

Referral Channel Metrics

Sessions by Channel		% of all sessions	November, 2018		change from prior month	
Direct Sessions		8%	1,569,725	299,614	▲	23.6%
Branded Search		0%	55,554	-4,135	▼	-6.9%
Non-Branded Search		1%	244,444	29,595	▲	13.8%
Search Term Not Provided		37%	7,021,586	3,750,665	▲	114.7%
Social Media Referrals		1%	109,468	59,227	▲	117.9%
Other Referrals		52%	9,866,780	4,298,041	▲	23.2%
% New Sessions this month			November, 2018		change from prior month	
Direct Sessions		11%	66.1%	-5.6%	▼	-7.8%
Branded Search		0%	21.2%	-0.8%	▼	-3.4%
Non-Branded Search		1%	43.3%	-2.4%	▼	-5.3%
Search Term Not Provided		35%	45.3%	-14.9%	▼	-24.7%
Social Media Referrals		1%	67.5%	-8.0%	▼	-140707.7%
Other Referrals		52%	48.6%	-11.6%	▼	-19.3%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites November, 2018 40.9% -0.7% ▼ -1.8%

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

www.epa.gov/smartgrowth	64.8%	0.0%	▶	0.0%
www.epa.gov/indoor-air-quality-iaq	61.0%	0.0%	▶	0.0%
www.epa.gov/assessing-and-managing-chemicals-und	60.7%	N/A	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories November, 2018 38.1% 0.5% ▲ 1.2%

3 highest Bounce Rates for RD homepages

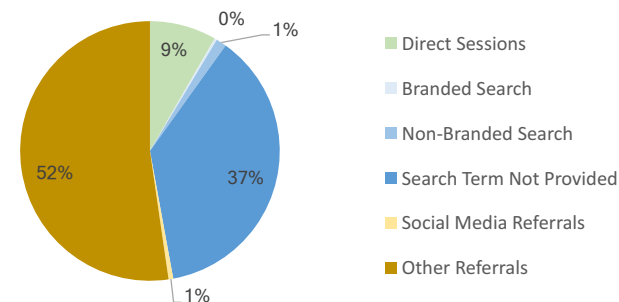
for directories with at least 1,000 entrances

www.epa.gov/uog	73.9%	0.0%	▶	0.0%
www.epa.gov/natural-disasters	70.6%	0.0%	▶	0.0%
www.epa.gov/flint	69.6%	N/A	▲	N/A

Exits from Search Results

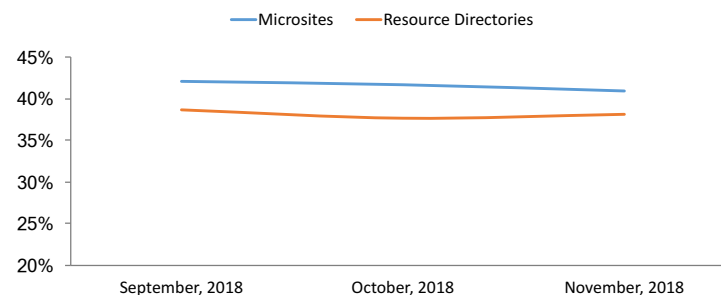
	November, 2018	change from prior month	
Number of Exits	39,224	7,467	▲ 23.5%
Exit Rate = Exits / Views of Search Results	16.7%	3.3%	▲ 24.8%

Sessions by Channel November, 2018

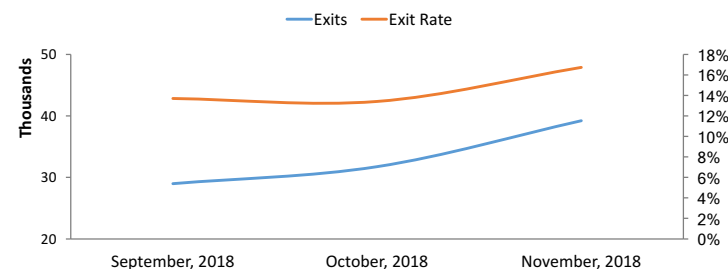


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	November, 2018
airnow.gov	/		133,390
m.facebook.com	/		57,217
duckduckgo.com	/		31,991
airnow.gov	/state/california		23,342
facebook.com	/		15,346
links.govdelivery.com	/		13,153
en.wikipedia.org	/		9,766
ecosia.org	/		7,090
sf.curbed.com	/		7,041
l.facebook.com	/		6,996
ix.cnn.io	/dailygraphics/graphics/20181114-water-violations-ai/child.html		5,889
sf-curbed-com.cdn.ampproject.org	/		4,937
airnow.gov	/maps-and-data		4,855
airnow.gov	/index.cfm		4,726
t.co	/vPMSBtKsgR		4,535
pubchem.ncbi.nlm.nih.gov	/		4,290
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/		3,653
clonewelhi.com	/custom/AQI/missionindiaaqi.php		3,555
cn.bing.com	/		3,051
mercurynews.com	/2018/11/16/california-fires-how-to-measure-smoke-in-your-neighborhood/		3,026

Top 1-25 Non-Branded Keywords	by sessions	November, 2018	Top 1-25 Branded Keywords	by sessions	November, 2018	Top 1-25 Internal Search Terms	by searches	November, 2018
san jose air quality		1,164	epa		4,147	climate change		6,260
air quality san jose		1,072	environmental protection agency		696	air quality		1,529
sf air quality		869	us epa		453	san francisco		1,088
san francisco air quality		792	usepa		414	global warming		906
air quality san francisco		730	epa air quality		254	sites production files signpost cc		570
airnow		719	epanet		240	lead		568
bed bugs		706	epa locator		147	aqi		512
california air quality		666	epa region 4		146	radon		510
acid rain		582	united states environmental protection agency		145	air pollution		509
air quality index		559	epa rsls		136	acid rain		468
air quality		531	epa rsl		117	clean water act		453
clean water act		507	epa iris		117	clean air act		443
air quality california		505	epa org chart		112	asbestos		412
air now		480	epa jobs		111	california		356
clean air act		422	epa region 8		91	climate		349
ap-42		420	epa website		90	recycling		345
oakland air quality		398	epa list of lists		90	ozone		341
sacramento air quality		387	epa region 6		89	water		338
tscs		382	epa region 9		88	superfund		338
greenhouse gases		347	epa air quality san francisco		86	arsenic		324
san jose air quality today		347	us environmental protection agency		86	mercury		321
airnow san francisco		342	epa staff directory		85	oakland		317
recycling		336	epa certification		84	sacramento		314
livermore air quality		336	epa drinking water standards		82	mold		293
ca air quality		335	epa region 10		78	glyphosate		265

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	November, 2018
air quality map		323
santa rosa air quality		302
california air quality map		295
airnow california		295
npdes		294
pfas		293
air quality sacramento		292
aqi san jose		287
aqi san francisco		282
aqi sacramento		252
https://airnow.gov/		250
rcra		249
air quality san rafael		239
air quality index california		238
how to get rid of bed bugs		238
safe drinking water act		238
stockton air quality		235
cercla		228
air quality oakland		227
aqi		224
air quality bay area		223
airnow sf		218
air quality santa rosa		218
bay area air quality		217
napa air quality		216

Top 26-50 Branded Keywords	by sessions	November, 2018
epa oig		78
epa region 5		76
epa pfas		74
epa tri		73
epa region 1		69
epa directory		68
epa swmm		66
epa aqs		66
epa envirofacts		65
epa label review manual		65
epa superfund sites		65
epa pria		63
epa superfund		63
epa echo		62
usepa rsl		61
epa approves dicamba		61
epa regulations		59
usepa rsls		57
epa ap-42		57
epa aqi		55
epa climate change		55
epa news		54
epa noi		54
epa nci		54
epa helena montana		54

Top 26-50 Internal Search Terms	by searches	November, 2018
airnow		265
san jose		263
water pollution		257
tsca		256
chico		256
air quality index		254
voc		253
plastic		251
greenhouse effect		244
air quality alerts		240
santa rosa		238
hazardous waste		234
pesticides		228
fracking		227
air		227
rcra		226
safe drinking water act		221
ddt		217
santa cruz		215
greenhouse gases		205
iris		204
carbon monoxide		202
pfas		198
water quality		196
climate change action plan		195

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