

Referral Channel Metrics

Sessions by Channel	% of all sessions	October, 2018	change from prior month		
Direct Sessions	12%	1,270,111	98,523	▲	8.4%
Branded Search	1%	59,689	14,062	▲	30.8%
Non-Branded Search	2%	214,849	37,257	▲	21.0%
Search Term Not Provided	31%	3,270,921	379,942	▲	13.1%
Social Media Referrals	0%	50,241	4,801	▲	10.6%
Other Referrals	53%	5,568,739	585,473	▲	7.8%
% New Sessions this month		October, 2018	change from prior month		
Direct Sessions	14%	71.7%	-0.6%	▼	-0.9%
Branded Search	0%	22.0%	-3.0%	▼	-12.0%
Non-Branded Search	2%	45.8%	-4.2%	▼	-8.4%
Search Term Not Provided	31%	60.2%	-1.7%	▼	-2.7%
Social Media Referrals	1%	75.6%	2.1%	▼	-1844864.3%
Other Referrals	53%	60.2%	-1.7%	▼	-2.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	October, 2018	change from prior month		
	41.7%	-0.4%	▼	-1.0%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/gulfofmexico	72.1%	0.0%	▶	0.0%
www.epa.gov/smartgrowth	70.3%	0.0%	▶	0.0%
www.epa.gov/indoor-air-quality-iaq	60.5%	N/A	▲	N/A

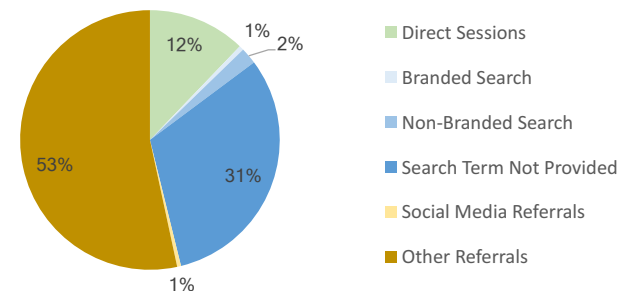
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	October, 2018	change from prior month		
	37.7%	-1.0%	▼	-2.6%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/tsca-screening-tools	71.2%	0.0%	▶	0.0%
www.epa.gov/flint	70.1%	0.0%	▶	0.0%
www.epa.gov/uog	67.8%	N/A	▲	N/A

Exits from Search Results

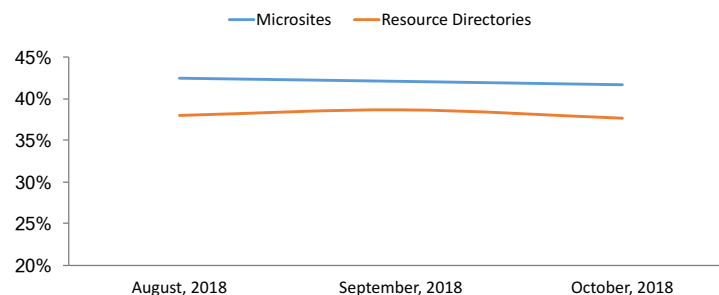
Number of Exits	October, 2018	change from prior month		
	31,757	2,766	▲	9.5%
Exit Rate = Exits / Views of Search Results	13.4%	-0.3%	▼	-2.1%

Sessions by Channel

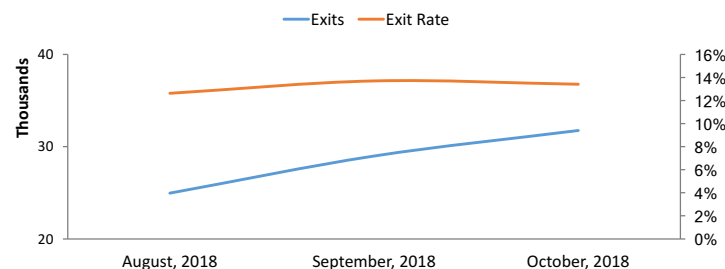


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	October, 2018
airnow.gov	/		40,830
m.facebook.com	/		18,546
links.govdelivery.com	/		18,052
duckduckgo.com	/		14,742
en.wikipedia.org	/		9,764
clonewdelhi.com	/custom/AQI/missionindiaaqi.php		6,253
ecosia.org	/		5,827
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		4,524
pubchem.ncbi.nlm.nih.gov	/		4,312
facebook.com	/		4,169
l.facebook.com	/		3,528
airnow.gov	/state/california		3,483
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		3,028
cn.bing.com	/		2,881
catalog.data.gov	/		2,595
int.search.tb.ask.com	/search/GGmain.jhtml		2,388
reddit.com	/r/news/comments/9masql/climate_report_scientists_politely_urge_act_now/		2,282
co.okaloosa.fl.us	/ws/home		2,227
serviceauthority.org	/		2,185
en.m.wikipedia.org	/		2,182

Top 1-25 Non-Branded Keywords	by sessions	October, 2018	Top 1-25 Branded Keywords	by sessions	October, 2018	Top 1-25 Internal Search Terms	by searches	October, 2018
bed bugs	1,006		epa	4,464		climate change		2,662
acid rain	602		environmental protection agency	677		global warming		753
how to get rid of bed bugs	491		usepa	443		air pollution		638
tsca	470		us epa	370		radon		629
clean air act	446		epanet	358		lead		626
ap-42	416		epa iris	174		asbestos		586
clean water act	404		epa region 4	160		acid rain		566
radon	381		epa region 6	158		clean water act		517
npdes	371		epa rsls	154		clean air act		505
pfas	331		epa locator	153		mold		449
recycling	315		united states environmental protection agency	152		water		386
rcra	279		epa news	143		sites production files signpost cc		365
greenhouse gases	249		epa staff directory	140		recycling		364
what is acid rain	243		epa region 9	137		glyphosate		361
safe drinking water act	227		epa rsl	134		ozone		358
npdes permit	220		epa website	127		superfund		347
cercla	215		epa jobs	116		air quality		285
uv index	204		epa drinking water standards	108		tsca		282
life cycle of mosquito	203		epa region 10	102		arsenic		276
wifia	195		epa swmm	91		mercury		266
causes of climate change	189		epa aqs	88		pesticides		266
radon testing	183		epa list of lists	88		rcra		260
ap42	182		epa region 8	88		hazardous waste		241
how to kill bed bugs	180		us environmental protection agency	87		carbon monoxide		239
bedbugs	176		epa pfas	82		voc		236

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	October, 2018
recycle city		171
tsca inventory		168
carbon footprint calculator		167
envirofacts		161
formaldehyde		156
bed bugs treatment		149
environmental education		148
epcra		136
swmm		134
wetlands		132
sustainability		129
emanifest		124
ap 42		124
superfund		123
naaqs		120
spcc		118
nepa assist		117
mold remediation		115
cameo		114
asbestos		112
sdwis		112
ppls		109
sw-846		107
dioxin		107
swppp		105

Top 26-50 Branded Keywords	by sessions	October, 2018
epa certification		81
epa tri		80
epa lead		79
epanet download		79
epa regulations		76
epa inert finder		74
epa region 2		74
epa oig		73
epa tsca		71
epa waste codes		70
epa drinking water		69
epa foia		68
epa region 10 sips		67
epa region 5		66
epa water quality		66
epa asbestos		66
epa rmp		66
epa superfund		64
epa superfund sites		64
epa srs		63
epa org chart		62
usepa rsls		59
epa region 7		59
epa neti		59
epa ppls		58

Top 26-50 Internal Search Terms	by searches	October, 2018
water cycle		234
bed bugs		232
drinking water		231
safe drinking water act		229
formaldehyde		228
benzene		227
food waste		218
mcl		215
water quality		211
pfas		206
water pollution		201
swmm		196
superfund sites		195
vinyl flooring		191
cryptosporidium		190
green roofs		189
plastic		187
iris		185
particulate matter		182
waste		182
air pollutants		180
radiation		178
epanet		176
volatile organic compounds		174
aqi		173

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