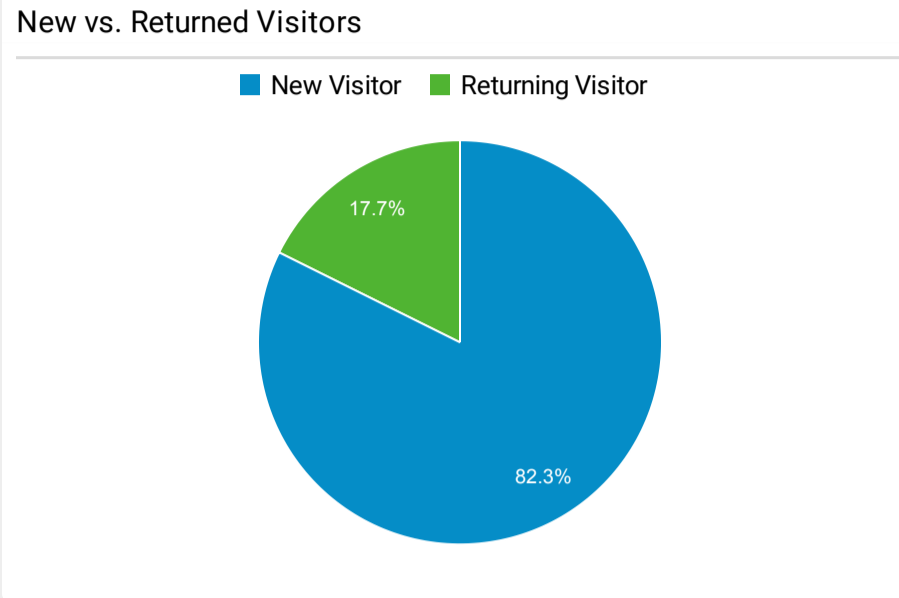
**Pageviews**  
**14,862,262**  
% of Total: 100.00% (14,862,262)

**Unique Visitors**  
**5,677,423**  
% of Total: 100.00% (5,677,423)

**Avg. Pages / Visit**  
**2.05**  
Avg for View: 2.05 (0.00%)

**Avg. Time on Page**  
**00:01:30**  
Avg for View: 00:01:30 (0.00%)

**Bounce Rate**  
**63.84%**  
Avg for View: 63.84% (0.00%)



**Visits and Bounce Rate by Source / Medium**

Source / Medium	Sessions	Bounce Rate
google / organic	3,881,354	64.67%
(direct) / (none)	1,860,649	63.34%
fbig / social	288,725	81.85%
bing / organic	135,905	48.11%
search.usa.gov / referral	92,566	51.34%
aa.com / referral	90,829	71.47%
yahoo / organic	84,260	56.25%
united.com / referral	70,308	43.64%
duckduckgo / organic	69,318	61.87%
ttp.dhs.gov / referral	58,103	51.21%

**Total Pageviews**

Page	Pageviews	Bounce Rate
/precheck	1,665,191	41.80%
/travel/security-screening/whatcanibring/all	890,444	37.08%
/	711,587	46.77%
/travel/security-screening/liquids-rule	490,907	79.74%
/travel/security-screening/identification	365,194	80.12%

**Visits by Social Network**

Social Network	Sessions
Facebook	39,216
Twitter	4,883
YouTube	4,684
reddit	4,433
Instagram	3,821
Instagram Stories	1,240
Quora	891
LinkedIn	803
TripAdvisor	706
Allrecipes	216

