

Referral Channel Metrics

Sessions by Channel	% of all sessions	March, 2018	change from prior month		
Direct Sessions	13%	1,410,901	44,267	▲	3.2%
Branded Search	0%	6,843	769	▲	12.7%
Non-Branded Search	1%	57,943	-673	▼	-1.1%
Search Term Not Provided	32%	3,447,075	340,765	▲	11.0%
Social Media Referrals	1%	54,324	14,832	▲	37.6%
Other Referrals	53%	5,698,012	278,547	▼	-14.4%
% New Sessions this month		March, 2018	change from prior month		
Direct Sessions	15%	70.0%	0.2%	▲	0.3%
Branded Search	0%	29.2%	-1.3%	▼	-4.4%
Non-Branded Search	1%	64.7%	-1.4%	▼	-2.1%
Search Term Not Provided	31%	57.6%	0.2%	▲	0.3%
Social Media Referrals	1%	70.8%	3.9%	▼	-1245366.3%
Other Referrals	53%	59.3%	0.8%	▲	1.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites March, 2018 43.4% change from prior month -0.2% ▼ -0.4%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances

www.epa.gov/assessing-and-managing-chemicals	58.3%	1.7%	▲	3.1%
www.epa.gov/smartgrowth	57.0%	-4.3%	▼	-7.0%
www.epa.gov/iris	55.9%	N/A	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories March, 2018 38.6% change from prior month -0.6% ▼ -1.5%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

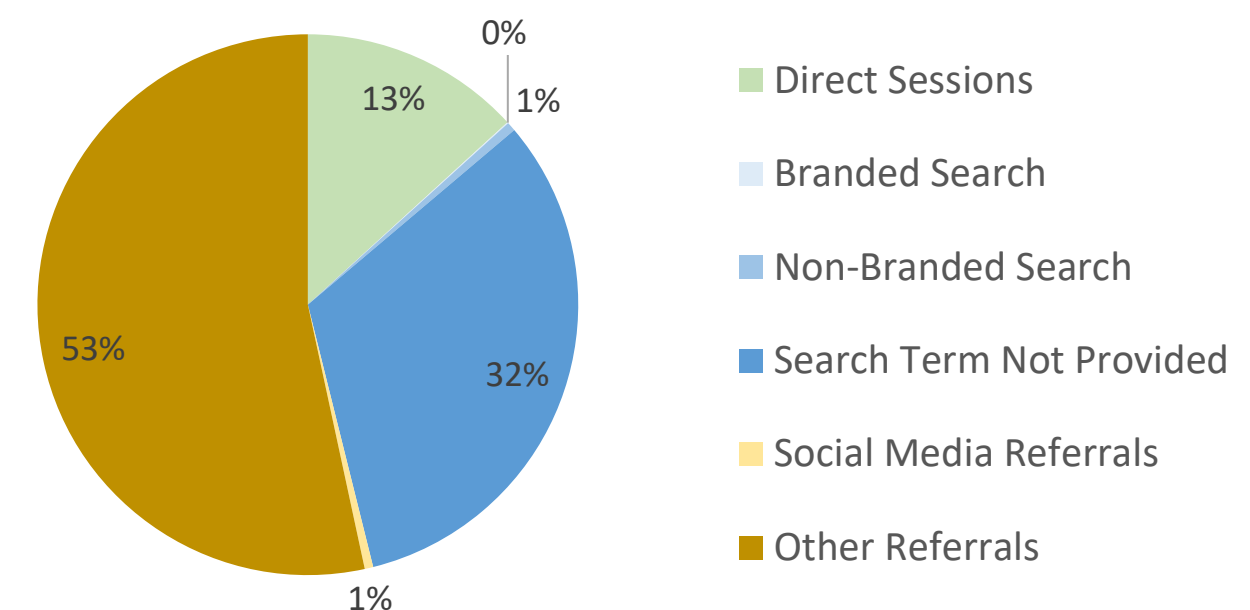
www.epa.gov/regulatory-information-topic	92.2%	-0.2%	▼	-0.2%
www.epa.gov/regulatory-information-sector	90.9%	2.4%	▲	2.7%
www.epa.gov/uog	71.9%	N/A	▲	N/A

Exits from Search Results

	March, 2018	change from prior month		
Number of Exits	31,005	2,644	▲	9.3%
Exit Rate = Exits / Views of Search Results	11.9%	0.2%	▲	1.7%

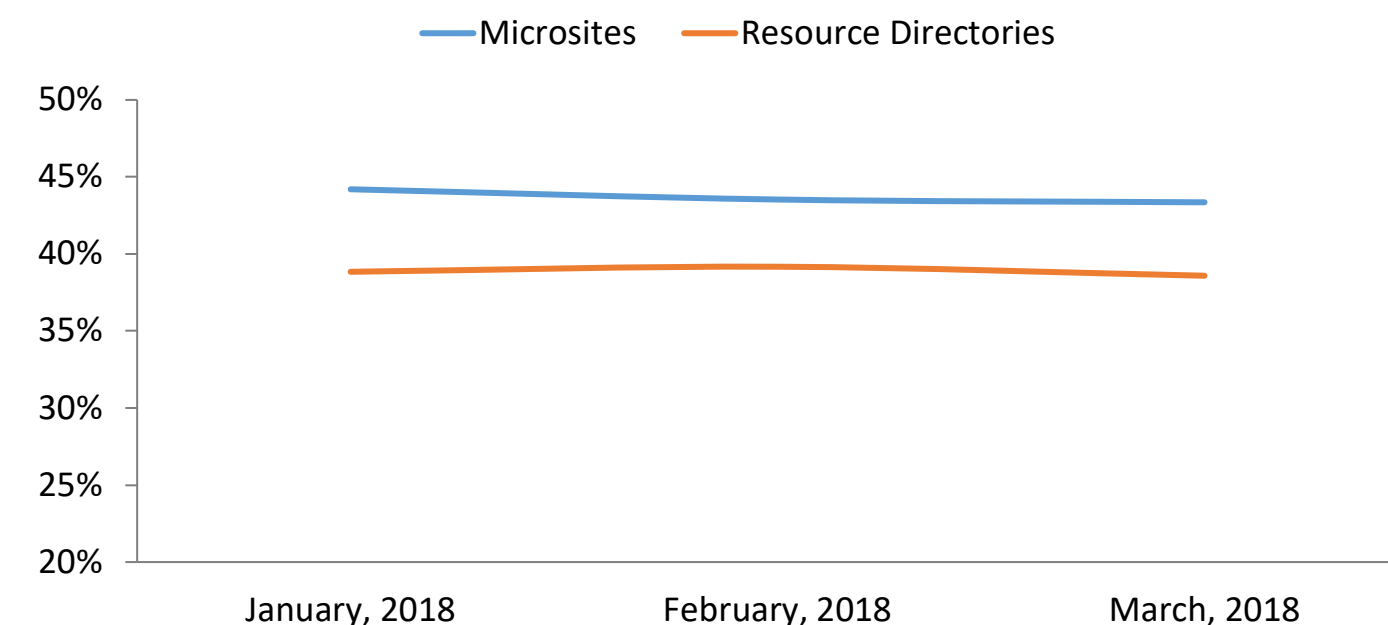
Sessions by Channel

March, 2018

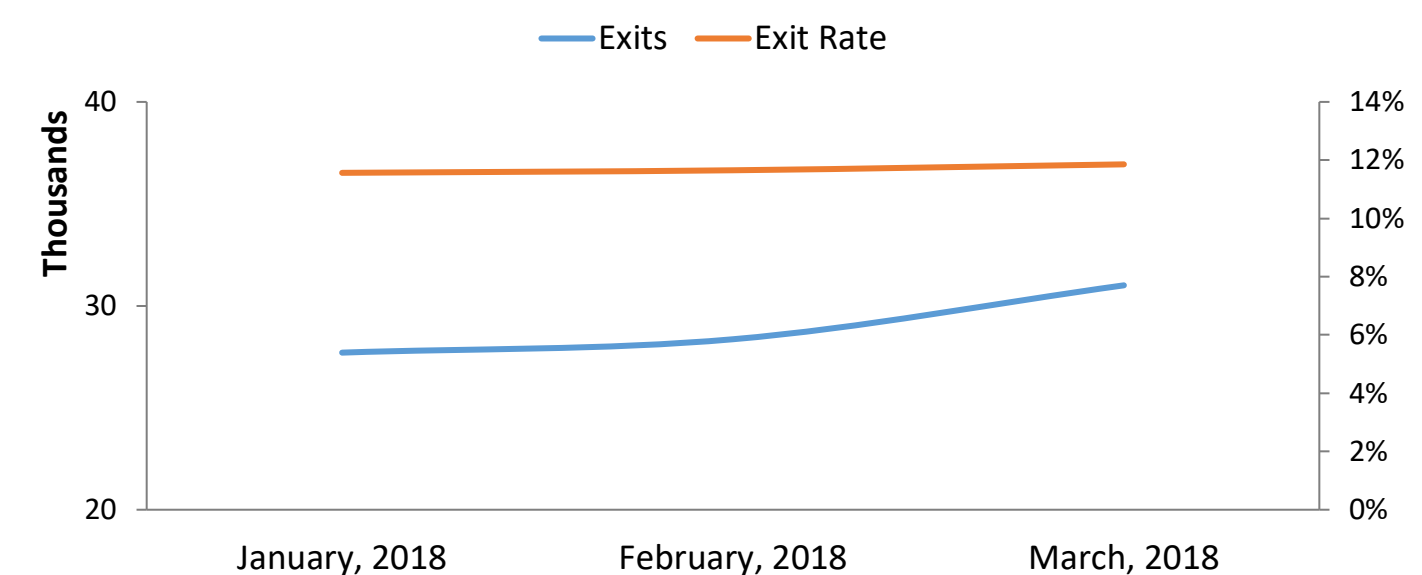


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	March, 2018
links.govdelivery.com	/		65,228
m.facebook.com	/		50,494
dermnetnz.org	/		39,005
duckduckgo.com	/		29,286
en.wikipedia.org	/		27,527
co.okaloosa.fl.us	/ws/home		16,535
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		16,359
dermnetnz.org	/search/		15,593
ecosia.org	/		13,382
dermnetnz.org	/topics/eyelid-contact-dermatitis/		13,258
facebook.com	/		12,523
dermnetnz.org	/topics/		11,981
ewg.org	/tapwater/system.php		11,979
l.facebook.com	/		10,458
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		9,354
pubchem.ncbi.nlm.nih.gov	/		8,946
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		7,729
informationvine.com	/index		7,620
dermnetnz.org	/topics/periorificial-dermatitis/		6,831
serviceauthority.org	/		6,711

Top 1-25 Non-Branded Keywords	by sessions	March, 2018
acid rain	1,747	
causes of climate change	1,010	
what is acid rain	635	
environmental education	543	
bed bugs	477	
radon	359	
greenhouse gases	359	
smartway	331	
how to kill bed bugs	330	
recycling	281	
ddt	258	
envirofacts	248	
moves	235	
single electrode in borehole geophysics	232	
effects of acid rain	225	
causes of acid rain	207	
how to get rid of bed bugs	192	
clean water act	175	
formaldehyde	173	
recycle	170	
tsca	165	
nepa	163	
life cycle of mosquito	162	
uv index	161	
biopesticides	155	

Top 1-25 Branded Keywords	by sessions	March, 2018
epa	2,428	
usepa	314	
environmental protection agency	301	
epa echo	265	
us epa	227	
epanet	189	
https://www3.epa.gov/carbon-footprint-calcula	179	
epa major sources	147	
epa srs	93	
epa noa	92	
epa rsl	77	
epa swmm	71	
epa tsca	69	
epa rfs civil enforcement	66	
usepa rsls	65	
epa envirofacts	64	
epa state review framework	58	
epa diesel requirements	57	
united states environmental protection agency	57	
epa oig youtube	55	
epa locator	55	
epa regional office map	52	
epa rsls	51	
epa certification	48	
epa gap	44	

Top 1-25 Internal Search Terms	by searches	March, 2018
climate change	9,599	
radon	2,393	
global warming	2,281	
lead	2,214	
air pollution	1,840	
asbestos	1,818	
acid rain	1,689	
clean air act	1,429	
water	1,427	
clean water act	1,426	
superfund	1,405	
609	1,333	
tsca	1,291	
ozone	1,203	
mold	1,063	
rcra	958	
arsenic	947	
mercury	937	
clean power plan	931	
recycling	927	
pesticides	886	
mcl	879	
drinking water	820	
hazardous waste	805	
tier ii	780	

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	March, 2018
cause of climate change		152
green chemistry		150
clean air act		149
integrated pest management		147
superfund sites		146
npdes		145
toxcast database		144
bed bugs treatment		139
endocrine system		138
what are the causes of climate change		133
radon testing		130
ap-42		129
green house gases		128
ppls		128
bedbugs		126
nak		123
smart way		120
effect of acid rain		119
ozone layer		117
what is environmental education		113
naaqs		110
mosquito life cycle		108
reduce reuse recycle		106
acid rain effects		104
recycle city		103

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.

Top 26-50 Branded Keywords	by sessions	March, 2018
epa administrative enforcement docket		42
epa region 9		42
epa iris		42
epa stormwater managment homepage		41
epa region 6		40
epa superfund sites		40
epa jobs		38
epa hiteman leather		38
epa scientific		37
us environmental protection agency		36
epa clean power		35
usepa rsl		34
us epa sample and		34
epa usa		33
epa superfund		33
epa csapr		33
usepa camd		32
epa removal action levels for dioxin		29
epa echo database		29
epa asbestos		28
epa strategic plan		28
epa so2 attainment		28
epa region 1		28
epa hem-3		28
epa hazardous waste		27

Top 26-50 Internal Search Terms	by searches	March, 2018
carbon monoxide		777
water pollution		771
air quality		743
voc		741
greenhouse gases		723
tier 2		708
formaldehyde		707
cryptosporidium		698
cercla		678
particulate matter		644
benzene		644
water quality		637
glyphosate		620
superfund sites		614
epanet		597
protect your family from lead in your home		584
pollution		579
tri		568
safe drinking water act		564
grants		560
npdes		552
greenhouse effect		549
chryptosporidium		547
section 609		539
cdx		538