

Referral Channel Metrics

Sessions by Channel	% of all sessions	December, 2018	change from prior month	
Direct Sessions	12%	938,199	-632,924	▼ -40.3%
Branded Search	1%	47,039	-8,511	▼ -15.3%
Non-Branded Search	2%	156,203	-88,231	▼ -36.1%
Search Term Not Provided	32%	2,519,486	-4,501,135	▼ -64.1%
Social Media Referrals	1%	43,341	-66,119	▼ -60.4%
Other Referrals	53%	4,190,492	-5,676,290	▼ -43.8%
% New Sessions this month		December, 2018	change from prior month	
Direct Sessions	14%	70.8%	4.7%	▲ 7.1%
Branded Search	0%	19.6%	-1.6%	▼ -7.4%
Non-Branded Search	1%	42.4%	-1.0%	▼ -2.2%
Search Term Not Provided	31%	59.3%	14.0%	▲ 30.8%
Social Media Referrals	1%	73.8%	6.3%	▼ -157427.6%
Other Referrals	52%	59.3%	10.8%	▲ 22.1%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	December, 2018	change from prior month	
	42.6%	1.7%	▲ 4.1%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/fuels-registration-reporting-and-compli:	73.0%	N/A	▲ N/A
www.epa.gov/smartgrowth	67.4%	2.5%	▲ 3.9%
www.epa.gov/greeningepa	66.1%	N/A	▲ N/A

Resource Directories (OneEPA Web)

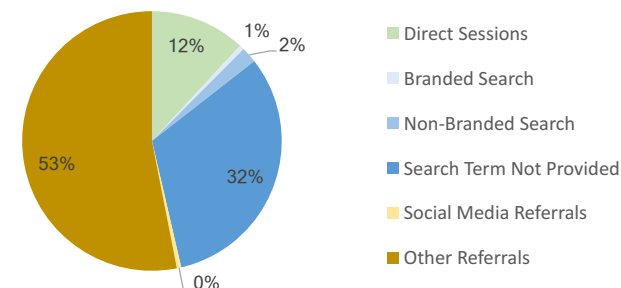
Bounce Rate: all Resource Directories	December, 2018	change from prior month	
	39.2%	1.1%	▲ 2.9%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/flint	77.1%	N/A	▲ N/A
www.epa.gov/uog	71.9%	-2.0%	▼ -2.8%
www.epa.gov/tsca-screening-tools	71.5%	N/A	▲ N/A

Exits from Search Results

Number of Exits	December, 2018	change from prior month	
	20,507	-18,719	▼ -47.7%
Exit Rate = Exits / Views of Search Results	13.1%	-3.6%	▼ -21.6%

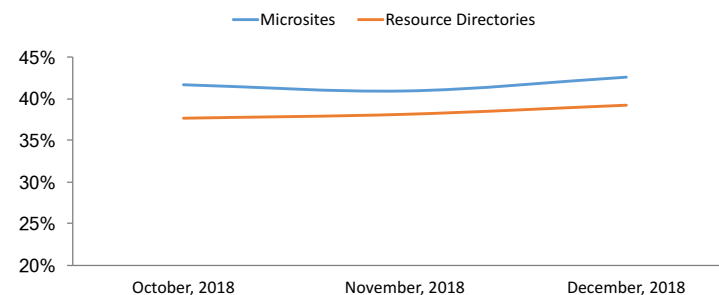
Sessions by Channel

December, 2018

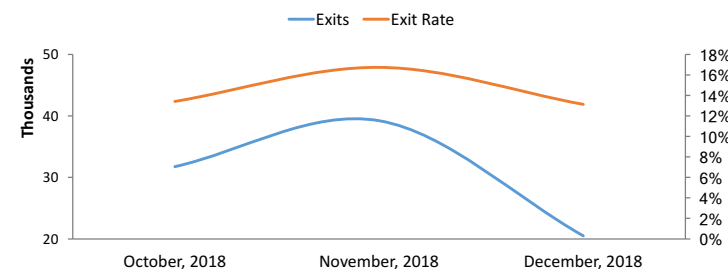


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	December, 2018
m.facebook.com	/		18,973
links.govdelivery.com	/		14,268
duckduckgo.com	/		13,298
en.wikipedia.org	/		7,587
ecosia.org	/		4,529
facebook.com	/		3,873
pubchem.ncbi.nlm.nih.gov	/		3,545
airnow.gov	/		3,399
cn.bing.com	/		3,223
mrsoshouse.com	/ext/dechol.html		3,190
l.facebook.com	/		3,074
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,381
rollamunicipalutilities.org	/		2,177
serviceauthority.org	/		2,018
co.okaloosa.fl.us	/ws/home		1,934
en.m.wikipedia.org	/		1,764
catalog.data.gov	/		1,717
smcmua.org	/		1,639
executivecoveweather.com	/usa2.htm		1,610
midwestderm.com	/		1,530

Top 1-25 Non-Branded Keywords	by sessions	December, 2018
bed bugs	516	
acid rain	489	
clean water act	484	
clean air act	478	
ap-42	355	
tsca	283	
envirofacts	276	
pfas	262	
greenhouse gases	236	
npdes	232	
rcra	220	
amazon	220	
radon	219	
safe drinking water act	188	
recycling	178	
npdes permit	177	
cercla	170	
uv index	167	
how to get rid of bed bugs	158	
what is acid rain	151	
ap 42	135	
ap42	133	
ppls	128	
causes of climate change	128	
tsca inventory	117	

Top 1-25 Branded Keywords	by sessions	December, 2018
epa	3,265	
environmental protection agency	522	
usepa	474	
us epa	380	
epa clean water rules	258	
epanet	175	
epa rsls	132	
epa region 6	123	
united states environmental protection agency	118	
epa iris	115	
epa rsl	106	
epa echo	95	
epa waste codes	90	
epa superfund sites	88	
epa staff directory	87	
epa envirofacts	85	
epa aqs	83	
epa region 10	83	
epa locator	81	
epa news	81	
epa oig	80	
epa jobs	78	
epa rmp	73	
epa regulations	72	
epa wotus	71	

Top 1-25 Internal Search Terms	by searches	December, 2018
climate change	2,199	
global warming	629	
radon	495	
lead	393	
sites production files signpost cc	379	
clean water act	370	
air pollution	350	
asbestos	336	
acid rain	299	
clean air act	291	
mold	240	
superfund	231	
mercury	231	
water	230	
ozone	214	
rcra	212	
recycling	211	
coal	206	
air quality	202	
glyphosate	191	
voc	174	
hazardous waste	174	
arsenic	173	
pesticides	173	
tsca	164	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	December, 2018
fifra		111
naaqs		109
carbon footprint calculator		106
e-manifest		103
rcra online		98
enviromapper		98
sustainability		97
nepassist		94
environmental education		93
swppp		93
environmental justice		93
spcc		92
lcp chemicals site		91
ap-42 emissions factors		91
bedbugs		90
formaldehyde		89
wotus		87
wifa		84
bed bugs treatment		82
benefits of recycling		80
radon testing		80
moves		79
asbestos		78
universal waste		78
epcra		78

Top 26-50 Branded Keywords	by sessions	December, 2018
https://www3.epa.gov/carbon-footprint-calculator/		70
epa website		70
epa region 8		68
epa list of lists		67
epa region 4		66
epa region 3		63
epa green book		63
epa swmm		63
epa directory		62
epa rcra		62
epa region 5		61
epa pria		57
epa 24c		56
epa label review manual		56
epa pfas		55
epa drinking water standards		53
epa region 9		52
epa region 8 org chart		52
us environmental		52
epa brownfields		51
epa noi		51
epa superfund		51
epa region 1		51
epa radon		50
epa region 10 sips		50

Top 26-50 Internal Search Terms	by searches	December, 2018
greenhouse gases		157
mcl		156
carbon monoxide		154
plastic		152
drinking water		151
greenhouse effect		149
water pollution		148
epanet		147
pfas		146
formaldehyde		145
carbon footprint		143
cryptosporidium		142
bed bugs		140
greenhouse gas		139
iris		136
carbon dioxide		133
vinyl flooring		130
cercla		128
jobs		127
benzene		126
pm2.5		125
swmm		125
ddt		124
food waste		121
spcc		120

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