

Referral Channel Metrics

Sessions by Channel	% of all sessions	September, 2017	change from prior month
Direct Sessions	12%	1,254,598	106,342 ▲ 9.3%
Branded Search	0%	12,105	-5,330 ▼ -30.6%
Non-Branded Search	1%	95,982	-14,199 ▼ -12.9%
Search Term Not Provided	29%	2,938,311	342,005 ▲ 13.2%
Social Media Referrals	1%	122,412	69,894 ▲ 133.1%
Other Referrals	57%	5,858,614	620,095 ▲ 9.2%
% New Sessions this month			
Direct Sessions	13%	68.8%	3.5% ▲ 5.4%
Branded Search	0%	26.3%	5.3% ▲ 25.3%
Non-Branded Search	1%	66.0%	4.9% ▲ 8.0%
Search Term Not Provided	28%	62.0%	1.2% ▲ 1.9%
Social Media Referrals	2%	82.3%	11.5% ▲ 116.2%
Other Referrals	56%	61.1%	2.3% ▲ 4.0%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites 41.6% 0.2% ▲ 0.6%

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

www.epa.gov/smartgrowth	68.4%	N/A	▲	N/A
www.epa.gov/energy-independence	59.5%	-3.5%	▼	-5.6%
www.epa.gov/burnwise	57.6%	-1.3%	▼	-5.2%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories 37.3% 1.0% ▲ 2.6%

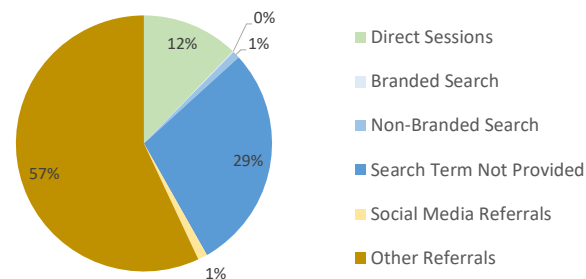
3 highest Bounce Rates for RD homepages
for directories with at least 1,000 entrances

www.epa.gov/hydraulicfracturing	73.0%	-2.0%	▼	-2.6%
www.epa.gov/tsca-screening-tools	67.8%	-0.3%	▼	-0.4%
www.epa.gov/flint	66.8%	N/A	▲	N/A

Exits from Search Results

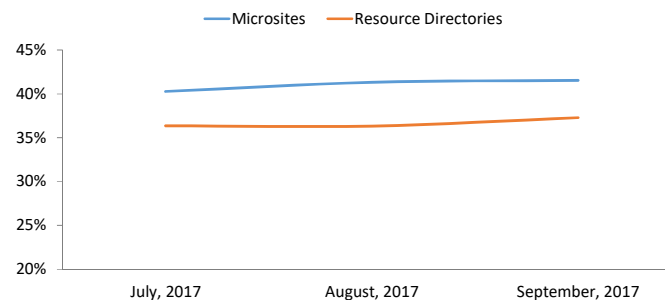
	September, 2017	change from prior month
Number of Exits	27,707	2,339 ▲ 9.2%
Exit Rate = Exits / Views of Search Results	12.2%	-0.2% ▼ -1.2%

Sessions by Channel September, 2017

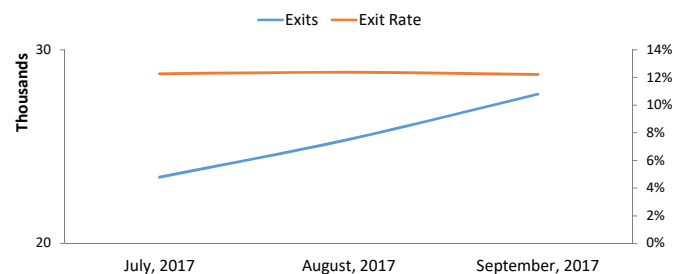


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	September, 2017
concienciaradio.com	/		101,069
m.facebook.com	/		71,281
links.govdelivery.com	/		45,443
dermnetnz.org	/		41,714
dermnetnz.org	/search/		40,530
dermnetnz.org	/topics/		34,088
duckduckgo.com	/		30,578
t.co	/oZ98Zjp0My		27,209
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		23,791
en.wikipedia.org	/		23,596
facebook.com	/		20,053
ewg.org	/tapwater/system.php		19,341
dermnetnz.org	/welcome-to-our-image-library/		19,155
dermnetnz.org	/topics/eyelid-contact-dermatitis/		18,663
dermnetnz.org	/welcome-to-our-image-library		14,235
thelibertyman.com	/		13,545
dermnetnz.org	/topics/spot-the-difference/		13,492
dermnetnz.org	/topics/melanoma-of-nail-unit/		13,207
dermnetnz.org	/topics/hand-dermatitis/		12,539
dermnetnz.org	/topics/periorificial-dermatitis/		12,369

Top 1-25 Non-Branded Keywords	by sessions	September, 2017
acid rain		2,711
bed bugs		1,443
what is acid rain		1,342
uv index		1,168
smartway		890
environmental education		879
how to get rid of bed bugs		862
how to kill bed bugs		764
causes of climate change		715
greenhouse gases		675
strategies that can be implemented to alleviate the		614
moves		613
acid rain is caused by		582
npdes		545
ap-42		527
recycling		521
smart way		521
radon		508
tsca		506
envirofacts		498
clean water act		490
five strategies that can be implemented to		439
chinchies		435
ddt		434
bedbugs		433

Top 1-25 Branded Keywords	by sessions	September, 2017
epa		5,509
epa echo		825
environmental protection agency		650
us epa		618
usepa		548
epa locator		327
epanet		268
epa rsl		225
epa rsls		192
epa region 10		158
epa envirofacts		144
united states environmental protection agency		141
epa tri		141
epa region 6		140
epa iris		139
epa list of lists		137
epa echo database		130
epa region 1		124
epa region 9		122
epa region 4		115
epa oppts study guidelines for group a and group I		114
epa directory		109
epa developmental guidance documents		107
epa trash free		104
epa jobs		104

Top 1-25 Internal Search Terms	by searches	September, 2017
climate change		6,088
radon		1,476
clean water act		1,418
lead		1,411
global warming		1,388
tsca		1,353
asbestos		1,323
mold		1,132
clean air act		969
air quality		955
superfund		928
water		870
rcra		851
bed bugs		846
ozone		728
formaldehyde		698
drinking water		684
air pollution		667
voc		665
acid rain		636
glyphosate		620
hazardous waste		598
npdes		591
cercla		579
pesticides		572

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	September, 2017
clean air act		428
factors that cause climate change		417
ppls		412
endocrine system		355
causes of acid rain		344
sesd		340
formaldehyde		329
bed bug		328
biopesticides		324
nepa		324
life cycle of mosquito		319
recycle		315
aqi vancouver wa		303
green house gases		299
bed bugs treatment		290
integrated pest management		287
effects of acid rain		281
rmp		279
cercla		279
propose five strategies that can be implemented to a		267
rcra		267
how to use echo for epa		260
lamine flooring made in usa verses china		257
strategies to reduce air pollution		254
how to get rid of bedbugs		223

Top 26-50 Branded Keywords	by sessions	September, 2017
epa lgr program		103
epa swmm		98
epa region 9 acting		97
epa ap42		96
epa region 8		95
epa naaqs		94
epa ap-42		93
epa budget		93
epa uv index		92
epa regions		91
epa moves		89
usepa rsl		89
epa acute toxicity		89
epa id lookup		89
epa amtic		87
epa intranet		86
epa elg guidelines		86
epa website		82
epa region 5		81
epa speciate		80
epa rfs		79
epa enviromapper		79
epa watersense		78
epa superfund sites		77
usepa echo		77

Top 26-50 Internal Search Terms	by searches	September, 2017
mercury		529
careers current job openings epa		519
spcc		490
water quality		490
toxic substances control act		484
training		482
protect your family from lead in your home		468
swmm		462
epanet		459
volatile organic compounds		455
arsenic		454
recycling		450
grants		438
nepa		416
solid waste		416
safe drinking water act		413
forms		408
echo		407
climate		406
benzene		404
iris		396
pcb		395
superfund sites		387
jobs		384
water pollution		365

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