

Referral Channel Metrics

Sessions by Channel	% of all sessions	August, 2017	change from prior month
Direct Sessions	13%	1,148,256	80,207 ▲ 7.5%
Branded Search	0%	17,435	-10,827 ▼ -38.3%
Non-Branded Search	1%	110,181	-16,715 ▼ -13.2%
Search Term Not Provided	28%	2,596,306	182,486 ▲ 7.6%
Social Media Referrals	1%	52,518	6,106 ▲ 13.2%
Other Referrals	57%	5,238,519	139,680 ▼ -7.2%
% New Sessions this month		August, 2017	change from prior month
Direct Sessions	14%	65.2%	-1.1% ▼ -1.7%
Branded Search	0%	21.0%	2.3% ▲ 12.0%
Non-Branded Search	1%	61.1%	5.3% ▲ 9.4%
Search Term Not Provided	29%	60.8%	-0.7% ▼ -1.1%
Social Media Referrals	1%	70.8%	-1.1% ▲ 98.4%
Other Referrals	56%	58.8%	0.2% ▲ 0.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	41.3%	1.0%	▲	2.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/energy-independence	63.0%	5.5%	▲	9.6%
www.epa.gov/burnwise	60.8%	-1.1%	▼	-1.8%
www.epa.gov/iris	58.4%	16.9%	▲	40.9%

Resource Directories (OneEPA Web)

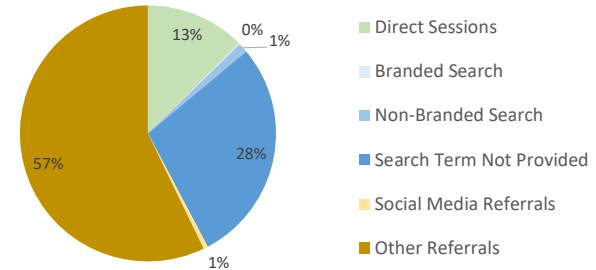
Bounce Rate: all Resource Directories	36.4%	0.4%	▲	1.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/hydraulicfracturing	74.9%	3.6%	▲	5.0%
www.epa.gov/regulatory-information-sector	72.2%	-2.9%	▼	-3.9%
www.epa.gov/tsca-screening-tools	68.0%	1.1%	▲	1.7%

Exits from Search Results

	August, 2017	change from prior month
Number of Exits	25,368	1,946 ▲ 8.3%
Exit Rate = Exits / Views of Search Results	12.4%	0.1% ▲ 0.9%

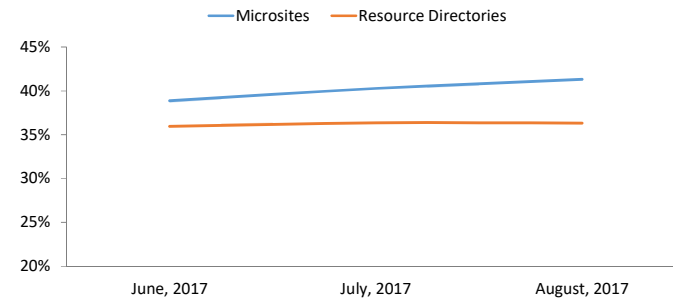
Sessions by Channel

August, 2017

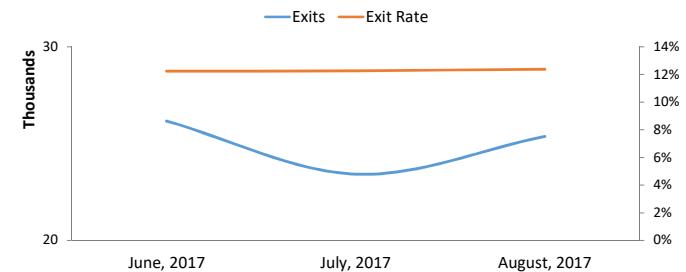


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	August, 2017
m.facebook.com	/		39,304
links.govdelivery.com	/		30,287
dermnetnz.org	/search/		28,738
dermnetnz.org	/		28,299
dermnetnz.org	/topics/		23,173
duckduckgo.com	/		19,740
ewg.org	/tapwater/system.php		17,225
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		17,046
en.wikipedia.org	/		15,187
dermnetnz.org	/welcome-to-our-image-library/		13,127
facebook.com	/		12,334
dermnetnz.org	/topics/eyelid-contact-dermatitis/		11,543
dermnetnz.org	/topics/spot-the-difference/		9,549
dermnetnz.org	/topics/bee-and-wasp-stings		9,368
dermnetnz.org	/topics/melanoma-of-nail-unit/		8,952
dermnetnz.org	/topics/hand-dermatitis/		8,825
msn.com	/en-us/lifestyle/home-and-garden/11-things-its-illegal-to-throw-away/ss-AApVeV		8,773
dermnetnz.org	/topics/periorificial-dermatitis/		8,502
thelibertyman.com	/		8,479
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		7,749

Top 1-25 Non-Branded Keywords	by sessions	August, 2017	Top 1-25 Branded Keywords	by sessions	August, 2017	Top 1-25 Internal Search Terms	by searches	August, 2017
acid rain		1,685	epa		4,019	climate change		3,388
bed bugs		1,079	epa echo		683	radon		975
uv index		959	environmental protection agency		484	tsca		905
what is acid rain		869	us epa		471	asbestos		893
smartway		772	usepa		436	lead		876
how to get rid of bed bugs		653	epa locator		258	clean water act		804
environmental education		595	epanet		194	global warming		674
acid rain is caused by		545	epa rsl		192	mold		665
strategies that can be implemented to alleviate the moves		523	epa rsls		153	rcra		574
how to kill bed bugs		511	epa tri		134	bed bugs		568
ap-42		506	epa envirofacts		133	clean air act		554
causes of climate change		459	epa region 10		122	water		521
greenhouse gases		457	epa echo database		118	superfund		515
npdes		451	epa list of lists		111	formaldehyde		484
smart way		448	epa region 6		104	drinking water		460
tsca		443	epa trash free		104	glyphosate		431
envirofacts		403	epa iris		101	voc		415
clean water act		392	epa region 1		100	hazardous waste		414
five strategies that can be implemented to		382	epa region 9		100	air quality		413
radon		364	united states environmental protection agency		98	ozone		412
ppls		344	epa region 4		91	npdes		384
clean air act		344	epa directory		87	pesticides		380
sesd		338	epa uv index		84	careers current job openings epa		356
chinch		334	epa ap42		82	cercla		343
		326	epa oppts study guidelines for group a and group l		81	protect your family from lead in your home		335

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	August, 2017
bedbugs		323
ddt		293
recycling		263
nepa		248
formaldehyde		240
bed bug		238
causes of acid rain		237
cercla		233
endocrine system		233
propose five strategies that can be implemented to a		232
laminated flooring made in usa verses china		229
biopesticides		228
bed bugs treatment		223
integrated pest management		212
rcra		209
strategies to reduce air pollution		202
rmp		200
factors that cause climate change		199
recycle		190
strategies that can be implemented to alleviate the c		187
effects of acid rain		183
green house gases		182
how to use echo for epa		182
chinch de cama		174
how to get rid of bedbugs		172

Top 26-50 Branded Keywords	by sessions	August, 2017
epa region 8		80
epa elg guidelines		78
epa naaqs		75
epa swmm		75
epa violation 22		75
usepa rsl		73
epa jobs		73
epa speciate		73
epa regions		70
epa region 5		69
epa ap-42		69
epa rfs		67
epa eab		66
usepa echo		65
epa acute toxicity		64
epa watersense		63
epa region 9 acting		63
epa id lookup		62
epa amtic		62
epa budget		59
epa e-reporting		59
epa website		59
epa drinking water		58
epa moves		58
epa formaldehyde		57

Top 26-50 Internal Search Terms	by searches	August, 2017
toxic substances control act		329
spcc		328
training		322
air pollution		320
swmm		316
mercury		311
water quality		311
grants		296
volatile organic compounds		287
forms		278
epanet		278
acid rain		276
echo		275
pcb		274
climate		273
recycling		266
pesticide		250
arsenic		248
jobs		246
iris		236
safe drinking water act		235
nepa		233
renewable fuel standard		229
rfs		227
environmental justice		225

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