

Referral Channel Metrics

Sessions by Channel	% of all sessions	October, 2017	change from prior month		
Direct Sessions	12%	1,435,281	180,683	▲	14.4%
Branded Search	0%	10,943	-1,162	▼	-9.6%
Non-Branded Search	1%	85,488	-10,494	▼	-10.9%
Search Term Not Provided	30%	3,487,180	548,869	▲	18.7%
Social Media Referrals	1%	62,718	-59,694	▼	-48.8%
Other Referrals	56%	6,452,342	593,728	▼	-4.5%
% New Sessions this month		October, 2017	change from prior month		
Direct Sessions	14%	70.4%	1.7%	▲	2.4%
Branded Search	0%	29.5%	3.2%	▲	12.1%
Non-Branded Search	1%	66.8%	0.8%	▲	1.2%
Search Term Not Provided	30%	60.1%	-1.9%	▼	-3.1%
Social Media Referrals	1%	68.2%	-14.1%	▼	-157558.3%
Other Referrals	55%	60.0%	-1.1%	▼	-1.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites 41.5% 0.0% ▼ -0.1%

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

www.epa.gov/smartgrowth	67.5%	-0.9%	▼	-1.3%
www.epa.gov/assessing-and-managing-chemical	60.6%	N/A	▲	N/A
espanol.epa.gov/	56.4%	5.1%	▲	1.6%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories 37.1% -0.2% ▼ -0.5%

3 highest Bounce Rates for RD homepages

for directories with at least 1,000 entrances

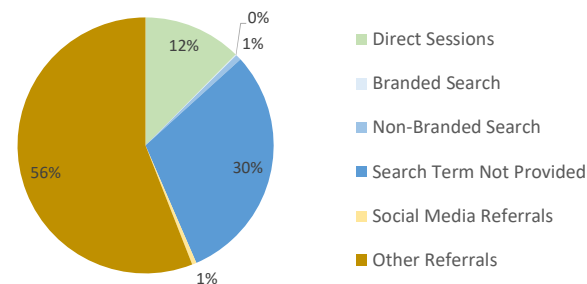
www.epa.gov/hydraulicfracturing	70.4%	-2.6%	▼	-3.5%
www.epa.gov/regulatory-information-topic	69.4%	N/A	▲	N/A
www.epa.gov/tsca-screening-tools	68.6%	1.6%	▲	1.2%

Exits from Search Results

	October, 2017	change from prior month		
Number of Exits	33,187	5,480	▲	19.8%
Exit Rate = Exits / Views of Search Results	12.7%	0.4%	▲	3.6%

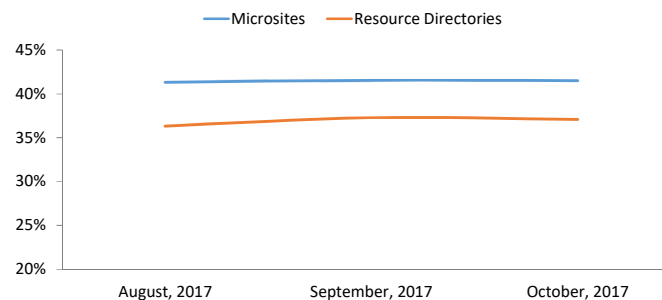
Sessions by Channel

October, 2017

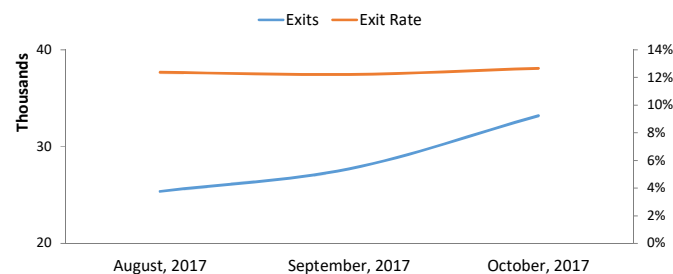


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	October, 2017
concienciaradio.com	/		117,117
m.facebook.com	/		74,689
links.govdelivery.com	/		52,260
dermnetnz.org	/search/		39,571
dermnetnz.org	/		39,408
duckduckgo.com	/		31,905
dermnetnz.org	/topics/		31,079
t.co	/oZ98Zjp0My		27,255
en.wikipedia.org	/		26,398
dermnetnz.org	/topics/eyelid-contact-dermatitis/		22,551
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		20,703
facebook.com	/		20,703
dermnetnz.org	/welcome-to-our-image-library		19,955
airnow.gov	/index.cfm		18,022
dermnetnz.org	/welcome-to-our-image-library/		16,796
dermnetnz.org	/topics/bee-and-wasp-stings/		14,029
dermnetnz.org	/topics/melanoma-of-nail-unit/		13,759
thelibertyman.com	/		13,071
dermnetnz.org	/topics/spot-the-difference/		12,299
dermnetnz.org	/topics/periorificial-dermatitis/		12,258

Top 1-25 Non-Branded Keywords	by sessions	October, 2017
acid rain		3,251
what is acid rain		1,341
bed bugs		1,232
causes of climate change		873
environmental education		795
how to get rid of bed bugs		680
how to kill bed bugs		668
uv index		651
strategies that can be implemented to alleviate the		615
greenhouse gases		606
recycling		562
smartway		515
radon		500
life cycle of mosquito		448
five strategies that can be implemented to alleviate		441
moves		410
ddt		404
envirofacts		403
factors that cause climate change		372
aqi vancouver wa		371
clean water act		366
causes of acid rain		365
bedbugs		361
npdes		359
chinchies		343

Top 1-25 Branded Keywords	by sessions	October, 2017
epa		4,706
environmental protection agency		584
epa echo		491
us epa		468
usepa		402
epanet		241
epa locator		184
epa rsl		147
epa rsls		125
united states environmental protection agency		121
epa region 6		114
epa list of lists		106
epa developmental guidance documents		103
epa region 10		103
epa region 1		93
epa oppts study guidelines for group a and group		93
epa lgr program		92
epa region 9		89
epa budget		85
epa iris		84
epa jobs		83
epa region 4		81
epa enviromapper		80
epa id lookup		80
epa regions		77

Top 1-25 Internal Search Terms	by searches	October, 2017
climate change		8,720
global warming		1,968
clean water act		1,705
radon		1,690
lead		1,646
air quality		1,507
tsca		1,454
asbestos		1,443
clean air act		1,296
acid rain		1,274
mold		1,237
air pollution		1,189
superfund		1,172
water		1,075
ozone		985
clean power plan		970
rcra		921
bed bugs		882
voc		778
drinking water		741
formaldehyde		734
pesticides		730
glyphosate		668
mercury		663
arsenic		660

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	October, 2017
tsca		340
ap-42		330
clean air act		323
green house gases		308
recycle		304
formaldehyde		302
effects of acid rain		301
endocrine system		291
biopesticides		282
bed bug		275
propose five strategies that can be implemented to		268
how to use echo for epa		265
mosquito life cycle		265
smart way		264
strategies to reduce air pollution		254
ozone layer		243
nepa		234
integrated pest management		232
rmp		230
wetlands		222
life cycle of a mosquito		221
green chemistry		220
strategies that can be implemented to alleviate the		212
rcra		207
septic tank		203

Top 26-50 Branded Keywords	by sessions	October, 2017
epa moves		77
usepa rsls		74
https://www3.epa.g		74
epa naaqs table		74
epa rbsls		73
epa envirofacts		71
epa acute toxicity		71
epa region 9 acting regional counsel		70
epa echo database		70
epa formaldehyde		68
epa speciate		64
epa fem		64
epa air quality		63
epa ap-42		63
epa intranet		62
usepa rsl		61
epa website		60
epa urban background database		60
epa and naaqs		60
epa method 0011		59
epa snap listing		58
epa swmm		57
epa elg guidelines		55
epa superfund sites		55
epa ap42		54

Top 26-50 Internal Search Terms	by searches	October, 2017
npdes		647
hazardous waste		635
recycling		631
cercla		630
water quality		585
water pollution		571
coal		570
green roofs		570
epanet		565
climate		539
benzene		530
superfund sites		529
greenhouse gases		525
mcl		525
spcc		522
volatile organic compounds		502
protect your family from lead in your home		500
nepa		497
swmm		488
toxic substances control act		485
training		485
carbon footprint calculator		477
pollution		472
safe drinking water act		465
forms		451

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