

Referral Channel Metrics

Sessions by Channel	% of all sessions	January, 2019	change from prior month
Direct Sessions	13%	1,098,794	160,595 ▲ 17.1%
Branded Search	1%	53,951	6,912 ▲ 14.7%
Non-Branded Search	2%	184,832	28,629 ▲ 18.3%
Search Term Not Provided	31%	2,712,101	192,615 ▲ 7.6%
Social Media Referrals	0%	39,322	-4,019 ▼ -9.3%
Other Referrals	53%	4,645,158	454,666 ▲ 14.4%
% New Sessions this month		January, 2019	change from prior month
Direct Sessions	15%	73.7%	3.0% ▲ 4.2%
Branded Search	0%	21.8%	2.2% ▲ 11.2%
Non-Branded Search	1%	43.7%	1.3% ▲ 3.0%
Search Term Not Provided	31%	62.8%	3.5% ▲ 5.9%
Social Media Referrals	1%	79.6%	5.8% ▼ -157579.5%
Other Referrals	52%	62.7%	3.3% ▲ 5.6%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	January, 2019	change from prior month
	41.9%	-0.6% ▼ -1.5%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances		
www.epa.gov/fuels-registration-reporting-and-compli:	68.6%	-4.5% ▼ -6.1%
www.epa.gov/smartgrowth	65.7%	-1.6% ▼ -2.4%
espanol.epa.gov/	64.4%	N/A ▲ N/A

Resource Directories (OneEPA Web)

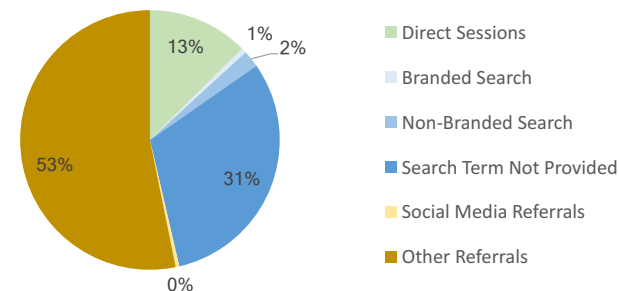
Bounce Rate: all Resource Directories	January, 2019	change from prior month
	38.6%	-0.6% ▼ -1.5%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances		
www.epa.gov/flint	76.6%	0.0% ► 0.0%
www.epa.gov/uog	73.9%	0.0% ► 0.0%
www.epa.gov/tsca-screening-tools	72.3%	N/A ▲ N/A

Exits from Search Results

Number of Exits	January, 2019	change from prior month
	2,752	-17,755 ▼ -86.6%
Exit Rate = Exits / Views of Search Results	13.6%	0.4% ▲ 3.2%

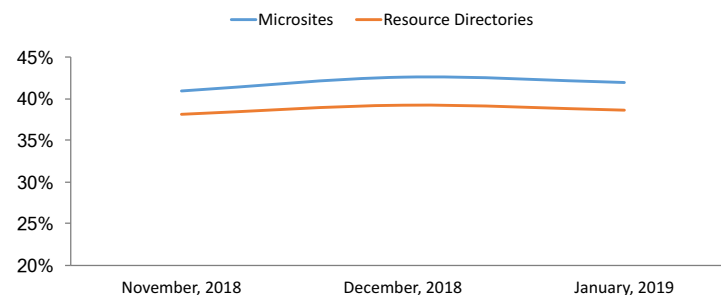
Sessions by Channel

January, 2019

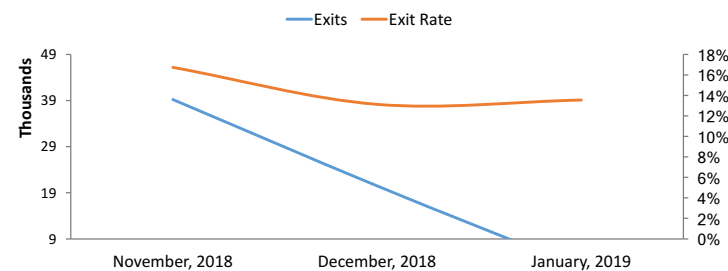


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	January, 2019
m.facebook.com	/		18,345
duckduckgo.com	/		10,341
links.govdelivery.com	/		8,306
en.wikipedia.org	/		7,643
ecosia.org	/		4,521
pubchem.ncbi.nlm.nih.gov	/		3,951
facebook.com	/		2,782
cn.bing.com	/		2,747
serviceauthority.org	/		2,507
l.facebook.com	/		2,507
airnow.gov	/		2,413
rollamunicipalutilities.org	/		2,377
co.okaloosa.fl.us	/ws/home		2,376
en.m.wikipedia.org	/		2,212
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,116
energystar.gov	/		2,065
midwestderm.com	/		2,013
ewg.org	/tapwater/system.php		1,979
myokaloosa.com	/ws/home		1,822
smcmua.org	/		1,809

Top 1-25 Non-Branded Keywords	by sessions	January, 2019
clean water act	502	
ap-42	501	
bed bugs	471	
clean air act	459	
tsca	446	
acid rain	444	
pfas	359	
npdes	358	
rcra	343	
how to get rid of bed bugs	328	
tier ii reporting	306	
cercla	293	
greenhouse gases	256	
radon	254	
envirofacts	242	
tier 2 reporting	215	
what is acid rain	210	
tier ii	203	
radon testing	201	
npdes permit	187	
tier ii reporting requirements	178	
uv index	176	
recycling	174	
echo epa	163	
safe drinking water act	162	

Top 1-25 Branded Keywords	by sessions	January, 2019
epa	3,994	
epa echo	605	
us epa	590	
environmental protection agency	551	
usepa	522	
epanet	245	
epa echo database	193	
epa rsls	145	
united states environmental protection agency	137	
epa rsl	119	
epa list of lists	118	
epa tier ii	113	
epa website	112	
epa waste codes	108	
epa iris	104	
epa region 6	102	
epa jobs	93	
epa region 4	92	
epa region 5	91	
epa region 1	90	
us environmental protection agency	90	
epa ap-42	90	
epa region 10	87	
epa shutdown	84	
epa registration number lookup	82	

Top 1-25 Internal Search Terms	by searches	January, 2019
climate change	2,262	
radon	606	
global warming	490	
sites production files signpost cc	476	
lead	399	
water	370	
clean water act	358	
acid rain	352	
asbestos	346	
mold	317	
recycling	294	
air pollution	279	
clean air act	256	
tsca	227	
voc	222	
rcra	221	
mercury	218	
superfund	211	
pesticides	208	
ozone	208	
air	196	
water cycle	188	
air quality	178	
tier ii	176	
waste	175	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	January, 2019
ap42		161
fifra		158
sustainability		152
causes of climate change		146
rcra online		146
epcra		139
fairbanks air quality		139
amazon		131
spcc		130
tsca inventory		129
ap-42 emissions factors		125
ap 42		122
40 cfr		121
formaldehyde		120
bedbugs		116
naaqs		110
sw-846		107
radon gas		102
swppp		102
environmental justice		101
superfund		100
tsca regulations		100
swmm		99
are ozone air purifiers bad for you		99
enviromapper		95

Top 26-50 Branded Keywords	by sessions	January, 2019
epa superfund sites		80
epa tri		79
epa rmp		79
epa region 8		79
epa swmm		77
epa envirofacts		75
epa list of lists 2018		74
https://www3.epa.gov/carbon-footprint-calculator/		72
epa npdes		72
epa region 9		72
epa radon		69
usepa rsls		68
us epa region 9		65
epa region 7		64
epa region 3		64
epa aqs		62
epa certification		60
epa green book		59
epa tier ii reporting		59
epa drinking water standards		59
epa guidance		58
epa staff directory		57
epa sw-846		57
epa ppls		55
epa wotus		54

Top 26-50 Internal Search Terms	by searches	January, 2019
glyphosate		173
pfas		165
water pollution		163
arsenic		161
bed bugs		158
aqi		157
hazardous waste		156
energy star		151
tier 2		148
greenhouse effect		147
pesticide		142
shutdown		141
ddt		141
echo		139
carbon dioxide		138
formaldehyde		137
internships		134
carbon footprint		133
data		133
coal		132
epanet		130
mcl		129
benzene		128
npdes		128
vinyl flooring		128

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