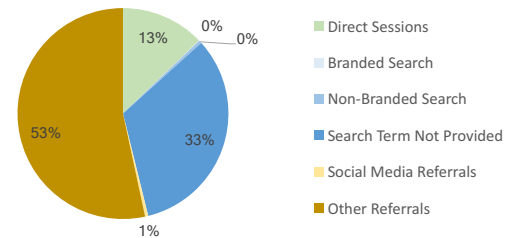


Referral Channel Metrics

Sessions by Channel	% of all sessions	July, 2018	change from prior month	
Direct Sessions	13%	1,099,860	-41,159	▼ -3.6%
Branded Search	0%	4,197	-519	▼ -11.0%
Non-Branded Search	0%	38,764	-381	▼ -1.0%
Search Term Not Provided	33%	2,817,222	-51,613	▼ -1.8%
Social Media Referrals	0%	41,026	-3,918	▼ -8.7%
Other Referrals	53%	4,579,355	-128,556	▼ -5.1%
% New Sessions this month		July, 2018	change from prior month	
Direct Sessions	15%	71.2%	1.5%	▲ 2.2%
Branded Search	0%	28.6%	3.8%	▲ 15.1%
Non-Branded Search	0%	64.8%	0.9%	▲ 1.4%
Search Term Not Provided	32%	59.9%	1.3%	▲ 2.3%
Social Media Referrals	1%	71.3%	0.6%	▼ -834270.2%
Other Referrals	53%	61.1%	1.3%	▲ 2.2%

Sessions by Channel	July, 2018
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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.

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	July, 2018	42.5%	0.7%	▲ 1.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/smartgrowth		76.7%	2.6%	▲ 3.5%
espanol.epa.gov/		62.9%	N/A	▲ N/A
www.epa.gov/indoor-air-quality-iaq		62.2%	N/A	▲ N/A

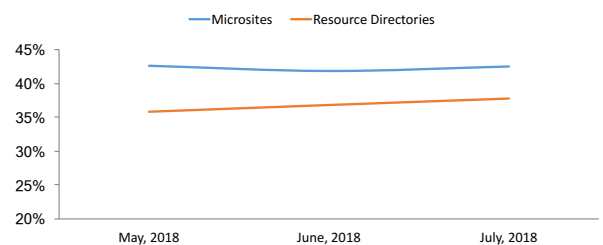
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	July, 2018	37.8%	1.0%	▲ 2.6%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/flint		73.9%	0.0%	► 0.0%
www.epa.gov/tsca-screening-tools		71.8%	0.0%	► 0.0%
www.epa.gov/uog		66.7%	N/A	▲ N/A

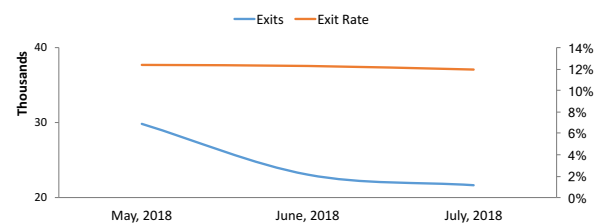
Exits from Search Results

Number of Exits	July, 2018	21,645	-1,413	▼ -6.1%
Exit Rate = Exits / Views of Search Results		12.0%	-0.3%	▼ -2.7%

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months



Top 20 Non-EPA Referral Pages		by sessions	July, 2018
m.facebook.com	/		15,747
links.govdelivery.com	/		14,425
duckduckgo.com	/		12,643
dermnetnz.org	/		12,128
almanac.com	/content/uv-index-scale		11,023
en.wikipedia.org	/		6,847
airnow.gov	/index.cfm		4,555
facebook.com	/		3,661
pubchem.ncbi.nlm.nih.gov	/		3,174
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,938
fortworthtexas.gov	/savefwwater/irrigation/twice-per-week/		2,893
cn.bing.com	/		2,829
ecosia.org	/		2,665
co.okaloosa.fl.us	/ws/home		2,596
int.search.tb.ask.com	/search/GGmain.jhtml		2,499
rollamunicipalutilities.org	/		2,480
l.facebook.com	/		2,419
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		2,354
serviceauthority.org	/		2,315
cdc.gov	/zika/prevention/prevent-mosquito-bites.html		2,209

Top 1-25 Non-Branded Keywords	by sessions	July, 2018	Top 1-25 Branded Keywords	by sessions	July, 2018	Top 1-25 Internal Search Terms	by searches	July, 2018
uv index		243	epa		527	climate change		1,220
bed bugs		219	environmental protection agency		115	radon		453
acid rain		197	usepa		89	asbestos		418
causes of climate change		138	epa pesticide device		65	lead		380
environmental education		138	us epa		64	mold		310
how to get rid of bed bugs		109	epa eab		46	global warming		273
10 benefits of recycling		105	epanet		42	tsca		270
how to kill bed bugs		95	epa isis		40	voc		232
what is acid rain		85	epa fuel waiver arizona		35	rcra		232
https://bit.ly/2tihoqd		78	epa excelsior mining		33	vinyl flooring		225
chinch		76	epa aqs		30	clean air act		219
envirofacts		62	epa echo		24	bed bugs		214
paperuri:(d89cbb565258ca582fc18ce62fd9b267)		62	epa dewey loeffel		22	formaldehyde		211
pfas		61	epa jobs		22	clean water act		209
bed bug		60	epa 815-r-99-022		21	hazardous waste		199
greenhouse gases		60	epa e enterprise		21	drinking water		197
recycling		56	epa naaqs memo		21	air quality		194
bedbugs		52	epa boiling water		20	superfund		193
biopesticides		52	epa state review framework		20	ozone		187
integrated pest management		50	epa mrid去哪查		19	water		186
ozone level near water		47	epa ozone determinations wisconsin		18	mercury		185
25b pesticide list		47	united states environmental protection agency		17	pesticides		180
como eliminar chinch		47	epa envirofacts		16	protect your family from lead in your home		177
ap-42		42	epa designation for so2		15	volatile organic compounds		174
part 75		40	epa locator		15	pfas		165

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	July, 2018
life cycle of mosquito		38
epa官网		38
eliminar chinches		37
como acabar con las chinches		37
effects of acid rain		35
radon		35
formaldehyde		33
dayton landfill valleycrest		33
get rid of bed bugs		33
美国epa官网		32
what is environmental education		32
rcra		32
how to kill bedbugs		31
vertical profiling using electrical resistivity		31
procedure in the production of resistivity contour map		31
tsca list		30
reduce reuse recycle		30
effects of ozone layer depletion		30
recycle		30
como eliminar las chinches		30
six benefits of recycling solid waste materials		29
clean water act		29
single electrode in borehole geophysics		29
smartway		28
chinches de cama		28

Top 26-50 Branded Keywords	by sessions	July, 2018
epa international		15
epa gap		14
epa pesticide		13
epa 404(c)		13
epa commen		13
epa wirfc		12
epa optimization		12
epa amtci		12
us epa case 05-2007-		12
epa nhsm		11
epa nei		11
epa uv index		11
epa voc limit in water		11
epa property search		11
epa sab		11
us epa rsl		10
epa draft tar		10
epa ecotox		10
epa region 7		10
epa office of compliance and enforcement		10
epa rsl		10
epa region 9		10
epa pfas		10
epa grants contact us about epa grants form		10
epa rcra generator fr-		9

Top 26-50 Internal Search Terms	by searches	July, 2018
air pollution		163
recycling		160
swmm		156
jobs		146
	609	146
cercia		144
epanet		139
grants		134
training		133
e-manifest		132
spcc		132
	608	130
pcb		126
pm2.5		126
acid rain		126
arsenic		123
npdes		122
iris		122
uv index		122
forms		113
glyphosate		112
ap-42		111
benzene		111
pesticide		110
tri		110

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