

Referral Channel Metrics

Sessions by Channel		% of all sessions	April, 2018	change from prior month	
Direct Sessions		13%	1,478,403	67,502	▲ 4.8%
Branded Search		0%	6,198	-645	▼ -9.4%
Non-Branded Search		0%	49,651	-8,292	▼ -14.3%
Search Term Not Provided		33%	3,777,399	330,324	▲ 9.6%
Social Media Referrals		1%	65,948	11,624	▲ 21.4%
Other Referrals		53%	6,135,246	437,234	▲ 5.1%
% New Sessions this month			April, 2018	change from prior month	
Direct Sessions		15%	69.7%	-0.3%	▼ -0.4%
Branded Search		0%	28.7%	-0.5%	▼ -1.6%
Non-Branded Search		0%	64.5%	-0.2%	▼ -0.3%
Search Term Not Provided		31%	57.8%	0.2%	▲ 0.3%
Social Media Referrals		1%	70.3%	-0.5%	▼ -1237818.3%
Other Referrals		53%	59.5%	0.1%	▲ 0.2%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites		April, 2018	change from prior month	
		42.4%	-0.9%	▼ -2.1%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/smartgrowth		66.0%	8.9%	▲ 15.7%
www.epa.gov/assessing-and-managing-chemical		62.2%	3.9%	▲ 6.6%
www.epa.gov/iris		56.4%	N/A	▲ N/A

Resource Directories (OneEPA Web)

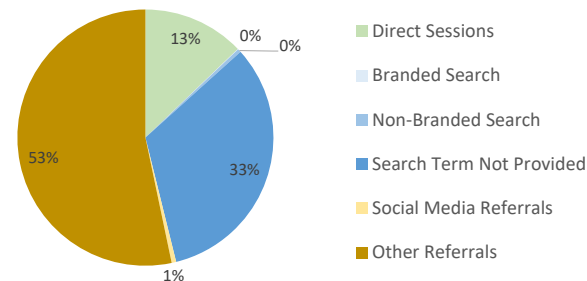
Bounce Rate: all Resource Directories		April, 2018	change from prior month	
		35.9%	-2.7%	▼ -7.0%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/flint		75.0%	7.6%	▲ 11.2%
www.epa.gov/regulatory-information-sector		70.9%	-20.0%	▼ -22.0%
www.epa.gov/tsca-screening-tools		70.8%	N/A	▲ N/A

Exits from Search Results

Number of Exits		April, 2018	change from prior month	
		33,041	2,036	▲ 6.6%
Exit Rate = Exits / Views of Search Results		11.8%	0.0%	▼ -0.1%

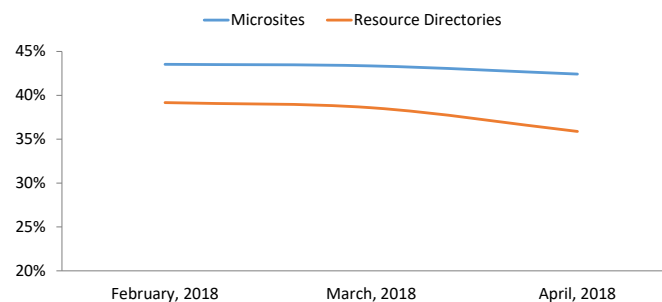
Sessions by Channel

April, 2018

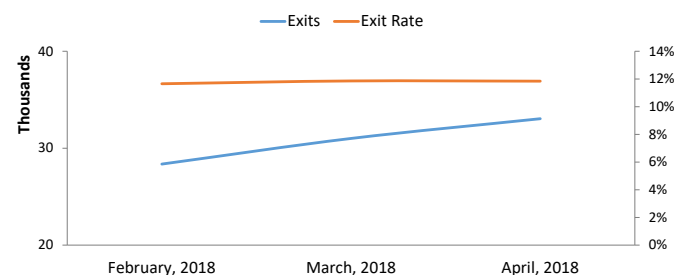


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	April, 2018
links.govdelivery.com	/		60,885
m.facebook.com	/		58,436
dermnetnz.org	/		39,176
duckduckgo.com	/		31,077
en.wikipedia.org	/		30,046
ecosia.org	/		15,687
co.okaloosa.fl.us	/ws/home		15,249
facebook.com	/		13,303
l.facebook.com	/		11,065
pubchem.ncbi.nlm.nih.gov	/		10,756
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		10,688
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		9,303
searchencrypt.com	/		7,676
airnow.gov	/index.cfm		6,604
int.search.tb.ask.com	/search/GGmain.jhtml		6,568
rollamunicipalutilities.org	/		6,397
mail.google.com	/mail/u/0/		6,174
serviceauthority.org	/		6,166
ewg.org	/tapwater/system.php		6,080
informationvine.com	/index		5,845

Top 1-25 Non-Branded Keywords	by sessions	April, 2018
acid rain	1,561	
causes of climate change	977	
what is acid rain	655	
environmental education	547	
bed bugs	487	
single electrode in borehole geophysics	335	
how to kill bed bugs	316	
greenhouse gases	312	
smartway	301	
radon	271	
recycling	267	
life cycle of mosquito	256	
envirofacts	250	
ddt	236	
effects of acid rain	219	
uv index	209	
moves	209	
earth day	203	
how to get rid of bed bugs	183	
clean water act	183	
causes of acid rain	175	
biopesticides	168	
recycle	160	
formaldehyde	159	
integrated pest management	146	

Top 1-25 Branded Keywords	by sessions	April, 2018
epa	2,151	
https://www3.epa.gov/carbon-footprint-	366	
usepa	294	
environmental protection agency	284	
epa echo	229	
us epa	199	
epanet	182	
epa rfs civil enforcement	138	
epa regional office map	102	
epa srs	96	
united states environmental protection agency	83	
epa state review framework	82	
usepa rsls	62	
epa tsca	60	
https://watersgeo.epa.gov/mywaterway/	54	
epa region 8	52	
epa gap	49	
epa rsl	46	
epa noa	46	
epa region 1	46	
epa diesel requirements	45	
epa rsls	44	
epa certification	43	
epa trw	43	
epa locator	43	

Top 1-25 Internal Search Terms	by searches	April, 2018
climate change	9,549	
lead	2,478	
radon	2,437	
global warming	2,423	
clean water act	2,132	
clean air act	2,075	
air pollution	1,961	
asbestos	1,907	
acid rain	1,763	
superfund	1,734	
water	1,427	
ozone	1,251	
609	1,227	
recycling	1,127	
tsca	1,095	
mold	1,066	
mcl	1,024	
mercury	1,014	
arsenic	1,014	
pesticides	1,010	
rcra	985	
hazardous waste	913	
water pollution	900	
carbon monoxide	882	
cryptosporidium	872	

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.

Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	April, 2018
ppls		144
difference between wenner and schlumberger array		143
toxcast database		140
clean air act		138
cause of climate change		134
how to acquire data and interpret it using geogavin		133
effect of acid rain		132
nepa		131
mosquito life cycle		130
tsca		130
bedbugs		123
bed bugs treatment		120
nak		120
what is environmental education		120
npdes		118
green chemistry		117
what are the causes of climate change		116
green house gases		116
superfund sites		114
life cycle of a mosquito		114
smart way		109
endocrine system		108
ě~_êµ- epa		108
como acabar con las chinches		107
ap-42		107

Top 26-50 Branded Keywords	by sessions	April, 2018
epa eab		41
epa moves		41
epa removal action		41
epa clean power plan		40
epa jobs		39
epa settlement with mosaic		39
epa iris		38
epa eab filing		38
epa superfund sites		38
epa recreational water quality criteria		37
epa swmm		37
epa strategic plan		36
epa oig youtube		35
epa uv index		35
epa opp ad contacts		35
us epa scil		34
epa aqs		34
epa asbestos		34
epa superfund		33
epa making a visible difference		32
epa usa		32
epa superfund luke air force base		31
epa lmop		31
epa region 9		30
epa region 6		30

Top 26-50 Internal Search Terms	by searches	April, 2018
drinking water		830
formaldehyde		828
clean power plan		823
air quality		811
cercla		784
endangered species act		775
voc		764
particulate matter		717
superfund sites		707
pollution		689
water quality		669
coal		657
chrytosporidium		655
tier ii		627
benzene		626
glyphosate		607
watershed		604
greenhouse gases		603
epanet		602
ground level ozone		593
ddt		588
protect your family from lead in your home		582
pcb		577
fracking		575
tri		575

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.