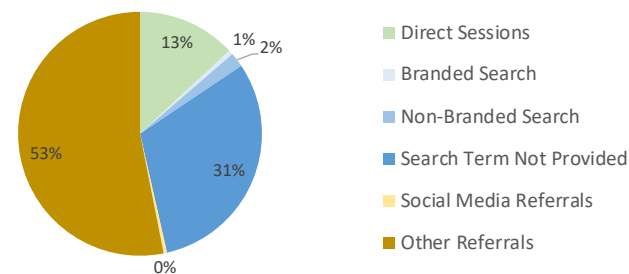


Referral Channel Metrics

Sessions by Channel		% of all sessions	March, 2019		change from prior month	
Direct Sessions		13%	1,441,800	293,151	▲	25.5%
Branded Search		1%	66,452	3,477	▲	5.5%
Non-Branded Search		2%	211,716	9,076	▲	4.5%
Search Term Not Provided		31%	3,403,115	523,916	▲	18.2%
Social Media Referrals		0%	49,287	-2,988	▼	-5.7%
Other Referrals		53%	5,857,969	906,579	▲	13.2%
% New Sessions this month			March, 2019		change from prior month	
Direct Sessions		16%	73.7%	3.4%	▲	4.8%
Branded Search		0%	18.7%	0.0%	▲	0.1%
Non-Branded Search		1%	41.0%	1.5%	▲	3.7%
Search Term Not Provided		30%	60.1%	0.5%	▲	0.8%
Social Media Referrals		1%	74.0%	-2.8%	▼	-3.8%
Other Referrals		52%	60.9%	1.7%	▲	2.8%

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.

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites

	March, 2019	change from prior month	
	45.8%	5.9%	▲ 14.9%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/radtown	59.0%	N/A	▲ N/A
www.epa.gov/	58.6%	N/A	▲ N/A
www.epa.gov/energy-independence	58.6%	0.5%	▲ 0.7%

Resource Directories (OneEPA Web)

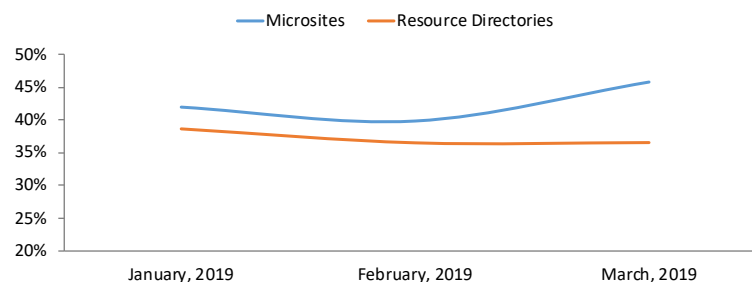
Bounce Rate: all Resource Directories

	March, 2019	change from prior month	
	36.5%	0.0%	▲ 0.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/uog	73.5%	0.0%	▶ 0.0%
www.epa.gov/flint	71.5%	0.0%	▶ 0.0%
www.epa.gov/tsca-screening-tools	68.6%	N/A	▲ N/A

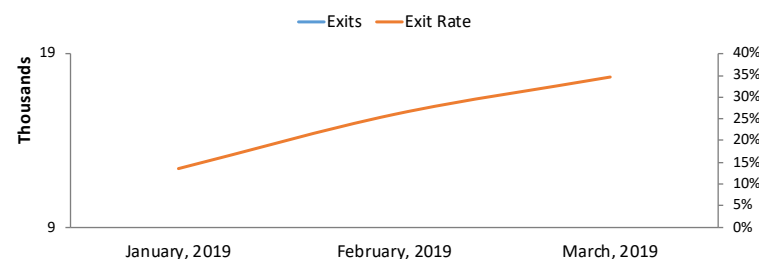
Exits from Search Results

	March, 2019	change from prior month	
Number of Exits	9	-10	▼ -52.6%
Exit Rate = Exits / Views of Search Results	34.6%	8.6%	▲ 33.0%

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	March, 2019
m.facebook.com	/		21,490
links.govdelivery.com	/		18,721
en.wikipedia.org	/		10,011
ecosia.org	/		7,723
pubchem.ncbi.nlm.nih.gov	/		5,949
facebook.com	/		3,862
cn.bing.com	/		3,717
l.facebook.com	/		3,549
npirspubli.ceris.purdue.edu	/ppis/eparegno.aspx		3,361
msn.com	/en-us/news/causes/12-facts-that-show-why-bottled-water-is-one-of-the-biggest-scams-of-the-century/ss-BBUYLP4		2,984
msn.com	/en-us/lifestyle/did-you-know/how-many-in-america/ss-BBtk2		2,701
nationalgeographic.com	/		2,588
en.m.wikipedia.org	/		2,508
rollamunicipalutilities.org	/		2,483
serviceauthority.org	/		2,447
co.okaloosa.fl.us	/ws/home		2,333
catalog.data.gov	/		2,310
drweil.com	/blog/health-tips/is-radon-coming-from-your-kitchen-counters/		2,127
myokaloosa.com	/ws/home		2,124
start.att.net	/news/read/article/business_insider-12_facts_that_show_why_bottled_water_is_one_of_the-newscred2/category/finance		2,115

Top 1-25 Non-Branded Keywords	by sessions	March, 2019	Top 1-25 Branded Keywords	by sessions	March, 2019	Top 1-25 Internal Search Terms	by searches	March, 2019
clean water act		635	epa		4,262	climate change		2,525
ap-42		626	epa echo		957	lead		644
amazon		596	environmental protection agency		652	radon		633
acid rain		548	us epa		641	global warming		622
clean air act		513	usepa		505	sites production files signpost cc		559
tsca		506	epanet		275	superfund		524
pfas		491	https://www3.epa.gov/carbon-footprint-calculator/		224	asbestos		480
bed bugs		423	epa iris		202	acid rain		472
cercla		348	epa locator		174	tsca		423
rcra		339	epa region 6		169	clean water act		414
npdes		337	epa rsls		164	air pollution		401
how to get rid of bed bugs		295	united states environmental protection agency		155	ozone		381
envirofacts		278	epa rsl		138	clean air act		371
recycling		257	epa ap-42		131	mcl		361
uv index		252	epa region 8		125	water		351
causes of climate change		249	epa echo database		122	recycling		343
greenhouse gases		243	epa jobs		122	mold		332
safe drinking water act		242	epa staff directory		121	arsenic		302
what is acid rain		227	epa envirofacts		110	glyphosate		291
npdes permit		227	us environmental protection agency		106	carbon monoxide		284
radon		224	epa region 10		105	mercury		282
tsca inventory		223	epa region 3		104	pesticides		267
nepa		212	epa tri		101	voc		257
tier ii reporting		210	usepa sw846 quinoline		100	formaldehyde		251
radon testing		204	epa pfas		99	water pollution		248

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	March, 2019	Top 26-50 Branded Keywords	by sessions	March, 2019	Top 26-50 Internal Search Terms	by searches	March, 2019
ap42		187	epa list of lists		98	plastic		245
formaldehyde		186	epa superfund		96	rcra		236
sustainability		173	epa pfas action plan		93	jobs		220
echo epa		168	usepa rsl		93	pfas		214
epcra		159	epa swmm		91	pollution		206
ap 42		159	epa drinking water standards		87	what is climate change		206
sw-846		152	epa echo database		87	greenhouse gases		203
rcra online		151	epa greenbook		87	particulate matter		203
swmm		143	usepa rsls		83	air quality		201
tier 2 reporting		143	epa website		81	epanet		184
naaqs		141	epa rmp		81	benzene		178
carbon footprint calculator		128	epa registration number lookup		79	echo		174
bedbugs		126	epa region 9		79	waste		173
superfund		125	epa region 1		78	iris		172
life cycle of mosquito		124	epa region 7		76	carbon dioxide		170
reduce reuse recycle		124	epa usa		73	grants		169
tier ii		120	epanet download		73	tri		168
particulate matter		120	epa wotus		71	carbon footprint		166
nepassist		117	epa region 4		69	greenhouse effect		164
ejscreen		116	epa ejsscreen		69	hazardous waste		163
ddt		116	epa economics		69	superfund sites		161
fifra		114	epa news		68	cercla		156
tsca regulations		114	epa oig		67	swmm		154
nepa assist		114	epa region 5		66	food waste		152
ap-42 emissions factors		113	epa retention		65	water quality		151

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