

Referral Channel Metrics

Sessions by Channel	% of all sessions	December, 2017	change from prior month	
Direct Sessions	12%	1,034,793	-268,988	▼ -20.6%
Branded Search	0%	6,510	-1,737	▼ -21.1%
Non-Branded Search	1%	59,044	-16,649	▼ -22.0%
Search Term Not Provided	30%	2,583,904	-734,274	▼ -22.1%
Social Media Referrals	0%	34,532	-10,639	▼ -23.6%
Other Referrals	57%	4,840,187	-1,099,649	▼ -5.7%
% New Sessions this month		December, 2017	change from prior month	
Direct Sessions	14%	68.3%	-1.5%	▼ -2.1%
Branded Search	0%	30.3%	0.8%	▲ 2.6%
Non-Branded Search	1%	66.3%	-0.6%	▼ -0.9%
Search Term Not Provided	30%	57.8%	-0.4%	▼ -0.7%
Social Media Referrals	0%	64.8%	-1.6%	▼ -805052.5%
Other Referrals	55%	57.1%	-1.2%	▼ -2.1%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	December, 2017	change from prior month	
	44.8%	2.9%	▲ 7.0%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth	73.2%	5.7%	▲ 8.4%
www.epa.gov/iris	58.1%	2.7%	▲ 4.8%
www.epa.gov/ozone-pollution	55.5%	N/A	▲ N/A

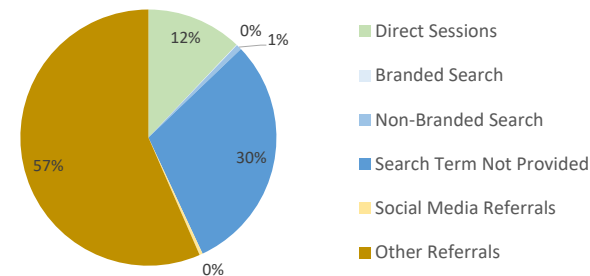
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	December, 2017	change from prior month	
	37.4%	0.3%	▲ 0.7%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/hydraulicfracturing	72.9%	2.5%	▲ 3.5%
www.epa.gov/regulatory-information-sector	70.0%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	67.6%	1.4%	▼ -1.5%

Exits from Search Results

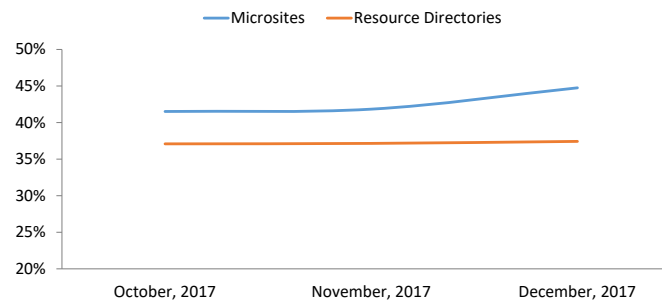
Number of Exits	December, 2017	change from prior month	
	22,771	-7,068	▼ -23.7%
Exit Rate = Exits / Views of Search Results	12.3%	0.3%	▲ 2.7%

Sessions by Channel

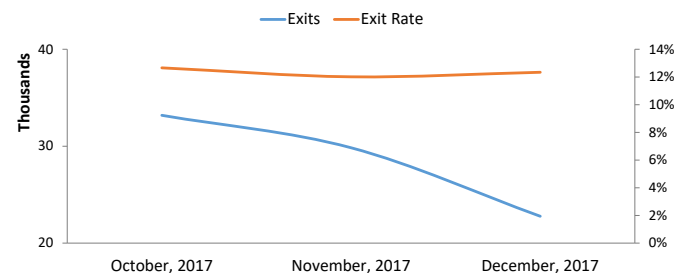


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	December, 2017
links.govdelivery.com	/		55,222
m.facebook.com	/		49,509
dermnetnz.org	/		34,077
dermnetnz.org	/search/		32,701
duckduckgo.com	/		30,741
en.wikipedia.org	/		29,835
dermnetnz.org	/topics/eyelid-contact-dermatitis/		29,322
dermnetnz.org	/topics/		25,352
concienciaradio.com	/		19,137
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		16,014
airnow.gov	/index.cfm		15,762
facebook.com	/		15,057
dermnetnz.org	/welcome-to-our-image-library		14,557
dermnetnz.org	/topics/periorificial-dermatitis/		13,974
co.okaloosa.fl.us	/ws/home		13,331
dermnetnz.org	/welcome-to-our-image-library/		12,784
l.facebook.com	/		12,323
dermnetnz.org	/topics/hand-dermatitis/		12,059
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		11,794
ecosia.org	/		11,658

Top 1-25 Non-Branded Keywords	by sessions	December, 2017
acid rain	3,572	
causes of climate change	950	
what is acid rain	880	
bed bugs	712	
environmental education	645	
greenhouse gases	531	
radon	403	
how to kill bed bugs	394	
recycling	387	
moves	370	
life cycle of mosquito	334	
ddt	330	
causes of acid rain	327	
how to get rid of bed bugs	305	
envirofacts	285	
effects of acid rain	283	
smartway	276	
biopesticides	265	
ozone layer	264	
formaldehyde	263	
uv index	244	
integrated pest management	238	
green house gases	237	
clean air act	233	
green chemistry	232	

Top 1-25 Branded Keywords	by sessions	December, 2017
epa	3,526	
environmental protection agency	468	
usepa	337	
epa echo	324	
us epa	270	
epanet	190	
epa rsl	163	
https://www3.epa.gov/carbon-footprint-	100	
united states environmental protection agency	100	
epa naaqs table	83	
epa air quality san jose	77	
epa superfund preliminary assessment guidance	75	
epa locator	75	
epa swmm	73	
epa region 9	70	
epa envirofacts	69	
epa draft fy18-22 epa strategic plan	66	
epa region 6	64	
epa noa	63	
epa story map	62	
epa gps data requirements	61	
epa ppls	60	
epa jobs	60	
epa of usa	60	
epa moves	58	

Top 1-25 Internal Search Terms	by searches	December, 2017
climate change	10,410	
global warming	2,566	
radon	1,983	
acid rain	1,959	
lead	1,896	
clean water act	1,662	
air pollution	1,644	
clean air act	1,585	
asbestos	1,431	
clean power plan	1,430	
air quality	1,396	
tsca	1,302	
superfund	1,242	
water	1,142	
ozone	1,103	
609	1,061	
mold	1,016	
pesticides	887	
rcra	852	
recycling	840	
mercury	804	
arsenic	801	
glyphosate	751	
water pollution	744	
voc	736	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	December, 2017
life cycle of a mosquito		231
effect of acid rain		230
clean water act		225
tsca		220
nepa		219
recycle		217
www.epa.osw		214
mosquito life cycle		212
npdes		193
rpm		182
acid rain effects		180
wetlands		171
endocrine system		166
bedbugs		164
cause of climate change		163
bed bugs treatment		162
ap-42		161
rcra		151
chlorpyrifos		147
bed bug		142
water quality standards		140
aqi vancouver wa		138
radon testing		137
reduce reuse recycle		136
what are the causes of climate change		133

Top 26-50 Branded Keywords	by sessions	December, 2017
epa list of lists		58
epa method 0011		57
epa urban		57
epa strategic plan		56
epa iris		54
epa enviomapper		54
usepa rsls		54
epa air quality		51
epa 6 year review		50
us epa rsl		45
epa formaldehyde		45
epa rbsls		44
epa region 4		44
epa fem		43
epa regions		43
epa region 1		42
usepa prg		42
epa rsls		40
epa directory		39
epa scientific integrity author		39
usepa echo		38
epa alternate brand name		38
epa amtic		38
epa environmental appeals board		37
epa epcra		36

Top 26-50 Internal Search Terms	by searches	December, 2017
bed bugs		733
carbon footprint calculator		730
formaldehyde		722
hazardous waste		710
greenhouse gases		709
drinking water		704
cercla		682
coal		661
epanet		637
mcl		634
particulate matter		627
greenhouse effect		607
fracking		600
water quality		600
climate		600
pollution		591
greenhouse gas		578
swmm		565
superfund sites		562
benzene		561
protect your family from lead in your home		541
npdes		535
carbon monoxide		533
volatile organic compounds		530
cryptosporidium		528

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