

Referral Channel Metrics

Sessions by Channel		% of all sessions	July, 2017	change from prior month	
Direct Sessions		12%	1,068,049	-131,457 ▼	-11.0%
Branded Search		0%	28,262	-14,403 ▼	-33.8%
Non-Branded Search		1%	126,896	-34,171 ▼	-21.2%
Search Term Not Provided		27%	2,413,820	-204,300 ▼	-7.8%
Social Media Referrals		1%	46,412	-11,309 ▼	-19.6%
Other Referrals		58%	5,098,839	-322,627 ▲	5.4%
% New Sessions this month			July, 2017	change from prior month	
Direct Sessions		13%	66.3%	-0.1% ▼	-0.1%
Branded Search		0%	18.7%	0.5% ▲	2.7%
Non-Branded Search		1%	55.9%	6.4% ▲	13.0%
Search Term Not Provided		28%	61.5%	0.8% ▲	1.4%
Social Media Referrals		1%	71.9%	-0.4% ▲	99.4%
Other Referrals		56%	58.5%	-0.8% ▼	-1.3%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites July, 2017 40.3% change from prior month 1.4% ▲ 3.6%

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

www.epa.gov/burnwise	61.9%	-0.5% ▼	-0.9%
www.epa.gov/energy-independence	57.5%	-1.5% ▼	-2.6%
www.epa.gov/bristolbay	57.4%	N/A ▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories July, 2017 36.4% change from prior month 0.4% ▲ 1.1%

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

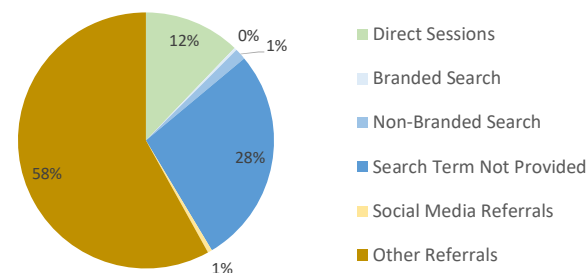
www.epa.gov/regulatory-information-sector	75.1%	N/A ▲	N/A
www.epa.gov/hydraulicfracturing	71.4%	-4.1% ▼	-5.4%
www.epa.gov/tsca-screening-tools	66.9%	4.1% ▲	6.5%

Exits from Search Results

	July, 2017	change from prior month	
Number of Exits	23,422	-2,742 ▼	-10.5%
Exit Rate = Exits / Views of Search Results	12.3%	0.0% ▲	0.3%

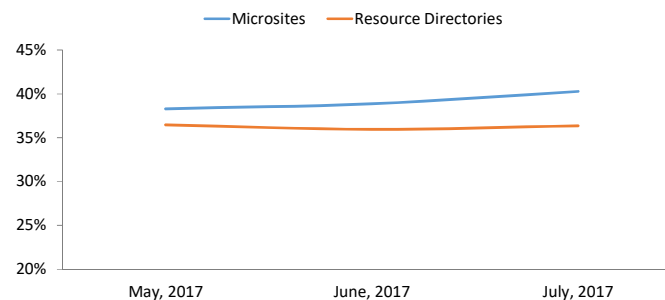
Sessions by Channel

July, 2017

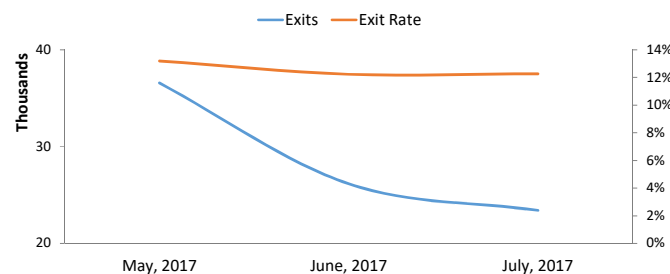


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	July, 2017
m.facebook.com	/		19,164
dermnetnz.org	/		14,658
links.govdelivery.com	/		13,851
dermnetnz.org	/search/		13,760
dermnetnz.org	/topics/		12,472
ewg.org	/tapwater/system.php		11,417
duckduckgo.com	/		9,539
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		9,187
en.wikipedia.org	/		7,777
dermnetnz.org	/welcome-to-our-image-library/		7,169
facebook.com	/		6,734
dermnetnz.org	/topics/bee-and-wasp-stings		6,396
dermnetnz.org	/topics/eyelid-contact-dermatitis/		5,946
hero.prod	/shero/index.cfm/import/menu		4,910
dermnetnz.org	/topics/spot-the-difference/		4,854
dermnetnz.org	/donate/		4,806
hero.prod	/shero/index.cfm/reports/queuestatus		4,806
dermnetnz.org	/topics/hand-dermatitis/		4,770
dermnetnz.org	/topics/periorificial-dermatitis/		4,268
npr.org	/2017/07/19/537954372/want-to-slow-global-warming-researchers-look-to-family-planning		4,234

Top 1-25 Non-Branded Keywords	by sessions	July, 2017	Top 1-25 Branded Keywords	by sessions	July, 2017	Top 1-25 Internal Search Terms	by searches	July, 2017
acid rain		790	epa		2,276	climate change		1,649
uv index		644	epa echo		473	radon		458
bed bugs		506	environmental protection agency		292	lead		443
acid rain is caused by		504	us epa		273	asbestos		429
smartway		476	usepa		243	tsca		414
what is acid rain		364	epa locator		174	global warming		356
how to get rid of bed bugs		350	epa rsl		120	clean water act		348
environmental education		323	epanet		110	mold		310
moves		298	epa tri		102	bed bugs		273
smart way		289	epa envirofacts		92	water		262
npdes		267	epa rsls		84	formaldehyde		252
greenhouse gases		262	epa echo database		82	rcra		237
how to kill bed bugs		261	epa region 10		72	clean air act		234
sesd		254	epa iris		71	superfund		233
ap-42		253	epa directory		70	glyphosate		223
tsca		253	epa region 9		67	drinking water		212
envirofacts		248	epa list of lists		65	air quality		211
ppls		247	epa uv index		65	hazardous waste		197
clean water act		232	epa region 8		58	careers current job openings epa		189
clean air act		194	epa swmm		57	ozone		188
causes of climate change		170	epa trash free		57	voc		185
ddt		166	epa eab		56	swmm		174
cercla		163	united states environmental protection agency		54	pesticides		172
bedbugs		157	epa region 6		54	protect your family from lead in your home		166
radon		156	epa region 4		53	npdes		165

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.

Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	July, 2017
recycling		150
nepa		148
biopesticides		141
chinchies		137
endocrine system		132
bed bugs treatment		126
integrated pest management		124
bed bug		121
formaldehyde		120
rcra		119
causes of acid rain		113
rpm		109
recycle		107
safe drinking water act		103
ap42		102
effects of acid rain		101
how to get rid of bedbugs		100
green house gases		99
lamine flooring made in usa verses china		95
spcc		94
deet		88
how to use echo for epa		87
what is environmental education		85
tri		81
ap 42		80

Top 26-50 Branded Keywords	by sessions	July, 2017
epa region 4		53
usepa echo		51
epa amtict		50
epa region 1		49
epa region 5		49
epa violation 22		48
epa rfs		48
epa ap42		47
epa jobs		45
epa watersense		44
epa naaqs		43
epa region 9 acting regional counsel		43
epa moves		42
epa regional screening levels		41
epa ap-42		41
usepa rsl		40
epa region 7		36
epa superfund sites		35
epa regions		34
epa region 2		34
epa intranet		34
epa website		34
epa library		34
epa hap list		32
epa budget		32

Top 26-50 Internal Search Terms	by searches	July, 2017
npdes		165
renewable fuel standard		161
water quality		160
grants		156
rfs		155
mercury		152
cercla		151
toxic substances control act		150
air pollution		150
sustainable agriculture		148
training		146
volatile organic compounds		145
spcc		144
climate		135
pcb		135
acid rain		132
echo		128
arsenic		128
forms		124
uv index		124
methane		123
recycling		118
epanet		118
volkswagen		116
environmental justice		115

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.