

### Referral Channel Metrics

Sessions by Channel	% of all sessions	February, 2018	change from prior month		
Direct Sessions	14%	1,366,634	18,142	▲	1.3%
Branded Search	0%	6,074	-1,529	▼	-20.1%
Non-Branded Search	1%	58,616	-747	▼	-1.3%
Search Term Not Provided	31%	3,106,310	180,966	▲	6.2%
Social Media Referrals	0%	39,492	-8,846	▼	-18.3%
Other Referrals	54%	5,419,465	-302,365	▼	-36.8%
% New Sessions this month		February, 2018	change from prior month		
Direct Sessions	16%	69.8%	0.5%	▲	0.8%
Branded Search	0%	30.5%	-0.1%	▼	-0.3%
Non-Branded Search	1%	66.1%	-0.6%	▼	-1.0%
Search Term Not Provided	30%	57.4%	-1.6%	▼	-2.7%
Social Media Referrals	0%	66.9%	-2.1%	↑↑↑	#VALUE!
Other Referrals	53%	58.5%	-0.1%	▼	-0.1%

### Navigation

#### Microsites (OneEPA Web)

Bounce Rate: all Microsites

February, 2018	change from prior month
43.5%	-0.7% ▼ -1.5%

#### 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-chemicals	57.6%	N/A ▲	N/A
www.epa.gov/iris	56.8%	-0.5% ▼	-2.3%

#### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories

February, 2018	change from prior month
39.2%	0.3% ▲ 0.8%

#### 3 highest Bounce Rates for RD homepages

for directories with at least 1,000 entrances

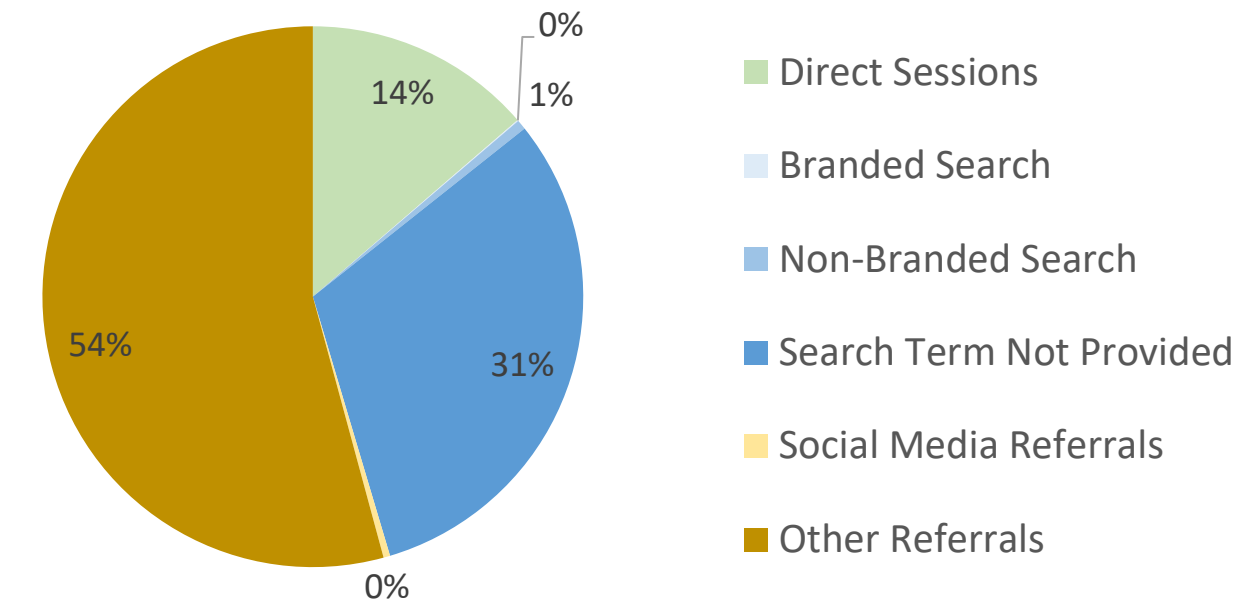
www.epa.gov/regulatory-information-topic	89.9%	N/A ▲	N/A
www.epa.gov/regulatory-information-sector	92.0%	22.0% ▲	31.4%
www.epa.gov/uog	75.5%	N/A ▲	N/A

### Exits from Search Results

February, 2018	change from prior month
Number of Exits	28,361 657 ▲ 2.4%
Exit Rate = Exits / Views of Search Results	11.7% 0.1% ▲ 0.8%

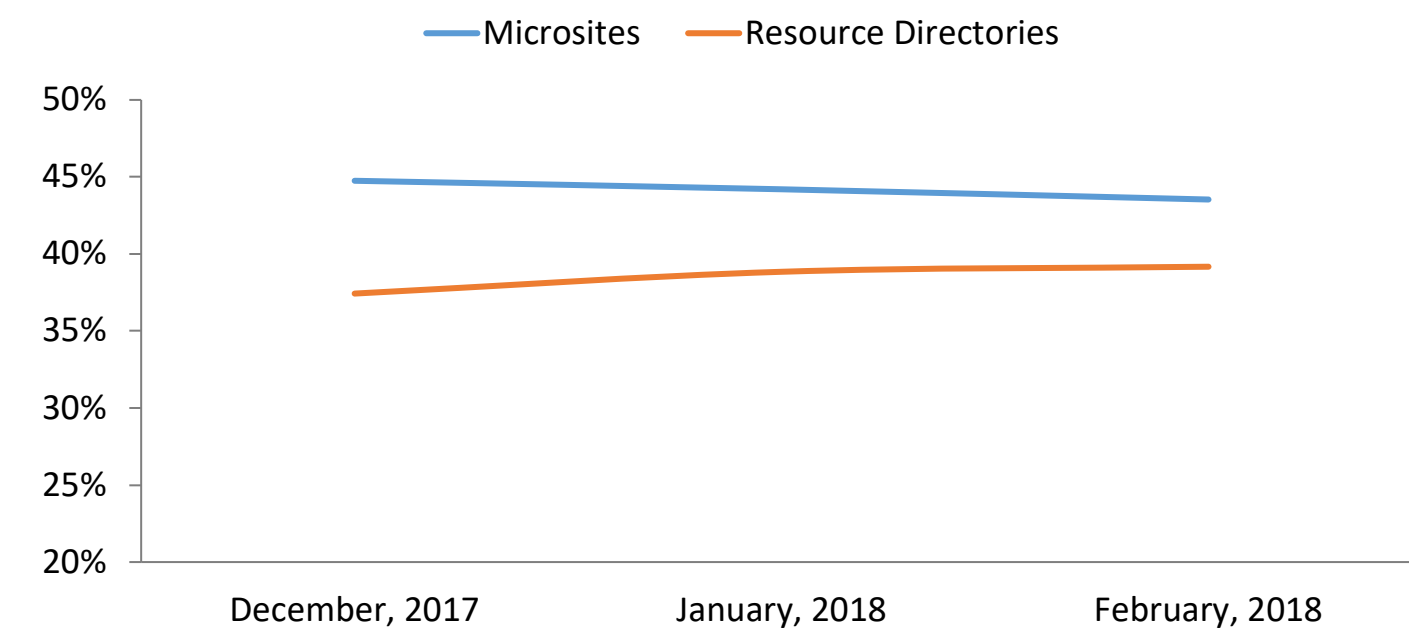
#### Sessions by Channel

February, 2018

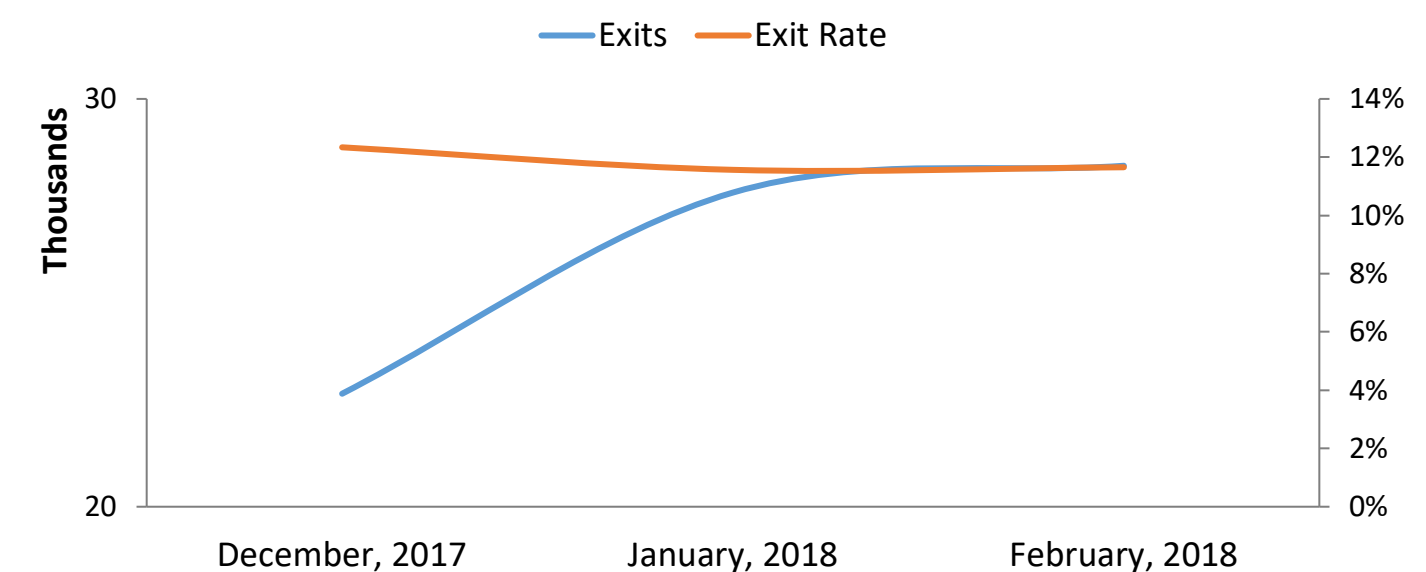


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

#### 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	February, 2018
links.govdelivery.com	/		60,573
m.facebook.com	/		41,859
dermnetnz.org	/		36,841
duckduckgo.com	/		28,047
en.wikipedia.org	/		25,731
dermnetnz.org	/search/		24,991
dermnetnz.org	/topics/eyelid-contact-dermatitis/		23,022
dermnetnz.org	/topics/		20,101
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		16,394
co.okaloosa.fl.us	/ws/home		14,111
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		12,829
dermnetnz.org	/topics/periorificial-dermatitis/		12,022
ecosia.org	/		11,361
ewg.org	/tapwater/system.php		11,206
facebook.com	/		10,933
dermnetnz.org	/welcome-to-our-image-library/		10,071
l.facebook.com	/		9,967
dermnetnz.org	/topics/hand-dermatitis/		9,691
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		8,588
airnow.gov	/index.cfm		8,477

Top 1-25 Non-Branded Keywords	by sessions	February, 2018
acid rain	2,235	
causes of climate change	961	
what is acid rain	629	
environmental education	538	
bed bugs	424	
greenhouse gases	418	
radon	362	
smartway	324	
how to kill bed bugs	315	
moves	283	
ddt	260	
recycling	258	
causes of acid rain	227	
effects of acid rain	221	
nepa	218	
envirofacts	189	
formaldehyde	188	
biopesticides	180	
tsca	180	
ozone layer	178	
how to get rid of bed bugs	174	
green chemistry	168	
integrated pest management	166	
cause of climate change	163	
clean air act	160	

Top 1-25 Branded Keywords	by sessions	February, 2018
epa	2,592	
usepa	336	
environmental protection agency	322	
epa echo	268	
us epa	201	
epanet	167	
epa major sources	147	
https://www3.epa.gov/carbon-footprint-	136	
epa rsl	121	
epa noa	106	
epa swmm	93	
epa envirofacts	80	
epa scientific integrity author	76	
epa superfund preliminary assessment	75	
epa srs	70	
united states environmental protection agency	63	
epa naaqs table	57	
epa iris	56	
epa tsca	55	
epa region 9	51	
usepa rsls	50	
epa of usa	50	
epa locator	49	
epa rsls	48	
epa administrative enforcement docket	47	

Top 1-25 Internal Search Terms	by searches	February, 2018
climate change	9,396	
global warming	2,244	
radon	2,126	
lead	1,856	
air pollution	1,520	
acid rain	1,476	
asbestos	1,448	
clean air act	1,362	
609	1,339	
tsca	1,306	
clean water act	1,294	
water	1,218	
superfund	1,110	
mold	947	
ozone	936	
clean power plan	935	
rcra	893	
mercury	784	
air quality	781	
tier ii	755	
arsenic	752	
pesticides	742	
recycling	742	
drinking water	730	
water pollution	694	

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## Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	February, 2018
superfund sites		155
endocrine system		155
uv index		149
green house gases		149
recycle		146
toxcast database		145
clean water act		144
acid rain effects		143
radon testing		143
what are the causes of climate change		142
npdes		140
effect of acid rain		135
bed bugs treatment		131
ap-42		130
rmp		129
life cycle of mosquito		128
mosquito life cycle		125
nak		123
reduce reuse recycle		117
water quality standards		116
amazon		114
deepwater horizon		108
naaqs		108
smart way		107
life cycle of a mosquito		107

Top 26-50 Branded Keywords	by sessions	February, 2018
epa diesel requirements		45
epa region 6		43
usepa camd		42
epa ppls		42
epa certification		42
epa jobs		41
epa hiteman leather		40
epa csapr		40
epa 6 year review		40
epa ambient air monitoring program		39
epa list of lists		37
epa stormwater managment homepage		37
epa oig youtube		36
u.s. epa method 524.3		36
epa nata		33
epa privacy office sorn procedures		33
epa clean power		33
epa strategic plan		32
us epa sample and		32
epa superfund sites		32
epa calm guidance		31
epa adi		31
epa 8 npdes		30
epa so2 attainment		28
epa region 1		28

Top 26-50 Internal Search Terms	by searches	February, 2018
voc		676
tier 2		676
hazardous waste		668
greenhouse gases		663
mcl		647
glyphosate		637
cercla		625
carbon monoxide		617
formaldehyde		605
section 609		589
cdx		575
benzene		569
bed bugs		547
epanet		534
protect your family from lead in your home		531
safe drinking water act		529
npdes		524
water quality		520
superfund sites		514
tri		501
climate		495
grants		495
pollution		495
particulate matter		494
green roofs		481

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