

Referral Channel Metrics

Sessions by Channel		% of all sessions	May, 2018	change from prior month	
Direct Sessions		13%	1,410,808	-67,595 ▼	-4.6%
Branded Search		0%	5,590	-608 ▼	-9.8%
Non-Branded Search		0%	49,988	337 ▲	0.7%
Search Term Not Provided		33%	3,688,773	-88,626 ▼	-2.3%
Social Media Referrals		0%	53,933	-12,015 ▼	-18.2%
Other Referrals		53%	5,933,337	-201,909 ▼	-4.4%
% New Sessions this month			May, 2018	change from prior month	
Direct Sessions		14%	70.3%	0.6% ▲	0.8%
Branded Search		0%	28.5%	-0.2% ▼	-0.8%
Non-Branded Search		0%	64.2%	-0.3% ▼	-0.5%
Search Term Not Provided		32%	59.6%	1.9% ▲	3.3%
Social Media Referrals		1%	67.3%	-3.0% ▼	-161089.6%
Other Referrals		53%	60.8%	1.3% ▲	2.2%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites		May, 2018	change from prior month	
		42.6%	0.2% ▲	0.4%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/smartgrowth		68.8%	2.8% ▲	4.3%
www.epa.gov/energy-independence		58.2%	5.0% ▲	9.4%
www.epa.gov/assessing-and-managing-chemical		57.7%	N/A ▲	N/A

Resource Directories (OneEPA Web)

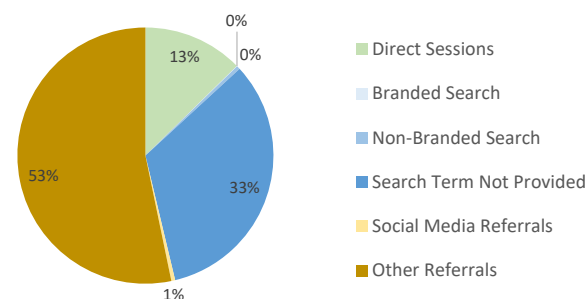
Bounce Rate: all Resource Directories		May, 2018	change from prior month	
		35.8%	-0.1% ▼	-0.2%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/flint		75.2%	0.2% ▲	0.2%
www.epa.gov/uog		69.8%	-0.9% ▼	-1.3%
www.epa.gov/tsca-screening-tools		69.6%	N/A ▲	N/A

Exits from Search Results

Number of Exits		May, 2018	change from prior month	
		29,828	-3,213 ▼	-9.7%
Exit Rate = Exits / Views of Search Results		12.4%	0.5% ▲	4.6%

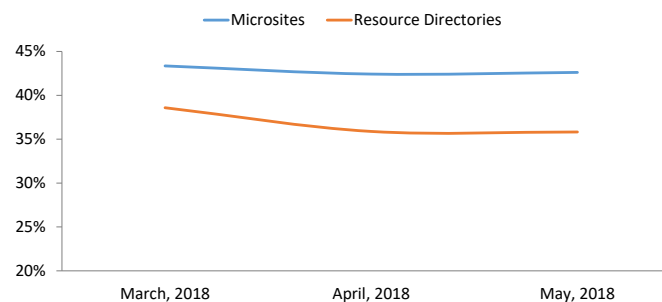
Sessions by Channel

May, 2018

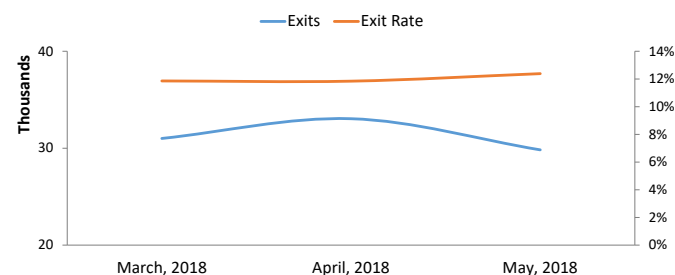


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	May, 2018
m.facebook.com	/		62,919
links.govdelivery.com	/		57,158
dermnetnz.org	/		39,037
duckduckgo.com	/		34,571
en.wikipedia.org	/		30,399
ecosia.org	/		15,887
co.okaloosa.fl.us	/ws/home		14,057
facebook.com	/		14,016
pubchem.ncbi.nlm.nih.gov	/		12,102
l.facebook.com	/		11,378
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		9,776
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		9,112
cn.bing.com	/		8,525
cdc.gov	/zika/prevention/prevent-mosquito-bites.html		7,247
serviceauthority.org	/		7,215
searchencrypt.com	/		7,214
int.search.tb.ask.com	/search/GGmain.jhtml		7,179
airnow.gov	/index.cfm		6,967
rollamunicipalutilities.org	/		6,673
skincare-answers.com	/annoying-itchy-tiny-white-clear-fluidfilled-blister.html		6,597

Top 1-25 Non-Branded Keywords	by sessions	May, 2018
acid rain		1,449
causes of climate change		939
what is acid rain		597
environmental education		536
bed bugs		509
single electrode in borehole geophysics		353
how to acquire data and interpret it using geogravi		339
life cycle of mosquito		315
how to kill bed bugs		310
greenhouse gases		309
recycling		274
envirofacts		272
uv index		262
smartway		214
biopesticides		205
radon		201
earth day		188
effects of acid rain		185
how to get rid of bed bugs		180
ddt		163
moves		157
clean water act		157
recycle		152
integrated pest management		149
ppls		146

Top 1-25 Branded Keywords	by sessions	May, 2018
epa		2,184
https://www3.epa.gov/carbon-footprint-		403
environmental protection agency		292
usepa		286
epanet		210
us epa		209
epa echo		173
epa regional office map		155
epa rfs civil enforcement		121
united states environmental protection agency		106
epa eab		87
epa state review framework		75
epa trw		68
epa settlement with mosaic		67
epa srs		65
epa region 8		61
epa opp ad contacts		60
usepa rsls		59
epa fuel waiver arizona		57
https://watersgeo.epa.gov/mywaterway/		56
epa making a visible difference		55
epa eab filing		54
epa greenbook		49
epa recreational water quality criteria		48
epa tsca		47

Top 1-25 Internal Search Terms	by searches	May, 2018
climate change		9,339
global warming		2,724
radon		2,463
lead		2,386
clean air act		2,156
clean water act		2,047
acid rain		1,902
air pollution		1,895
asbestos		1,855
superfund		1,659
water		1,416
ozone		1,303
609		1,279
recycling		1,107
mold		1,065
pesticides		1,030
tsca		984
arsenic		967
rcra		950
mercury		949
water pollution		924
hazardous waste		921
mcl		895
formaldehyde		870
watershed		861

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	May, 2018
causes of acid rain		145
difference between wenner and schlumberger array		143
formaldehyde		141
ap 42		130
ap-42		129
life cycle of a mosquito		129
mosquito life cycle		127
escala de ph		126
effect of acid rain		126
tsca		125
clean air act		124
reduce reuse recycle		122
bedbugs		119
what is environmental education		118
environment education		118
cause of climate change		115
nepa		111
ipm		110
como acabar con las chinches		108
ě~ ,êµ- epa		108
npdes		105
toxcast database		104
green chemistry		104
cmaq		103
smart way		103

Top 26-50 Branded Keywords	by sessions	May, 2018
epa moves		46
epa uv index		46
epa rsl		46
epa gap		44
epa state asbestos		43
epa aqs		43
epa locator		43
epa jobs		41
epa removal action		41
epa region 1		40
epa iris		40
epa amtic		39
epa sip appreoved		39
epa certification		39
epa criminal		37
epa swmm		36
us epa scil		35
epa superfund hotline		34
epa diesel		34
epa five year review		33
epa envirofacts		33
epa asbestos		32
usepa rtp to rdu		31
epa superfund luke air force base		31
epa lmop		31

Top 26-50 Internal Search Terms	by searches	May, 2018
air quality		826
endangered species act		822
greenhouse effect		812
drinking water		801
cryptosporidium		787
carbon monoxide		772
cercla		742
voc		718
greenhouse gases		713
pollution		703
coal		669
clean power plan		666
superfund sites		659
particulate matter		654
tri		640
water quality		637
epanet		609
greenhouse gas		601
chryptosporidium		590
glyphosate		588
ddt		585
ground level ozone		583
fracking		580
pcb		571
food waste		571

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