

Referral Channel Metrics

Sessions by Channel		% of all sessions	November, 2017	change from prior month	
Direct Sessions		12%	1,303,781	-131,548 ▼	-9.2%
Branded Search		0%	8,247	-2,696 ▼	-24.6%
Non-Branded Search		1%	75,693	-9,795 ▼	-11.5%
Search Term Not Provided		31%	3,318,178	-168,961 ▼	-4.8%
Social Media Referrals		0%	45,171	-17,548 ▼	-28.0%
Other Referrals		56%	5,939,836	-512,511 ▼	-13.3%
% New Sessions this month			November, 2017	change from prior month	
Direct Sessions		14%	69.8%	-0.7% ▼	-0.9%
Branded Search		0%	29.6%	0.1% ▲	0.3%
Non-Branded Search		1%	66.9%	0.1% ▲	0.1%
Search Term Not Provided		30%	58.2%	-1.9% ▼	-3.2%
Social Media Referrals		0%	66.3%	-1.8% ▼	-190106.9%
Other Referrals		54%	58.4%	-1.6% ▼	-2.7%

Navigation

Microsites (OneEPA Web)

November, 2017		change from prior month	
Bounce Rate: all Microsites		41.8%	0.3% ▲ 0.8%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth		68.2%	-0.2% ▼ -0.3%
www.epa.gov/iris		56.6%	1.1% ▲ 2.1%
www.epa.gov/assessing-and-managing-chemical		56.3%	N/A ▲ N/A

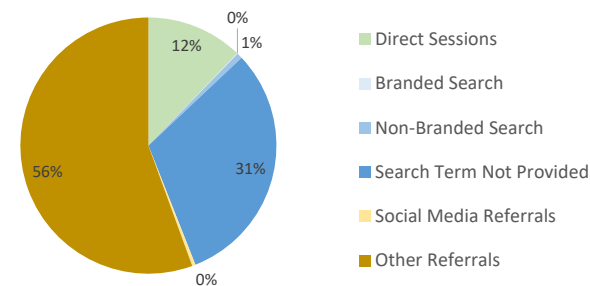
Resource Directories (OneEPA Web)

November, 2017		change from prior month	
Bounce Rate: all Resource Directories		37.2%	0.1% ▲ 0.2%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/hydraulicfracturing		73.2%	0.3% ▲ 0.4%
www.epa.gov/regulatory-information-sector		68.2%	3.5% ▲ 5.5%
www.epa.gov/tsca-screening-tools		67.5%	N/A ▲ N/A

Exits from Search Results

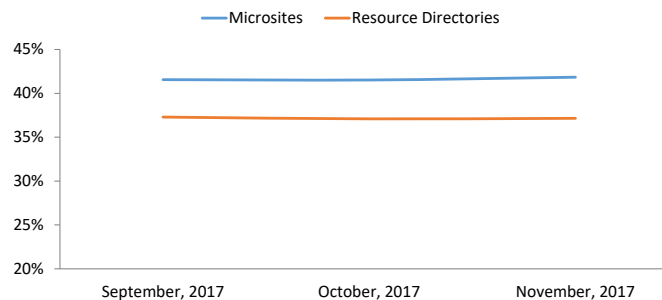
November, 2017		change from prior month	
Number of Exits		29,839	-3,348 ▼ -10.1%
Exit Rate = Exits / Views of Search Results		12.0%	-0.6% ▼ -5.1%

Sessions by Channel

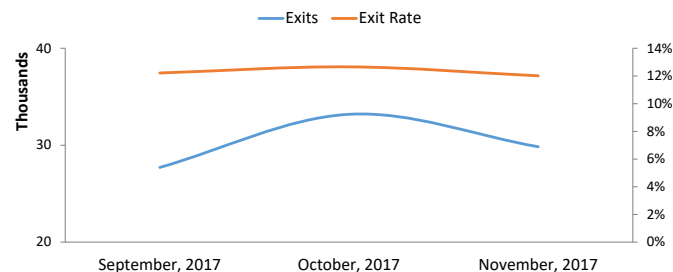


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	November, 2017
concienciaradio.com	/		114,353
m.facebook.com	/		69,555
links.govdelivery.com	/		55,629
dermnetnz.org	/		35,386
dermnetnz.org	/search/		35,094
duckduckgo.com	/		32,576
en.wikipedia.org	/		30,060
dermnetnz.org	/topics/		28,145
t.co	/oZ98Zjp0My		27,292
dermnetnz.org	/topics/eyelid-contact-dermatitis/		26,670
facebook.com	/		19,528
dermnetnz.org	/welcome-to-our-image-library		18,185
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		17,651
airnow.gov	/index.cfm		17,017
dermnetnz.org	/welcome-to-our-image-library/		14,852
l.facebook.com	/		13,477
co.okaloosa.fl.us	/ws/home		12,877
dermnetnz.org	/topics/periorificial-dermatitis/		12,646
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		11,627
dermnetnz.org	/topics/melanoma-of-nail-unit/		11,622

Top 1-25 Non-Branded Keywords	by sessions	November, 2017
acid rain	3,589	
what is acid rain	1,109	
bed bugs	933	
causes of climate change	919	
environmental education	746	
greenhouse gases	599	
recycling	569	
how to kill bed bugs	553	
life cycle of mosquito	478	
radon	465	
how to get rid of bed bugs	452	
uv index	395	
ddt	385	
aqi vancouver wa	375	
envirofacts	358	
causes of acid rain	347	
moves	328	
effects of acid rain	311	
smartway	299	
green house gases	298	
recycle	298	
clean water act	292	
ozone layer	288	
formaldehyde	282	
biopesticides	281	

Top 1-25 Branded Keywords	by sessions	November, 2017
epa	4,085	
environmental protection agency	513	
epa echo	388	
us epa	364	
usepa	327	
epanet	215	
epa rsl	133	
epa locator	131	
united states environmental protection agency	115	
https://www3.epa.gov/carbon-footprint-	101	
epa region 6	86	
epa moves	79	
epa naaqs table	79	
epa jobs	76	
usepa rsls	76	
epa rbsls	73	
epa region 9	72	
epa list of lists	72	
epa air quality san jose	71	
epa enviromapper	71	
epa iris	70	
epa fem	69	
epa rsls	68	
epa story map	66	
epa draft fy18-22 epa strategic plan	66	

Top 1-25 Internal Search Terms	by searches	November, 2017
climate change	10,104	
global warming	2,449	
acid rain	1,965	
radon	1,874	
lead	1,866	
clean water act	1,845	
air pollution	1,644	
air quality	1,588	
clean air act	1,566	
asbestos	1,502	
tsca	1,393	
superfund	1,350	
clean power plan	1,329	
mold	1,236	
water	1,210	
ozone	1,188	
rcra	889	
pesticides	839	
recycling	838	
bed bugs	830	
mercury	822	
arsenic	816	
voc	789	
formaldehyde	754	
water pollution	750	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	November, 2017
mosquito life cycle		277
clean air act		265
life cycle of a mosquito		264
tsca		260
bedbugs		250
npdes		247
integrated pest management		240
endocrine system		231
effect of acid rain		230
factors that cause climate change		224
green chemistry		222
www.epa.osw		210
wetlands		205
rmp		201
bed bug		200
nepa		199
ap-42		190
chinchies		188
superfund sites		182
bed bugs treatment		181
how to use echo for epa		170
wetland		168
septic tank		167
particulate matter		158
smart way		158

Top 26-50 Branded Keywords	by sessions	November, 2017
epa air quality		62
epa lgr program		62
epa environmental		61
epa urban background database		61
epa developmental		61
epa formaldehyde		60
epa budget		60
epa region 10		59
epa region 4		59
epa swmm		56
epa envirofacts		56
epa region 1		55
epa amtic		55
epa regions		55
epa method 0011		53
epa region 9 acting regional counsel		50
us epa rsl		50
epa gps data requirements		48
epa tsca inventory		47
usepa prg		47
epa ppls		46
epa snap listing		45
epa strategic plan		45
epa id lookup		45
epa directory		45

Top 26-50 Internal Search Terms	by searches	November, 2017
cercla		745
drinking water		731
carbon footprint calculator		709
glyphosate		703
greenhouse gases		700
hazardous waste		699
coal		662
water quality		659
epanet		656
green roofs		655
greenhouse effect		655
particulate matter		654
mcl		653
	609	652
superfund sites		630
benzene		609
fracking		603
npdes		595
carbon monoxide		584
climate		580
pollution		577
swmm		569
greenhouse gas		559
volatile organic compounds		536
carbon footprint		529

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