

Referral Channel Metrics

Sessions by Channel	% of all sessions	June, 2017	change from prior month	
Direct Sessions	22%	1,199,506	-171,216	▼ -12.5%
Branded Search	1%	42,665	-4,970	▼ -10.4%
Non-Branded Search	3%	161,067	-30,440	▼ -15.9%
Search Term Not Provided	48%	2,618,120	-513,687	▼ -16.4%
Social Media Referrals	1%	57,721	-2,379	▼ -4.0%
Other Referrals	25%	1,342,387	-69,931	▼ -5.0%
% New Sessions this month		June, 2017	change from prior month	
Direct Sessions	25%	66.4%	-3.0%	▼ -4.3%
Branded Search	0%	18.2%	-1.4%	▼ -7.1%
Non-Branded Search	2%	49.5%	-2.7%	▼ -5.1%
Search Term Not Provided	49%	60.7%	0.2%	▲ 0.4%
Social Media Referrals	1%	72.4%	5.4%	▲ 8.0%
Other Referrals	22%	52.3%	1.0%	▲ 2.0%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites 38.9% 0.6% ▲ 1.5%

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

www.epa.gov/burnwise	62.4%	0.4%	▲ 0.6%
www.epa.gov/energy-independence	59.0%	6.6%	▲ 12.7%
www.epa.gov/heat-islands	56.6%	2.8%	▲ 5.2%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories 36.0% -0.5% ▼ -1.4%

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

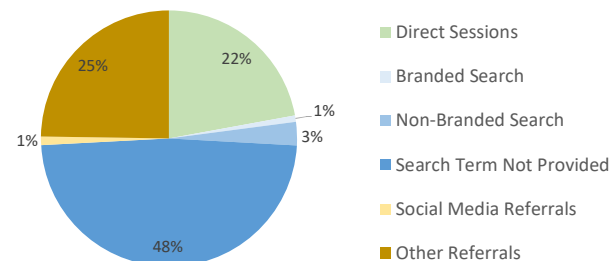
www.epa.gov/flint	79.4%	12.6%	▲ 18.9%
www.epa.gov/hydraulicfracturing	75.5%	-0.2%	▼ -0.2%
www.epa.gov/tsca-screening-tools	62.8%	0.7%	▲ 1.1%

Exits from Search Results

	June, 2017	change from prior month	
Number of Exits	26,164	-10,392	▼ -28.4%
Exit Rate = Exits / Views of Search Results	12.2%	-1.0%	▼ -7.3%

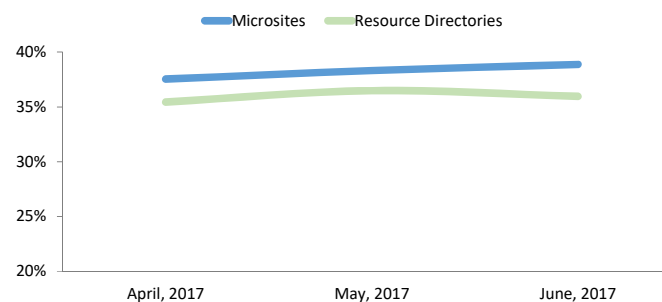
Sessions by Channel

June, 2017

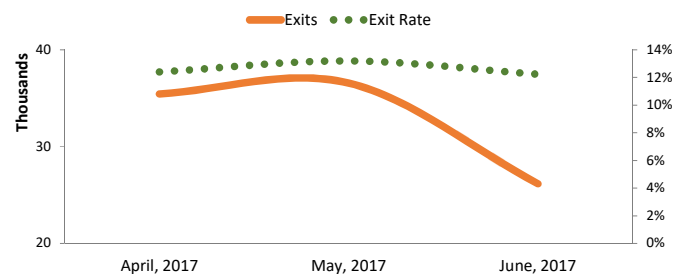


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	June, 2017
m.facebook.com	/		22,356
links.govdelivery.com	/		21,322
dermnetnz.org	/search/		11,434
duckduckgo.com	/		10,499
dermnetnz.org	/		10,064
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		9,491
en.wikipedia.org	/		8,469
dermnetnz.org	/topics/		8,162
msn.com	/en-us/health/wellness/can-you-identify-the-bed-bug-in-this-photo-most-cant-survey-reveals/ar-BBCDRT8		7,323
facebook.com	/		6,244
dermnetnz.org	/topics/eyelid-contact-dermatitis/		5,635
dermnetnz.org	/topics/hand-dermatitis/		5,012
dermnetnz.org	/topics/periorificial-dermatitis/		4,859
dermnetnz.org	/topics/spot-the-difference/		4,663
weather-at-executivecove.selfip.net	/usa2.htm		4,601
skincare-answers.com	/annoying-itchy-tiny-white-clear-fluidfilled-blisters.html		4,463
kflsebas1.com	/usa2.htm		4,457
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		4,100
dermnetnz.org	/welcome-to-our-image-library/		4,007
dermnetnz.org	/topics/ant-bites-and-stings/		3,812

Top 1-25 Non-Branded Keywords	by sessions	June, 2017	Top 1-25 Branded Keywords	by sessions	June, 2017	Top 1-25 Internal Search Terms	by searches	June, 2017
acid rain		827	epa		3,382	climate change		2,978
uv index		789	epa echo		669	global warming		659
ap-42		498	epa tri		464	radon		503
bed bugs		437	environmental protection agency		449	tri		494
envirofacts		433	us epa		430	lead		478
environmental education		351	usepa		369	tsca		445
npdes		336	epa locator		206	asbestos		400
tsca		334	epa list of lists		187	water		361
what is acid rain		314	epa region 6		122	mold		309
ppls		314	united states environmental protection agency		120	clean water act		286
how to get rid of bed bugs		311	epanet		118	water quality		281
how to kill bed bugs		285	epa rsl		114	formaldehyde		276
nepa		270	epa echo database		108	rcra		268
clean water act		269	epa envirofacts		105	clean air act		265
tri reporting		261	epa ap42		100	ozone		260
clean air act		247	epa rsls		94	acid rain		250
cercla		235	epa rmp		94	superfund		246
moves		229	epa region 9 location		92	drinking water		240
smartway		225	epa region 8		89	bed bugs		232
ap42		222	epa region 10		88	voc		230
urbanization and climate change		217	epa iris		85	climate		225
rcra		211	epa region 9		84	hazardous waste		224
radon		207	epa region 4		82	cdx		224
bedbugs		203	epa aqs		82	npdes		217
greenhouse gases		186	epa region 1		81	glyphosate		191

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	June, 2017
chinchies		169
recycling		164
trimeweb		160
epcra		159
biopesticides		150
ddt		147
bed bugs treatment		144
ap 42		143
formaldehyde		137
bed bug		135
effects of acid rain		126
rmp		125
causes of climate change		125
form r		123
rcra online		118
tri		116
radon testing		115
safe drinking water act		113
green house gases		110
integrated pest management		109
echo epa		108
pfas		107
endocrine system		107
chinchies de cama		107
wetlands		106

Top 26-50 Branded Keywords	by sessions	June, 2017
epa region 5		79
epa region 2		79
epa uv index		72
epa budget		71
epa directory		69
usepa rsls		66
usepa echo		65
epa company number		65
epa ppls		64
epa website		64
epa chem viewer		63
epa region 7		61
epa staff directory		57
epa eab		57
epa superfund		56
epa spcc		56
usepa rsl		56
epa swmm		54
epa amtlic		52
epa naaqs		52
epa enviromapper		50
epa hap list		49
epa id number		49
epa radon		49
epa tanks		47

Top 26-50 Internal Search Terms	by searches	June, 2017
clean power plan		191
air pollution		190
pesticides		190
spcc		188
iris		180
careers current job openings epa		178
arsenic		178
protect your family from lead in your home		175
epanet		169
air quality		169
mercury		168
pm2.5		168
echo		167
uv index		166
pcb		159
volatile organic compounds		157
swmm		157
training		151
recycling		147
toxic substances control act		145
toxic release inventory		144
rmp		142
grants		141
waste		140
form r		138

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