

Referral Channel Metrics

Sessions by Channel	% of all sessions	April, 2017	change from prior month
Direct Sessions	22%	1,433,102	-180,071 ▼ -11.2%
Branded Search	1%	47,549	-11,095 ▼ -18.9%
Non-Branded Search	3%	200,025	-34,264 ▼ -14.6%
Search Term Not Provided	52%	3,441,458	-221,656 ▼ -6.1%
Social Media Referrals	1%	87,894	-14,825 ▼ -14.4%
Other Referrals	21%	1,394,696	-191,273 ▼ -12.1%
% New Sessions this month		April, 2017	change from prior month
Direct Sessions	26%	70.3%	-0.1% ▼ -0.1%
Branded Search	0%	21.3%	-0.2% ▼ -0.9%
Non-Branded Search	3%	52.4%	0.2% ▲ 0.4%
Search Term Not Provided	52%	58.9%	-1.0% ▼ -1.6%
Social Media Referrals	2%	70.8%	-0.2% ▼ -0.4%
Other Referrals	18%	50.6%	1.3% ▲ 2.6%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites 37.5% 0.1% ▲ 0.3%

3 highest Bounce Rates for MS homepages
for microsites with at least 1,000 entrances

www.epa.gov/burnwise	66.9%	1.8% ▲ 2.7%
www.epa.gov/assessing-and-managing-chemical	56.5%	0.6% ▲ 1.0%
www.epa.gov/energy-independence	56.2%	N/A ▲ N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories 35.4% -1.6% ▼ -4.3%

3 highest Bounce Rates for RD homepages
for directories with at least 1,000 entrances

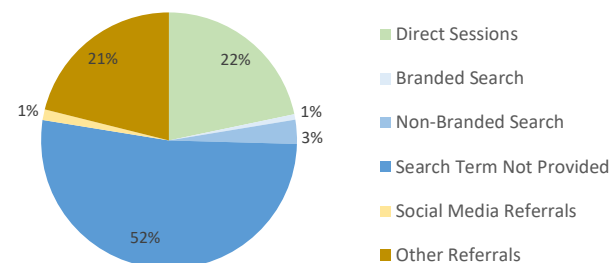
www.epa.gov/hydraulicfracturing	72.2%	-2.4% ▼ -3.2%
www.epa.gov/flint	68.4%	-3.0% ▼ -4.2%
www.epa.gov/tsca-screening-tools	66.3%	0.5% ▲ 0.7%

Exits from Search Results

Number of Exits	April, 2017	change from prior month
Exit Rate = Exits / Views of Search Results	35,438	-2,472 ▼ -6.5%
	12.4%	0.3% ▲ 2.6%

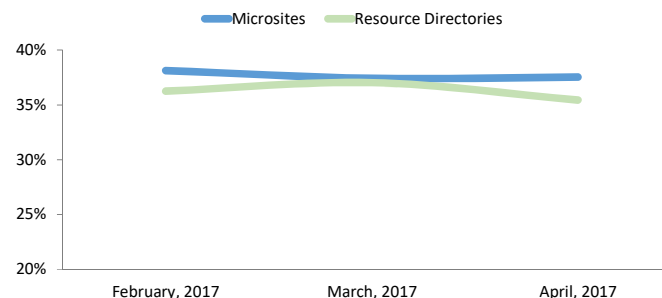
Sessions by Channel

April, 2017

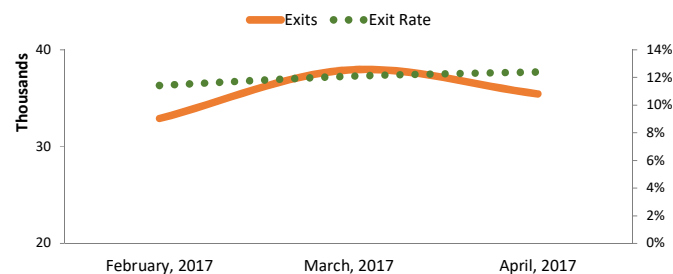


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months



Agency Web Traffic: Content Discovery Report

Top 20 Non-EPA Referral Pages		by sessions	April, 2017
m.facebook.com	/		32,221
wpcomwidgets.com	/		25,816
links.govdelivery.com	/		17,206
en.wikipedia.org	/		12,526
facebook.com	/		11,815
dermnetnz.org	/		11,279
duckduckgo.com	/		10,529
dermnetnz.org	/search/		10,362
greenville.k12.sc.us	/simville/		9,615
time.com	/4695109/superfund-sites-toxic-waste-locations/		9,342
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		9,006
dermnetnz.org	/topics/		7,997
dermnetnz.org	/topics/eyelid-contact-dermatitis/		6,935
dermnetnz.org	/topics/periorificial-dermatitis/		6,161
dermnetnz.org	/topics/hand-dermatitis/		5,962
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		5,428
ecosia.org	/search		5,391
dermnetnz.org	/topics/spot-the-difference/		4,469
chesapeakebay.net	/discover/baywatershed		3,855
businessinsider.com	/epa-public-comment-pollution-rules-2017-4		3,793

Top 1-25 Non-Branded Keywords	by sessions	April, 2017	Top 1-25 Branded Keywords	by sessions	April, 2017	Top 1-25 Internal Search Terms	by searches	April, 2017
acid rain		1,574	epa		4,586	climate change		5,761
climate change		755	environmental protection agency		663	clean air act		1,088
bed bugs		610	epa echo		599	global warming		988
causes of climate change		600	us epa		417	clean water act		980
greenhouse effect		578	usepa		406	lead		841
what is acid rain		501	epa locator		185	air pollution		838
envirofacts		494	epa envirofacts		176	radon		804
uv index		463	united states environmental protection agency		170	acid rain		764
clean air act		392	epa rsl		150	superfund		760
ap-42		388	epa region 6		146	asbestos		599
green house effect		368	epa region 9		130	endangered species act		480
environmental education		352	epanet		119	recycling		468
clean water act		350	epa iris		113	water		464
tsca		338	epa tri		109	climate		434
ppls		337	epa region 5		107	water pollution		421
earth day		328	epa region 10		101	ozone		401
how to kill bed bugs		324	epa climate change		101	pesticides		386
nepa		318	epa echo database		97	tsca		375
greenhouse gases		317	epa region 8		95	rcra		374
how to get rid of bed bugs		303	epa region 3		94	earth day		369
radon		262	epa ap-42		86	cercla		364
npdes		261	epa staff directory		83	mold		358
ddt		259	epa region 1		83	mercury		350
biopesticides		240	epa budget		81	chlorpyrifos		313
rcra		232	epa rsis		81	fracking		310

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	April, 2017
recycle city		223
recycling		215
smartway		201
moves		196
naaqs		195
integrated pest management		194
cercla		192
green house gases		189
chinchies		184
ap42		184
effects of acid rain		178
bed bug		175
ap 42		174
formaldehyde		168
particulate matter		163
bedbugs		146
rmp		143
clean power plan		141
safe drinking water act		140
epcra		139
echo epa		138
superfund sites		124
watersense		122
radon testing		121
wetlands		120

Top 26-50 Branded Keywords	by sessions	April, 2017
epa list of lists		80
epa region 7		78
epa jobs		76
epa region 2		75
epa swmm		71
usepa rsls		71
epa regulations		69
epa asbestos		68
epa oig		67
epa website		66
epa indoor air		65
epa superfund		64
epa region 4		62
epa npdes		61
epa radon		60
us environmental protection agency		59
epa drinking water		58
epa foia		58
usepa rsl		58
epa strategic plan		56
epa foia online		56
epa nata		55
epa aqs		54
epa directory		53
epa tsca		53

Top 26-50 Internal Search Terms	by searches	April, 2017
coal		305
formaldehyde		295
air quality		295
pollution		295
hazardous waste		293
arsenic		293
carbon monoxide		289
clean power plan		287
drinking water		285
ddt		263
mcl		262
voc		241
water quality		239
glyphosate		236
tri		228
superfund sites		227
climate change action plan		227
open data		225
benzene		223
safe drinking water act		222
deforestation		221
history		218
environmental justice		217
carbon dioxide		215
greenhouse effect		213

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