

Referral Channel Metrics

Sessions by Channel	% of all sessions	February, 2019	change from prior month
Direct Sessions	12%	1,148,649	49,855 ▲ 4.5%
Branded Search	1%	62,975	9,024 ▲ 16.7%
Non-Branded Search	2%	202,640	17,808 ▲ 9.6%
Search Term Not Provided	31%	2,879,199	167,098 ▲ 6.2%
Social Media Referrals	1%	52,275	12,953 ▲ 32.9%
Other Referrals	53%	4,951,390	306,232 ▲ 8.9%
% New Sessions this month		February, 2019	change from prior month
Direct Sessions	14%	70.3%	-3.4% ▼ -4.7%
Branded Search	0%	18.7%	-3.2% ▼ -14.5%
Non-Branded Search	1%	39.5%	-4.2% ▼ -9.5%
Search Term Not Provided	31%	59.6%	-3.2% ▼ -5.1%
Social Media Referrals	1%	76.8%	-2.8% ▼ -528994.3%
Other Referrals	52%	59.2%	-3.4% ▼ -5.5%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	February, 2019	change from prior month
	39.8%	-2.1% ▼ -5.1%
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%	0.0% ► 0.0%
www.epa.gov/smartgrowth	65.7%	0.0% ► 0.0%
espanol.epa.gov/	64.4%	N/A ▲ N/A

Resource Directories (OneEPA Web)

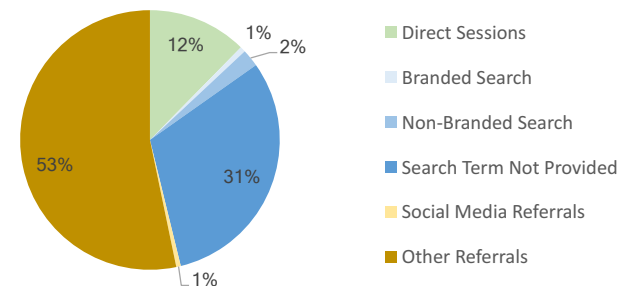
Bounce Rate: all Resource Directories	February, 2019	change from prior month
	38.6%	-0.6% ▼ -1.5%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances		
www.epa.gov/flint	76.0%	0.0% ► 0.0%
www.epa.gov/uog	73.4%	0.0% ► 0.0%
www.epa.gov/tsca-screening-tools	68.3%	N/A ▲ N/A

Exits from Search Results

Number of Exits	February, 2019	change from prior month
	19	-2,733 ▼ -99.3%
Exit Rate = Exits / Views of Search Results	26.0%	12.5% ▲ 92.1%

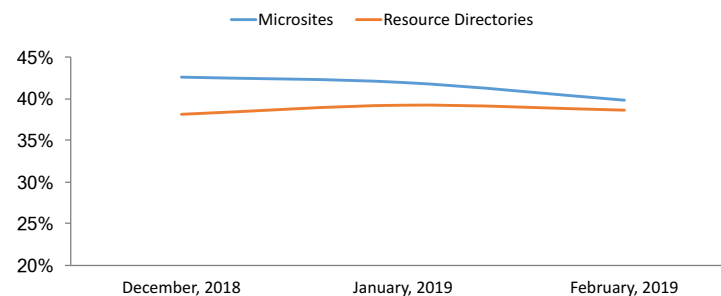
Sessions by Channel

February, 2019

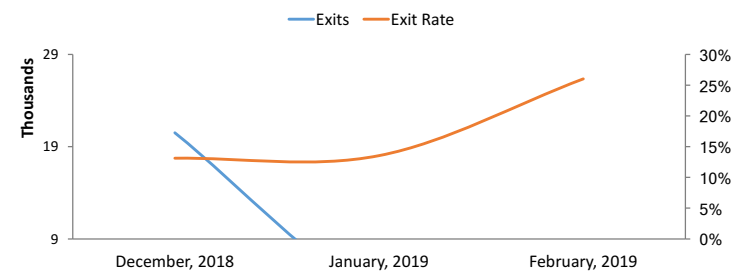


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	February, 2019
m.facebook.com	/		20,773
links.govdelivery.com	/		17,055
en.wikipedia.org	/		8,038
t.co	/M6WuFkSsWo		7,305
ecosia.org	/		5,788
pubchem.ncbi.nlm.nih.gov	/		4,103
facebook.com	/		3,540
westseattleblog.com	/west-seattle-weather/		3,504
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		3,059
l.facebook.com	/		3,045
rollamunicipalutilities.org	/		2,325
igrezadecu.com	/		2,267
gonintendo.com	/		2,206
en.m.wikipedia.org	/		2,201
serviceauthority.org	/		2,124
co.okaloosa.fl.us	/ws/home		2,034
cn.bing.com	/		2,005
catalog.data.gov	/		1,975
airnow.gov	/		1,917
nationalgeographic.com	/		1,756

Top 1-25 Non-Branded Keywords	by sessions	February, 2019
tier ii reporting	652	
amazon	639	
clean water act	573	
clean air act	530	
acid rain	488	
pfas	475	
ap-42	470	
tier ii	454	
tsca	420	
bed bugs	398	
tier 2 reporting	350	
npdes	337	
rcra	336	
cercla	328	
how to get rid of bed bugs	303	
radon	270	
envirofacts	237	
recycling	236	
echo epa	234	
epcra	230	
tier ii reporting requirements	230	
greenhouse gases	220	
safe drinking water act	209	
radon testing	202	
npdes permit	198	

Top 1-25 Branded Keywords	by sessions	February, 2019
epa	4,112	
epa echo	895	
environmental protection agency	587	
us epa	567	
usepa	489	
epanet	251	
epa list of lists	226	
epa tier ii	216	
epa echo database	186	
epa rsl	160	
epa pfas	156	
epa region 6	153	
epa rsls	143	
united states environmental protection agency	139	
epa locator	126	
epa region 1	120	
epa iris	119	
epa ap-42	117	
epa jobs	114	
epa swmm	110	
epa region 10	109	
epa news	109	
epa list of lists 2018	108	
epa superfund sites	102	
epa tier ii reporting	101	

Top 1-25 Internal Search Terms	by searches	February, 2019
climate change		1,900
radon		534
lead		533
global warming		461
asbestos		432
sites production files signpost cc		396
pfas		396
air pollution		391
clean water act		383
tier ii		356
clean air act		343
acid rain		337
tsca		336
rcra		322
mold		315
superfund		298
ozone		297
mcl		280
tier 2		278
water		275
recycling		271
green roofs		256
arsenic		249
mercury		223
pesticides		215

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	February, 2019
causes of climate change		193
tier 2		181
what is acid rain		170
rcra online		163
sustainability		156
uv index		153
tier ii submit 2018		153
ap 42		150
tier ii submit		142
tsca inventory		141
naaqs		140
formaldehyde		138
fifra		135
ap42		135
tier 2 submit		131
tier 2 reporting requirements		123
septic systems		122
ap-42 emissions factors		119
carbon footprint calculator		115
environmental justice		113
fairbanks air quality		110
reduce reuse recycle		108
superfund		107
spcc		107
rmp		107

Top 26-50 Branded Keywords	by sessions	February, 2019
epa envirofacts		100
epa tri		99
usepa rsls		94
epa staff directory		93
epa waste codes		90
epa rmp		88
epa aqs		84
epa drinking water standards		84
epa website		82
epa form 3540-16		80
epa region 8		79
epa region 9		77
epa wotus		75
epa rcra		75
epa region 7		74
epa regulations		73
epa region 3		71
epa guidance documents		71
https://www3.epa.gov		70
epa pfas action plan		69
epa pesticides		69
epa foia		69
epa region 4		68
epa region 1 npdes		66
epa green book		66

Top 26-50 Internal Search Terms	by searches	February, 2019
carbon monoxide		209
glyphosate		197
cercla		196
water pollution		194
3540-16		180
iris		180
voc		178
pollution		177
cdx		174
air quality		174
ddt		162
sterigenics		161
water cycle		161
love canal		158
benzene		157
coal		156
pesticide		151
carbon footprint		150
hazardous waste		147
formaldehyde		146
list of lists		142
tier ii reporting		140
plastic		139
drinking water		138
carbon dioxide		135

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