

Referral Channel Metrics

Sessions by Channel		% of all sessions	January, 2018	change from prior month	
Direct Sessions		13%	1,348,492	313,699	▲ 30.3%
Branded Search		0%	7,603	1,093	▲ 16.8%
Non-Branded Search		1%	59,363	319	▲ 0.5%
Search Term Not Provided		29%	2,925,344	341,440	▲ 13.2%
Social Media Referrals		0%	48,338	13,806	▲ 40.0%
Other Referrals		57%	5,721,830	881,643	▲ 18.8%
% New Sessions this month			January, 2018	change from prior month	
Direct Sessions		15%	69.2%	1.0%	▲ 1.4%
Branded Search		0%	30.6%	0.3%	▲ 1.1%
Non-Branded Search		1%	66.7%	0.5%	▲ 0.7%
Search Term Not Provided		28%	59.0%	1.2%	▲ 2.1%
Social Media Referrals		1%	69.1%	4.3%	▲ 106.6%
Other Referrals		55%	58.5%	1.4%	▲ 2.5%

Navigation

Microsites (OneEPA Web)

	January, 2018	change from prior month	
Bounce Rate: all Microsites	44.2%	-0.6%	▼ -1.2%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth	70.5%	-2.7%	▼ -3.7%
www.epa.gov/assessing-and-managing-chemical	57.6%	N/A	▲ N/A
www.epa.gov/iris	56.8%	-0.5%	▼ -2.3%

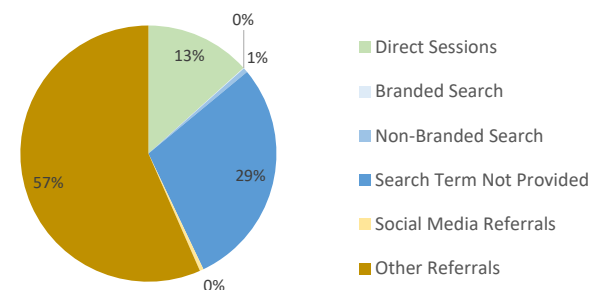
Resource Directories (OneEPA Web)

	January, 2018	change from prior month	
Bounce Rate: all Resource Directories	38.8%	1.4%	▲ 3.8%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/regulatory-information-sector	92.0%	22.0%	▲ 31.4%
www.epa.gov/regulatory-information-topic	89.9%	N/A	▲ N/A
www.epa.gov/hydraulicfracturing	76.9%	17.0%	▲ 5.5%

Exits from Search Results

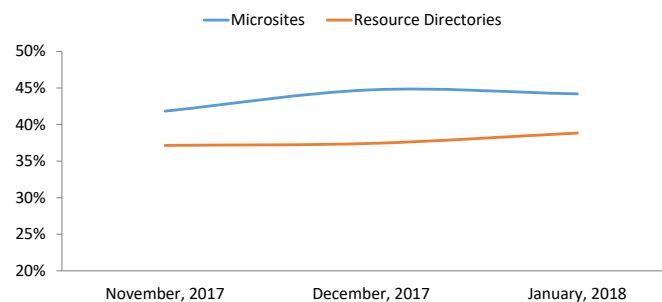
	January, 2018	change from prior month	
Number of Exits	27,704	4,933	▲ 21.7%
Exit Rate = Exits / Views of Search Results	11.6%	-0.8%	▼ -6.3%

Sessions by Channel

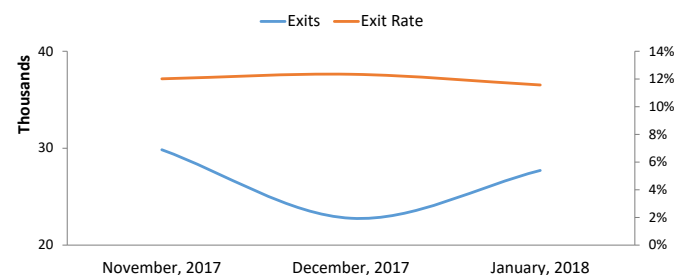


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	January, 2018
links.govdelivery.com	/		58,488
m.facebook.com	/		43,650
dermnetnz.org	/		34,455
dermnetnz.org	/search/		32,184
dermnetnz.org	/topics/eyelid-contact-dermatitis/		30,306
duckduckgo.com	/		29,796
en.wikipedia.org	/		27,678
dermnetnz.org	/topics/		25,589
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		16,233
dermnetnz.org	/topics/periorificial-dermatitis/		15,500
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		14,811
co.okaloosa.fl.us	/ws/home		13,916
dermnetnz.org	/welcome-to-our-image-library/		12,911
dermnetnz.org	/topics/hand-dermatitis/		12,505
facebook.com	/		11,892
dermnetnz.org	/welcome-to-our-image-library		11,788
ecosia.org	/		11,590
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		11,468
l.facebook.com	/		11,351
ewg.org	/tapwater/system.php		11,115

Top 1-25 Non-Branded Keywords	by sessions	January, 2018
acid rain		2,877
causes of climate change		942
what is acid rain		679
environmental education		606
bed bugs		552
greenhouse gases		474
radon		391
moves		356
how to kill bed bugs		349
recycling		287
ddt		271
smartway		268
causes of acid rain		256
ozone layer		230
nepa		227
formaldehyde		226
effects of acid rain		222
biopesticides		220
integrated pest management		215
tsca		208
envirofacts		204
clean air act		199
effect of acid rain		196
how to get rid of bed bugs		191
green chemistry		186

Top 1-25 Branded Keywords	by sessions	January, 2018
epa		3,017
environmental protection agency		369
usepa		367
epa echo		285
us epa		240
epanet		175
epa rsl		165
epa major sources		147
https://www3.epa.gov/carbon-footprint-calculatc		139
epa noa		109
epa envirofacts		104
epa swmm		97
epa superfund preliminary assessment guidance		94
united states environmental protection agency		81
epa naaqs table		80
epa scientific integrity author		76
epa 6 year review		71
epa of usa		70
epa ppls		66
epa locator		64
epa iris		63
epa region 9		56
epa jobs		54
epa region 6		51
usepa rsls		48

Top 1-25 Internal Search Terms	by searches	January, 2018
climate change		9,759
global warming		2,479
radon		2,091
lead		1,811
acid rain		1,745
air pollution		1,503
clean air act		1,462
clean water act		1,436
asbestos		1,390
609		1,372
tsca		1,353
water		1,176
superfund		1,130
clean power plan		1,078
ozone		1,029
mold		939
rcra		877
air quality		803
mercury		791
pesticides		780
recycling		757
arsenic		716
drinking water		712
greenhouse gases		711
water pollution		699

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	January, 2018
life cycle of mosquito		182
cause of climate change		175
green house gases		175
recycle		172
ap-42		171
rmp		169
bed bugs treatment		168
npdes		167
acid rain effects		167
clean water act		163
mosquito life cycle		150
www.epa.osw		147
endocrine system		145
uv index		145
water quality standards		140
toxcast database		137
what are the causes of climate change		135
chlorpyrifos		134
reduce reuse recycle		134
radon testing		133
life cycle of a mosquito		128
particulate matter		128
wetlands		121
bedbugs		120
ipm		119

Top 26-50 Branded Keywords	by sessions	January, 2018
epa nata		47
epa csapr		44
epa srs		43
usepa camd emissions		42
epa gps data		42
epa diesel requirements		41
epa hiteman leather		40
u.s. epa method 524.3		40
epa strategic plan		39
us environmental protection agency		38
epa rsls		36
epa method 0011		36
epa list of lists		36
epa administrative enforcement docket		36
epa regulations		35
epa region 4		34
epa calm guidance		33
epa usa		32
epa certification		31
epa drinking water standards		31
epa story map		31
epa privacy office sorn procedures		31
epa region 5		31
usepa echo		31
epa 8 npdes		31

Top 26-50 Internal Search Terms	by searches	January, 2018
cercla		696
hazardous waste		695
glyphosate		693
carbon footprint calculator		667
voc		664
formaldehyde		611
bed bugs		602
epanet		595
particulate matter		580
carbon monoxide		555
section 609		554
water quality		553
mcl		545
greenhouse effect		541
protect your family from lead in your home		536
fracking		534
benzene		534
swmm		530
greenhouse gas		526
cdx		509
carbon footprint		509
coal		507
climate		507
npdes		503
superfund sites		501

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