

Referral Channel Metrics

Sessions by Channel		% of all sessions	May, 2017	change from prior month	
Direct Sessions		22%	1,370,722	-62,380	▼ -4.4%
Branded Search		1%	47,635	86	▲ 0.2%
Non-Branded Search		3%	191,507	-8,518	▼ -4.3%
Search Term Not Provided		50%	3,131,807	-309,651	▼ -9.0%
Social Media Referrals		1%	60,100	-27,794	▼ -31.6%
Other Referrals		23%	1,412,318	17,622	▲ 1.3%
% New Sessions this month			May, 2017	change from prior month	
Direct Sessions		26%	69.5%	-0.9%	▼ -1.3%
Branded Search		0%	19.6%	-1.7%	▼ -8.0%
Non-Branded Search		3%	52.1%	-0.2%	▼ -0.5%
Search Term Not Provided		51%	60.4%	1.6%	▲ 2.7%
Social Media Referrals		1%	67.0%	-3.8%	▼ -5.4%
Other Referrals		19%	51.3%	0.7%	▲ 1.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites May, 2017 38.3% change from prior month 0.8% ▲ 2.1%

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

www.epa.gov/burnwise	62.2%	-4.7%	▼	-7.0%
www.epa.gov/bristolbay	58.7%	N/A	▲	N/A
www.epa.gov/assessing-and-managing-chemical	57.3%	0.8%	▲	1.4%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories May, 2017 36.5% change from prior month 1.0% ▲ 2.9%

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

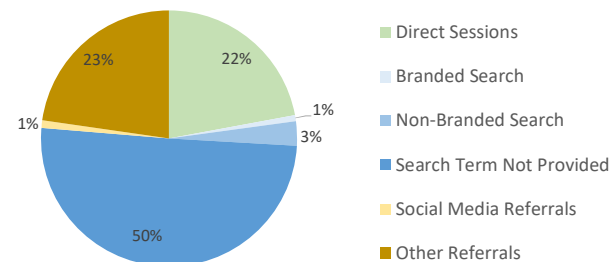
www.epa.gov/hydraulicfracturing	75.6%	3.4%	▲	4.7%
www.epa.gov/flint	66.6%	-1.9%	▼	-2.7%
www.epa.gov/tsca-screening-tools	62.0%	-4.4%	▼	-6.6%

Exits from Search Results

	May, 2017	change from prior month	
Number of Exits	36,556	1,118	▲ 3.2%
Exit Rate = Exits / Views of Search Results	13.2%	0.8%	▲ 6.4%

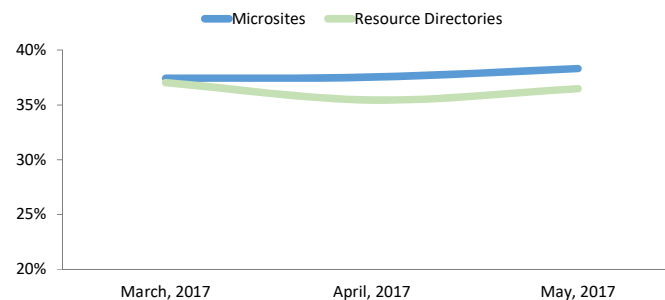
Sessions by Channel

May, 2017

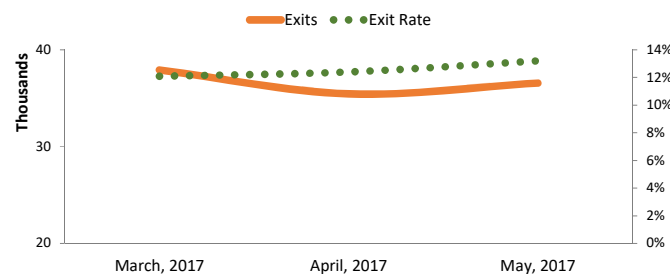


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	May, 2017
m.facebook.com	/		21,620
msn.com	/en-us/money/savingandinvesting/14-reasons-bottled-water-is-one-of-the-biggest-scams-of-the-century/ar-BBAEPy		19,959
links.govdelivery.com	/		19,240
dermnetnz.org	/		13,285
dermnetnz.org	/search/		12,202
en.wikipedia.org	/		11,189
duckduckgo.com	/		11,128
greenville.k12.sc.us	/simville/		10,608
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		9,175
facebook.com	/		7,952
dermnetnz.org	/topics/		7,890
dermnetnz.org	/topics/eyelid-contact-dermatitis/		6,831
dermnetnz.org	/welcome-to-our-image-library		6,593
dermnetnz.org	/topics/periorificial-dermatitis/		5,897
dermnetnz.org	/topics/hand-dermatitis/		5,522
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		5,431
dermnetnz.org	/topics/spot-the-difference/		5,097
chesapeakebay.net	/discover/baywatershed		4,643
dermnetnz.org	/topics/skin-problems-due-to-caterpillars-and-moths/		4,487
skincare-answers.com	/annoying-itchy-tiny-white-clear-fluidfilled-blisters.html		3,868

Top 1-25 Non-Branded Keywords	by sessions	May, 2017	Top 1-25 Branded Keywords	by sessions	May, 2017	Top 1-25 Internal Search Terms	by searches	May, 2017
acid rain		1,795	epa		4,117	climate change		10,768
what is acid rain		585	epa echo		682	global warming		1,951
uv index		577	environmental protection agency		550	acid rain		824
envirofacts		499	us epa		443	climate		648
bed bugs		453	usepa		437	radon		635
ap-42		420	epa locator		321	lead		610
climate change		407	epa tri		203	clean air act		597
clean air act		396	epa region 1		170	air pollution		586
clean water act		364	epa rsl		170	clean water act		564
environmental education		358	epa envirofacts		163	asbestos		509
nepa		326	epa climate change		160	water		498
ppls		325	epa region 6		142	sites production files signpost cc		496
tsca		309	epa region 9		138	greenhouse effect		453
biopesticides		294	united states environmental protection agency		138	clean power plan		446
how to get rid of bed bugs		282	epanet		133	tsca		436
ddt		275	epa echo database		131	superfund		381
how to kill bed bugs		273	epa iris		115	recycle city		368
npdes		265	epa region 5		111	rcra		367
recycling		262	epa rsls		109	causes of global warming		351
smartway		261	epa list of lists		101	climate change action plan		348
radon		242	epa directory		95	ozone		328
rcra		237	epa region 8		93	mold		325
cercla		235	epa website		85	pesticides		324
causes of climate change		235	epa aqs		85	recycling		323
acid rain is caused by		234	epa region 4		80	water pollution		315

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	May, 2017
integrated pest management		224
recycle city		218
greenhouse gases		218
chinchies		212
effects of acid rain		195
bedbugs		190
moves		181
tri reporting		179
wetlands		176
bed bug		165
greenhouse effect		165
causes of acid rain		163
naaqs		150
ap42		147
echo epa		144
green house gases		139
particulate matter		132
ap 42		131
formaldehyde		129
rpm		125
recycle		124
wetland		119
chlorpyrifos		119
endocrine system		116
air pollutants		115

Top 26-50 Branded Keywords	by sessions	May, 2017
epa region 10		79
usepa rsls		71
epa ppl		71
epa staff directory		70
epa superfund sites		70
epa ttn		68
epa region 7		68
epa company number		67
epa budget		65
epa rpm		65
epa homolog aroclor		63
epa ap-42		62
epa oig		61
epa region 3 rsl		60
epa region 9 location		60
epa uv index		60
epa jobs		59
epa mcl		59
epa scientific		59
epa data matrix		57
epa brownfields		57
epa mission		55
epa ap42		55
epa spcc		54
epa regions		53

Top 26-50 Internal Search Terms	by searches	May, 2017
tri		311
abrupt climate change		310
mercury		302
greenhouse gases		301
hazardous waste		294
voc		280
drinking water		270
coal		268
carbon dioxide		259
glyphosate		253
pollution		246
careers current job openings epa		244
air quality		242
cercla		231
formaldehyde		230
arsenic		227
greenhouse gas		226
npdes		226
wetlands		215
fracking		211
global climate change		209
methane		201
aluminum via injection		198
swmm		197
pcb		196

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