

Referral Channel Metrics

Sessions by Channel	% of all sessions	September, 2018	change from prior month	
Direct Sessions	13%	1,171,588	-88,128	▼ -7.0%
Branded Search	0%	45,627	40,080	▲ 722.6%
Non-Branded Search	2%	177,592	132,987	▲ 298.1%
Search Term Not Provided	31%	2,890,979	-247,584	▼ -7.9%
Social Media Referrals	0%	45,440	-8,465	▼ -15.7%
Other Referrals	54%	4,983,266	-133,446	▲ 6.1%
% New Sessions this month		September, 2018	change from prior month	
Direct Sessions	14%	72.3%	1.0%	▲ 1.4%
Branded Search	0%	25.0%	-2.8%	▼ -10.2%
Non-Branded Search	2%	50.0%	-13.8%	▼ -21.6%
Search Term Not Provided	31%	61.8%	1.4%	▲ 2.4%
Social Media Referrals	1%	73.5%	-0.6%	▼ -183020.7%
Other Referrals	53%	61.9%	0.3%	▲ 0.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	September, 2018	change from prior month	
	42.1%	-0.4%	▼ -0.9%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth	72.1%	0.0%	► 0.0%
www.epa.gov/beaches	63.6%	0.0%	► 0.0%
www.epa.gov/p2week	61.9%	N/A	▲ N/A

Resource Directories (OneEPA Web)

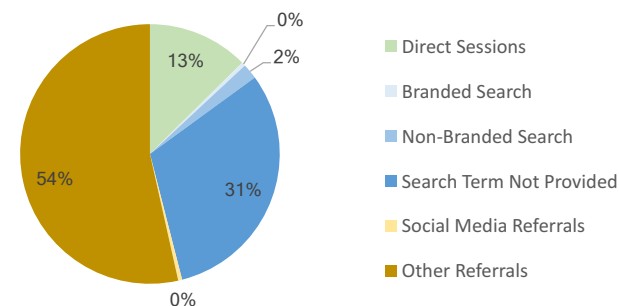
Bounce Rate: all Resource Directories	September, 2018	change from prior month	
	38.7%	0.7%	▲ 1.8%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/flint	71.9%	0.0%	► 0.0%
www.epa.gov/tsca-screening-tools	69.5%	0.0%	► 0.0%
www.epa.gov/uog	67.5%	N/A	▲ N/A

Exits from Search Results

Number of Exits	September, 2018	change from prior month	
	28,991	4,022	▲ 16.1%
Exit Rate = Exits / Views of Search Results	13.7%	1.1%	▲ 8.5%

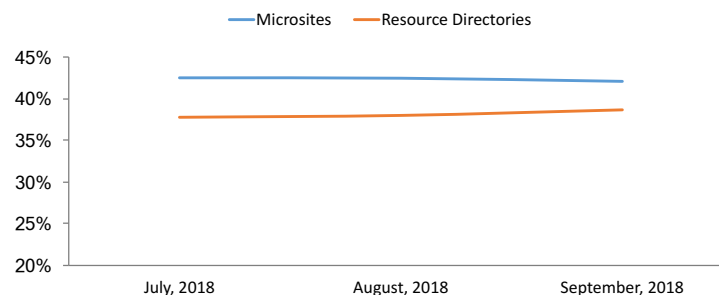
Sessions by Channel

September, 2018

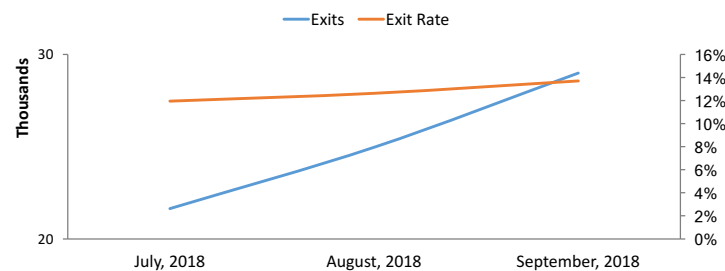


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	September, 2018
airnow.gov	/		50,175
m.facebook.com	/		21,762
airnow.gov	/index.cfm		15,710
links.govdelivery.com	/		12,755
duckduckgo.com	/		12,664
andreathome.com	/blog/2018/9/20/the-blog-i-never-wanted-to-write		9,613
en.wikipedia.org	/		7,855
ecosia.org	/		4,187
facebook.com	/		4,151
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		4,046
airnow.gov	/state/california		3,702
pubchem.ncbi.nlm.nih.gov	/		3,664
l.facebook.com	/		2,937
cn.bing.com	/		2,631
npirpublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,628
int.search.tb.ask.com	/search/GGmain.jhtml		2,558
familyhandyman.com	/cleaning/what-you-should-do-with-your-old-cell-phone/		2,336
co.okaloosa.fl.us	/ws/home		2,284
serviceauthority.org	/		2,232
almanac.com	/content/uv-index-scale		2,188

Top 1-25 Non-Branded Keywords	by sessions	September, 2018
bed bugs	991	
how to get rid of bed bugs	498	
acid rain	474	
clean air act	403	
clean water act	400	
tsca	374	
npdes	336	
radon	308	
recycling	300	
ap-42	291	
rcra	255	
cercla	224	
pfas	223	
greenhouse gases	213	
causes of climate change	204	
envirofacts	199	
uv index	190	
bedbugs	189	
bed bugs treatment	188	
how to kill bed bugs	183	
safe drinking water act	181	
what is acid rain	172	
npdes permit	169	
radon testing	157	
ap42	154	

Top 1-25 Branded Keywords	by sessions	September, 2018
epa	3,690	
environmental protection agency	563	
usepa	391	
us epa	282	
epanet	228	
epa locator	145	
epa rsl	133	
united states environmental protection agency	128	
epa region 6	118	
epa iris	99	
epa rsls	95	
epa region 4	90	
epa region 9	86	
epa swmm	82	
epa region 7	81	
epa website	80	
epa superfund sites	80	
epa oig	79	
epa region 5	78	
epa jobs	78	
epa region 10	75	
epa pesticides	71	
epa regulations	66	
epa foia	66	
epa rmp	65	

Top 1-25 Internal Search Terms	by searches	September, 2018
climate change	1,655	
clean water act	666	
clean air act	510	
asbestos	497	
global warming	479	
lead	436	
mold	429	
radon	407	
air pollution	373	
superfund	314	
rcra	307	
acid rain	282	
ozone	266	
air quality	258	
tsca	249	
water	244	
glyphosate	241	
voc	218	
drinking water	218	
bed bugs	212	
green roofs	211	
cercla	206	
cryptosporidium	204	
recycling	199	
hazardous waste	197	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	September, 2018
life cycle of mosquito		152
environmental education		144
formaldehyde		142
sustainability		139
wifa		136
tsca inventory		130
fifra		128
superfund		127
nepa assist		125
ap 42		110
spcc		105
ddt		103
swppp		102
chinch		101
tsca regulations		98
sw-846		97
carbon footprint calculator		97
bed bug		96
mold		93
ppls		93
swmm		93
naaqs		93
dioxin		91
ozone		89
bed bug treatment		87

Top 26-50 Branded Keywords	by sessions	September, 2018
epa staff directory		64
us environmental protection agency		61
epa region 1		60
epa tri		60
epa ppls		59
https://www3.epa.gov/carbon-footprint-calculator/		59
epa drinking water		56
epa region 10 sips		56
epa list of lists		56
epa region 8		54
epa solvent		54
epa uv index		53
epa tsca		52
epa ap-42		52
epa aqs		52
epa asbestos		51
epanet download		51
epa greenbook		49
epa superfund		47
epa registration number lookup		46
epa opp		46
epa certification		46
epa region 2		45
epa waste codes		45
epa enviomapper		44

Top 26-50 Internal Search Terms	by searches	September, 2018
pesticides		195
arsenic		195
mercury		193
vinyl flooring		190
pfas		186
epanet		185
water pollution		181
swmm		177
benzene		170
formaldehyde		166
methane		166
superfund sites		156
waste		151
pesticide		150
safe drinking water act		143
indoor air quality		142
aqi		142
sites production files signpost cc		141
love canal		141
fracking		138
green chemistry		137
jobs		135
grants		135
protect your family from lead in your home		134
volatile organic compounds		134

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