

Referral Channel Metrics

Sessions by Channel		% of all sessions	March, 2017	change from prior month	
Direct Sessions		22%	1,613,173	166,661	▲ 11.5%
Branded Search		1%	58,644	3,351	▲ 6.1%
Non-Branded Search		3%	234,289	14,035	▲ 6.4%
Search Term Not Provided		50%	3,663,114	575,370	▲ 18.6%
Social Media Referrals		1%	102,719	20,559	▲ 25.0%
Other Referrals		22%	1,585,969	190,570	▲ 13.7%
% New Sessions this month			March, 2017	change from prior month	
Direct Sessions		26%	70.4%	0.9%	▲ 1.3%
Branded Search		0%	21.5%	-0.6%	▼ -2.9%
Non-Branded Search		3%	52.2%	-0.2%	▼ -0.4%
Search Term Not Provided		51%	59.8%	-0.4%	▼ -0.6%
Social Media Referrals		2%	71.0%	1.9%	▲ 2.7%
Other Referrals		18%	49.3%	1.3%	▲ 2.6%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites March, 2017 37.4% change from prior month -0.7% ▼ -1.8%

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

www.epa.gov/burnwise	65.1%	1.1%	▲	1.7%
www.epa.gov/assessing-and-managing-chemical	55.9%	7.9%	▲	16.5%
www.epa.gov/ozone-pollution	52.3%	-2.4%	▼	-4.4%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories March, 2017 37.0% change from prior month 0.8% ▲ 2.1%

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

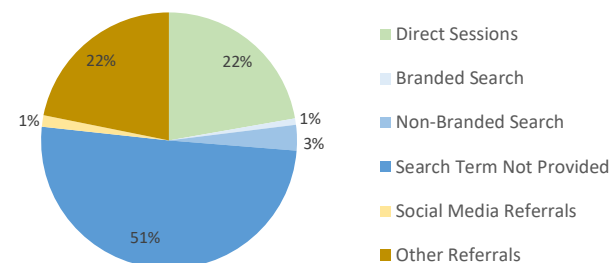
www.epa.gov/hydraulicfracturing	74.6%	0.9%	▲	1.2%
www.epa.gov/flint	71.3%	8.1%	▲	12.8%
www.epa.gov/tsca-screening-tools	65.4%	1.1%	▲	1.7%

Exits from Search Results

	March, 2017	change from prior month	
Number of Exits	37,910	5,012	▲ 15.2%
Exit Rate = Exits / Views of Search Results	12.1%	0.7%	▲ 5.8%

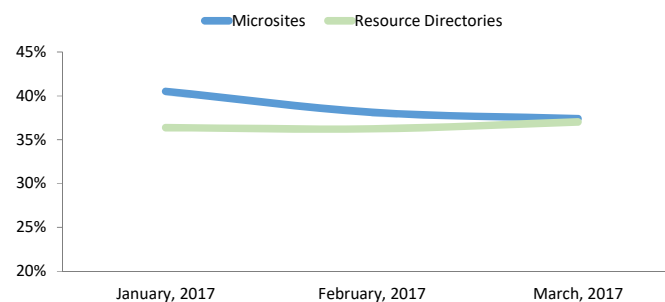
Sessions by Channel

March, 2017

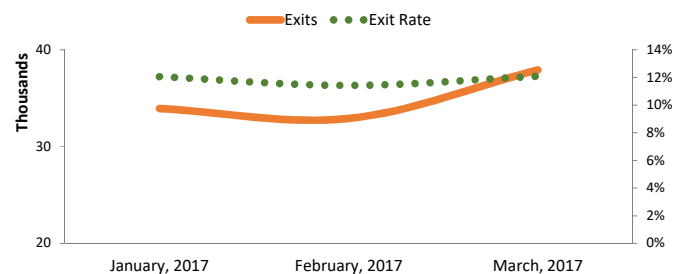


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	March, 2017
wpcomwidgets.com	/		42,554
m.facebook.com	/		39,494
links.govdelivery.com	/		16,968
dermnetnz.org	/		16,357
facebook.com	/		14,743
en.wikipedia.org	/		13,885
greenville.k12.sc.us	/simville/		13,584
time.com	/4695109/superfund-sites-toxic-waste-locations/		12,300
dermnetnz.org	/search/		11,794
duckduckgo.com	/		9,974
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		9,652
dermnetnz.org	/topics/		9,635
dermnetnz.org	/topics/eyelid-contact-dermatitis/		9,214
dermnetnz.org	/topics/hand-dermatitis/		7,469
dermnetnz.org	/topics/periorificial-dermatitis/		6,876
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		6,334
wswn.com	/news/local/list-of-worst-toxic-waste-sites-in-u-s-released-11-in-south-florida/		5,614
ecosia.org	/search		5,259
chesapeakebay.net	/discover/baywatershed		4,942
dermnetnz.org	/topics/erythromelalgia/		4,626

Top 1-25 Non-Branded Keywords	by sessions	March, 2017
acid rain		1,857
climate change		848
greenhouse effect		740
what is acid rain		662
bed bugs		648
causes of climate change		625
green house effect		602
clean air act		530
ap-42		530
envirofacts		502
clean water act		458
ppls		435
tsca		400
how to get rid of bed bugs		377
nepa		358
greenhouse gases		350
environmental education		333
npdes		316
ddt		310
how to kill bed bugs		305
uv index		287
radon		279
recycling		254
green house gases		252
rcra		248

Top 1-25 Branded Keywords	by sessions	March, 2017
epa		5,982
environmental protection agency		848
epa echo		734
us epa		634
usepa		575
united states environmental protection agency		207
epa list of lists		193
epa locator		183
epa region 9		167
epa rsl		166
epa envirofacts		155
epa iris		150
epanet		147
epa echo database		142
epa region 6		142
epa budget		131
epa region 8		125
epa region 10		122
epa climate change		121
epa website		117
epa tri		114
epa region 5		113
epa staff directory		104
epa aqs		99
epa region 1		98

Top 1-25 Internal Search Terms	by searches	March, 2017
climate change		2,159
lead		859
radon		833
clean water act		815
clean air act		782
global warming		779
air pollution		758
superfund		713
asbestos		692
acid rain		674
water		507
cryptosporidium		504
ozone		467
tsca		415
pesticides		410
mercury		408
mcl		404
coal		403
rcra		395
mold		382
glyphosate		364
water pollution		363
recycling		346
drinking water		336
arsenic		320

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	March, 2017
effects of acid rain		232
ap42		210
rmp		200
biopesticides		199
epcra		197
integrated pest management		196
ap 42		194
smartway		192
formaldehyde		186
particulate matter		182
cercla		180
clean power plan		180
moves		170
global warming		169
superfund		159
chinchies		158
bed bug		154
green chemistry		153
causes of acid rain		151
echo epa		150
superfund sites		146
safe drinking water act		143
naaqs		141
endocrine disruptor screening program, universe of c		134
radon testing		130

Top 26-50 Branded Keywords	by sessions	March, 2017
epa superfund sites		97
epa npdes		97
epa region 3		96
epa swmm		93
epa news		92
usepa iris		91
epa ppls		90
epa foia		89
epa rsls		89
epa directory		83
epa region 4		83
epa rmp		82
usepa rsls		80
epa jobs		80
us environmental		78
epa ap-42		78
epa snap		76
epa scram		73
epa radon		71
epa region 2		69
epa visl calculator		69
epa superfund		69
epa region 7		68
epa frontier hard chrome superfund site		68
epa drinking water		66

Top 26-50 Internal Search Terms	by searches	March, 2017
hazardous waste		319
formaldehyde		318
fracking		303
water quality		302
environmental justice		301
oil		296
cercla		296
voc		294
love canal		282
carbon monoxide		274
superfund sites		274
particulate matter		269
pollution		269
chryptosporidium		267
air quality		265
pcb		260
npdes		253
ddt		251
carbon dioxide		251
volkswagen		250
chlorpyrifos		245
natural gas		245
tri		241
mission statement		231
deforestation		231

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