

Referral Channel Metrics

Sessions by Channel	% of all sessions	August, 2018	change from prior month		
Direct Sessions	13%	1,259,716	159,856	▲	14.5%
Branded Search	0%	5,547	1,350	▲	32.2%
Non-Branded Search	0%	44,605	5,841	▲	15.1%
Search Term Not Provided	33%	3,138,563	321,341	▲	11.4%
Social Media Referrals	1%	53,905	12,879	▲	31.4%
Other Referrals	53%	5,116,712	537,357	▲	6.2%
% New Sessions this month					
Direct Sessions	15%	71.3%	0.1%	▲	0.1%
Branded Search	0%	27.8%	-0.8%	▼	-2.9%
Non-Branded Search	0%	63.8%	-1.1%	▼	-1.7%
Search Term Not Provided	32%	60.4%	0.5%	▲	0.8%
Social Media Referrals	1%	74.1%	2.8%	▼	-460273.3%
Other Referrals	52%	61.6%	0.6%	▲	0.9%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	August, 2018	change from prior month		
	42.5%	0.0%	▼	-0.1%
3 highest Bounce Rates for MS homepages				
for microsites with at least 1,000 entrances				
www.epa.gov/smartgrowth	75.3%	0.1%	▲	0.2%
www.epa.gov/asthma	65.6%	0.3%	▲	0.5%
www.epa.gov/radiation	61.4%	N/A	▲	N/A

Resource Directories (OneEPA Web)

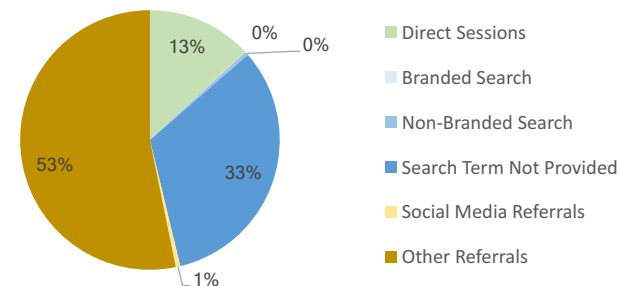
Bounce Rate: all Resource Directories	August, 2018	change from prior month		
	38.0%	0.2%	▲	0.6%
3 highest Bounce Rates for RD homepages				
for directories with at least 1,000 entrances				
www.epa.gov/flint	75.0%	0.0%	▶	0.0%
www.epa.gov/tsca-screening-tools	70.8%	0.0%	▶	0.0%
www.epa.gov/aqs	62.4%	N/A	▲	N/A

Exits from Search Results

Number of Exits	August, 2018	change from prior month		
	24,969	3,324	▲	15.4%
Exit Rate = Exits / Views of Search Results	12.6%	0.7%	▲	5.7%

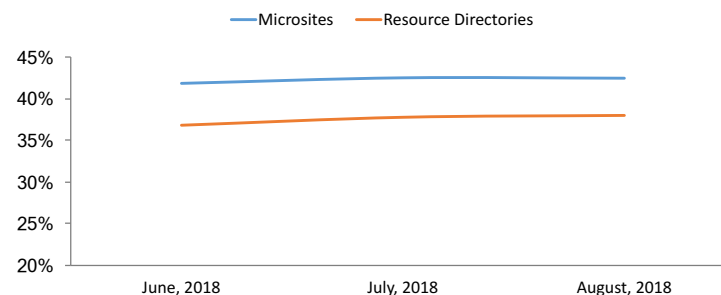
Sessions by Channel

August, 2018

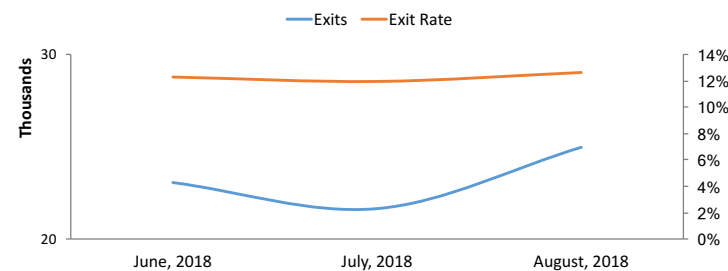


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	August, 2018
m.facebook.com	/		22,392
airnow.gov	/index.cfm		19,325
links.govdelivery.com	/		17,427
duckduckgo.com	/		15,383
dermnetnz.org	/		9,745
en.wikipedia.org	/		7,011
facebook.com	/		5,144
almanac.com	/content/uv-index-scale		4,540
l.facebook.com	/		3,218
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		3,200
cn.bing.com	/		3,186
pubchem.ncbi.nlm.nih.gov	/		3,141
ecosia.org	/		3,085
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		2,724
executivecoveweather.com	/usa2.htm		2,692
kflsebas1.com	/usa2.htm		2,648
int.search.tb.ask.com	/search/GGmain.jhtml		2,581
co.okaloosa.fl.us	/ws/home		2,556
rollamunicipalutilities.org	/		2,504
serviceauthority.org	/		2,371

Top 1-25 Non-Branded Keywords	by sessions	August, 2018
acid rain		235
bed bugs		234
causes of climate change		178
uv index		137
environmental education		132
what is acid rain		107
how to get rid of bed bugs		104
chinchies		94
bed bug treatment		94
how to kill bed bugs		91
recycling		88
greenhouse gases		86
factors that cause climate change		75
ozone level near water		73
bedbugs		56
life cycle of mosquito		53
clean air act		53
clean diesel tribal		51
bed bug		48
formaldehyde		47
radon		45
what is environmental education		45
recycle		44
greenhouse gas		44
vancouver wa air quality		43

Top 1-25 Branded Keywords	by sessions	August, 2018
epa		607
usepa		85
epa pesticide device		81
epa pisces award		73
environmental protection agency		68
us epa		66
epa isis		41
epa eab		41
epanet		40
usepa tier ii		32
epa region 9		29
epa locator		28
epa pesticide registration manual		27
epa aqs		26
epa enviomapper		26
epa registration manual		26
epa air quality		24
epa ied		23
epa echo		23
epa 10 priority chemicals		22
united states environmental protection agency		21
epa jobs		21
epa nhsm		21
epa amtic		19
us epa nscep		19

Top 1-25 Internal Search Terms	by searches	August, 2018
asbestos		1,068
climate change		1,032
air quality		934
glyphosate		521
radon		443
mold		382
lead		380
clean water act		367
clean air act		291
rcra		291
tsca		274
ozone		256
bed bugs		240
global warming		228
superfund		228
voc		225
chlorpyrifos		219
hazardous waste		216
pfas		212
vinyl flooring		208
water		197
air quality alerts		197
pesticides		196
air pollution		189
training		180

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	August, 2018
como acabar con las chinches		42
aqi 98664		42
air quality		42
pfas		39
vertical profiling using electrical resistivity		38
como eliminar chinches		38
ppls		37
https://bit.ly/2tihoqd		37
nepassist		37
wifa		37
super		36
clean water act		36
tri explorer		35
bed bugs treatment		35
como eliminar las chinches		35
ap-42		34
environmental harmful substances		34
dayton landfill valleycrest		34
como matar chinches		33
part 75		33
美国epa官网		32
middle rio grande watershed		32
rmp policy		31
climate change and human life		30
procedure in the production of resistivity contour map		30

Top 26-50 Branded Keywords	by sessions	August, 2018
epa document descriptions		18
epa ozone determinations wisconsin		18
epa lead		17
epa air trends		17
epa civil monetary		17
epa scott pruit accomplishments		17
epa pfas		16
epa agriculture		16
epa certification		15
epa asbestos		15
epa chemview		15
epa nsps delegation agreement minnesota		14
epa pesticide		14
epa region 7		13
epa opp ad contacts		13
epa 601/k-15/001		12
epa swmm		12
epa rsls		12
epa warm model		12
epa id number application		12
epa neic		12
epa biennial report		12
epa tri		12
epa method 5		11
epa superfund		11

Top 26-50 Internal Search Terms	by searches	August, 2018
jobs		175
acid rain		171
spcc		170
clean power plan		167
npdes		165
formaldehyde		164
drinking water		163
pesticide		161
pm2.5		159
cercla		157
echo		152
mercury		144
aqi		144
volatile organic compounds		140
protect your family from lead in your home		139
recycling		138
forms		132
swmm		130
arsenic		129
endangered species act		128
rmp		128
pcb		127
	609	126
	608	125
safe drinking water act		125

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.