

Referral Channel Metrics

Sessions by Channel		% of all sessions	February, 2017	change from prior month	
Direct Sessions		23%	1,446,512	-56,431	▼ -3.8%
Branded Search		1%	55,293	-8,170	▼ -12.9%
Non-Branded Search		1%	55,293	-8,170	▼ -12.9%
Search Term Not Provided		4%	220,254	8,369	▲ 3.9%
Social Media Referrals		1%	82,160	-64,696	▼ -44.1%
Other Referrals		70%	4,427,850	-6,310	▼ -0.1%
% New Sessions this month			February, 2017	change from prior month	
Direct Sessions		27%	69.5%	-0.4%	▼ -0.6%
Branded Search		0%	22.2%	-3.3%	▼ -12.8%
Non-Branded Search		0%	22.2%	-3.3%	▼ -12.8%
Search Term Not Provided		3%	52.3%	0.6%	▲ 1.3%
Social Media Referrals		2%	69.1%	-7.8%	▼ -10.2%
Other Referrals		68%	56.9%	-1.5%	▼ -2.5%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites February, 2017 38.1% change from prior month -2.4% ▼ -5.9%

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

19january2017snapshot.epa.gov/	66.9%	N/A	▲	N/A
www.epa.gov/ejscreen	66.8%	1.1%	▲	1.7%
www.epa.gov/burnwise	64.0%	1.5%	▲	2.3%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories February, 2017 36.3% change from prior month -0.1% ▼ -0.4%

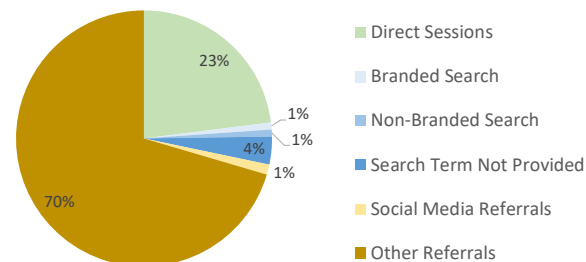
3 highest Bounce Rates for RD homepages
for directories with at least 1,000 entrances

www.epa.gov/hydraulicfracturing	73.7%	-0.1%	▼	-0.1%
www.epa.gov/tsca-screening-tools	64.3%	0.7%	▲	1.1%
www.epa.gov/flint	63.3%	11.3%	▲	21.7%

Exits from Search Results

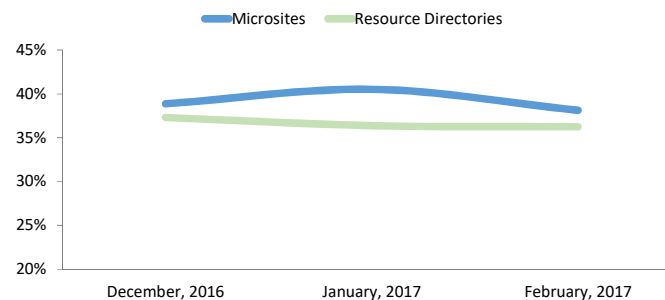
	February, 2017	change from prior month	
Number of Exits	32,898	-1,028	▼ -3.0%
Exit Rate = Exits / Views of Search Results	11.4%	-0.6%	▼ -5.3%

Sessions by Channel February, 2017

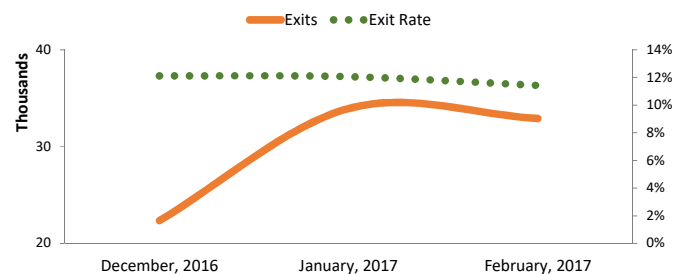


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	February, 2017
m.facebook.com	/		27,656
links.govdelivery.com	/		24,035
wpcmwidgts.com	/		17,687
facebook.com	/		11,896
greenville.k12.sc.us	/simville/		11,667
dermnetnz.org	/		11,558
en.wikipedia.org	/		11,355
dermnetnz.org	/search/		10,443
dermnetnz.org	/topics/		9,406
dermnetnz.org	/topics/eyelid-contact-dermatitis/		9,365
duckduckgo.com	/		9,137
dermnetnz.org	/topics/hand-dermatitis/		7,348
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		7,252
dermnetnz.org	/topics/periorificial-dermatitis/		6,848
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		5,889
t.co	/6Wii1YJ5W2		4,549
dermnetnz.org	/topics/erythromelalgia/		4,546
ecosia.org	/search		3,997
informationvine.com	/index		3,975
dermnetnz.org	/topics/non-sexually-acquired-genital-ulceration/		3,773

Top 1-25 Non-Branded Keywords	by sessions	February, 2017
acid rain		1,606
greenhouse effect		884
climate change		883
bed bugs		719
what is acid rain		639
green house effect		612
causes of climate change		542
greenhouse gases		456
clean water act		452
how to get rid of bed bugs		448
clean air act		444
tier ii reporting		431
ppls		422
envirofacts		388
ap-42		330
tsca		321
how to kill bed bugs		311
nepa		311
npdes		298
ddt		297
radon		292
rcra		291
environmental education		279
recycling		241
green house gases		214

Top 1-25 Branded Keywords	by sessions	February, 2017
epa		5,934
environmental protection agency		797
epa echo		685
us epa		553
usepa		534
epa list of lists		299
united states environmental protection agency		220
epa locator		212
epa iris		203
epa climate change		181
epa tier ii		177
epanet		175
epa envirofacts		168
epa region 6		157
epa region 9		153
epa website		131
epa region 5		128
epa tri		117
epa rsl		117
epa region 8		111
epa region 10		109
epa region 1		109
epa aqs		105
epa echo database		104
epa rsls		95

Top 1-25 Internal Search Terms	by searches	February, 2017
climate change		2,813
radon		831
global warming		728
lead		707
clean water act		602
acid rain		564
clean air act		552
air pollution		544
asbestos		523
water		494
tier ii		484
coal		481
superfund		444
tier 2		417
tsca		396
rcra		391
mold		387
water quality		378
ozone		370
pesticides		360
arsenic		360
fracking		318
drinking water		313
mercury		313
recycling		291

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	February, 2017
uv index		214
tier ii		212
echo epa		204
superfund sites		203
epcra		202
cercla		197
particulate matter		188
green chemistry		187
tier 2 reporting		186
effects of climate change		181
effects of acid rain		180
rmp		176
smartway		175
green house gas		174
climate change facts		174
safe drinking water act		173
bedbugs		171
bed bug		171
tier ii reporting requirements		170
integrated pest management		163
formaldehyde		162
tier 2		161
ap42		155
biopesticides		154
chinch		142

Top 26-50 Branded Keywords	by sessions	February, 2017
epa region 7		93
epa jobs		92
epa regulations		88
epa swmm		85
epa region 4		84
epa water quality standards		83
epa mcl		78
epa radon		78
epa npdes		75
epa region 3		75
epa pppls		73
epa epcra tier2 submit software		73
epa directory		70
epa scam		69
epa news		69
epa 25b pesticides		67
epa eab		66
epa regions		65
epa superfund sites		65
us environmental protection agency		62
epa rmp		60
epa brownfields		59
epa staff directory		59
epa tier 2		59
epa greenbook		55

Top 26-50 Internal Search Terms	by searches	February, 2017
voc		281
oil		280
hazardous waste		262
tier ii reporting		261
air quality		249
water pollution		248
formaldehyde		245
npdes		245
mcl		242
carbon monoxide		238
tri		231
pollution		231
cafo		229
list of lists		226
environmental justice		218
natural gas		217
cercla		208
cryptosporidium		205
green roofs		204
benzene		204
pcb		203
epcra		202
superfund sites		199
origins of the epa		198
epa map of radon zones		198

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.