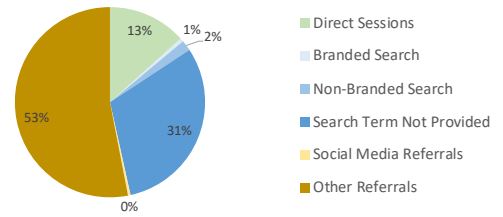


Referral Channel Metrics

Sessions by Channel	% of all sessions	April, 2019	change from prior month	
Direct Sessions	13%	1,577,898	136,098	▲ 9.4%
Branded Search	1%	67,402	950	▲ 1.4%
Non-Branded Search	2%	211,859	143	▲ 0.1%
Search Term Not Provided	31%	3,637,835	234,720	▲ 6.9%
Social Media Referrals	0%	50,620	1,333	▲ 2.7%
Other Referrals	53%	6,263,865	405,896	▲ 4.8%
% New Sessions this month				
Direct Sessions	16%	75.6%	1.9%	▲ 2.5%
Branded Search	0%	18.6%	-0.1%	▼ -0.3%
Non-Branded Search	1%	40.2%	-0.8%	▼ -2.0%
Search Term Not Provided	29%	59.0%	-1.0%	▼ -1.7%
Social Media Referrals	1%	73.3%	-0.7%	▼ -0.9%
Other Referrals	52%	61.0%	0.1%	▲ 0.1%

Sessions by Channel April, 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.

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	April, 2019	change from prior month	
	54.1%	8.4%	▲ 18.3%
3 highest Bounce Rates for MS homepages			
for microsites with at least 1,000 entrances			
www.epa.gov/	71.9%	13.3%	▲ 22.6%
www.epa.gov/radtown	59.1%	0.1%	▲ 0.1%
www.epa.gov/smartgrowth	58.3%	N/A	N/A

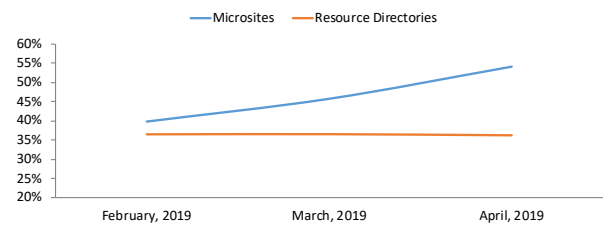
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	April, 2019	change from prior month	
	36.2%	-0.3%	▼ -0.8%
3 highest Bounce Rates for RD homepages			
for directories with at least 1,000 entrances			
www.epa.gov/flint	72.0%	0.0%	▶ 0.0%
www.epa.gov/uog	71.4%	0.0%	▶ 0.0%
www.epa.gov/tsc-screening-tools	70.3%	N/A	N/A

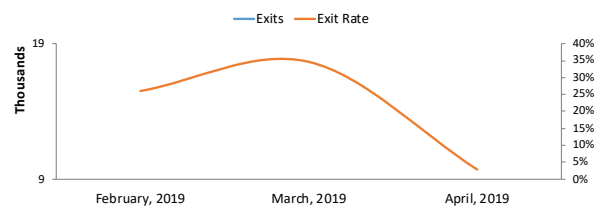
Exits from Search Results

Number of Exits	April, 2019	change from prior month	
	1	-8	▼ -88.9%
Exit Rate = Exits / Views of Search Results	2.9%	-31.8%	▼ -91.7%

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months





Top 20 Non-EPA Referral Pages		by sessions	April, 2019
m.facebook.com	/		20,937
links.govdelivery.com	/		18,827
en.wikipedia.org	/		10,520
ecosia.org	/		9,252
pubchem.ncbi.nlm.nih.gov	/		6,917
facebook.com	/		3,830
cn.bing.com	/		3,686
l.facebook.com	/		3,305
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		3,221
medicalnewstoday.com	/articles/306838.php		2,759
en.m.wikipedia.org	/		2,672
nationalgeographic.com	/		2,653
ecosia.org	/search		2,575
catalog.data.gov	/		2,392
serviceauthority.org	/		2,361
rollamunicipalutilities.org	/		2,270
cdc.gov	/mrsa/community/environment/index.html		2,191
co.okaloosa.fl.us	/ws/home		2,148
discoverwater.org	/explore-watersheds/		2,087
midwestderm.com	/		1,998

Top 1-25 Non-Branded Keywords	by sessions	April, 2019
clean water act		624
clean air act		559
pfas		520
ap-42		509
uv index		501
tsca		487
acid rain		442
earth day		438
npdes		383
bed bugs		381
cercla		344
how to get rid of bed bugs		337
rcra		334
recycling		326
does the us epa regulate cross-cutting issues?		319
greenhouse gases		275
radon		269
envirofacts		261
npdes permit		243
causes of climate change		240
tsca inventory		235
safe drinking water act		233
rcra online		224
echo epa		219
amazon		218

Top 1-25 Branded Keywords	by sessions	April, 2019
epa		4,547
epa echo		885
environmental protection agency		741
us epa		649
usepa		424
https://www3.epa.gov/carbon-footprint-		397
epa iris		203
epa locator		195
epa ap-42		180
epa echo database		179
epanet		168
epa staff directory		155
epa aqs		148
united states environmental protection agency		140
epa rsl		134
epa region 6		133
epa ppls		129
epa pfas		126
epa region 10		120
epa superfund		120
epa region 8		116
epa jobs		116
epa list of lists		115
usepa sw846 quinoline		115
epa air qualit		109

Top 1-25 Internal Search Terms	by searches	April, 2019
climate change		2,797
global warming		793
radon		708
lead		684
clean water act		570
asbestos		557
air pollution		525
acid rain		511
superfund		502
recycling		502
clean air act		459
tsca		425
ozone		398
mold		376
bed bugs		333
water		327
pesticides		326
mercury		305
water pollution		302
glyphosate		286
voc		278
carbon footprint		276
rcra		271
pfas		267
pollution		265

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	April, 2019
sustainability		202
radon testing		186
ap42		182
what is acid rain		174
carbon footprint calculator		170
superfund		163
ap 42		162
reduce reuse recycle		155
ppls		151
climate change		146
epcra		145
tsca regulations		144
formaldehyde		138
nepassist		127
septic systems		126
composting		126
wifia		125
environmental justice		125
toxic release inventory		123
epa's npm pwss funding recommendation section 8.23		119
recycle city		117
naaqs		116
how to kill bed bugs		115
recycle		114
nepa		113

Top 26-50 Branded Keywords	by sessions	April, 2019
epa rsls		107
epa region 5		99
epa region 1		96
epa region 7		95
epa echo database		94
epa region 9		94
epa superfund sites		94
epa rmp		90
epa tri		90
epa envirofacts		89
epa oce		89
epa registration number lookup		88
epa inert finder		84
usepa rsl		82
us environmental		80
epa region 4		76
epa drinking water		74
epa website		72
epa hap list		70
epa oig		68
epa sw-846		66
epa region 3		66
epa retention		65
epa scram		65
epa tsca		64

Top 26-50 Internal Search Terms	by searches	April, 2019
mcl		248
plastic		245
arsenic		231
earth day		225
carbon monoxide		222
training		220
what is climate change		219
air quality		218
particulate matter		216
cercla		206
formaldehyde		203
npdes		200
hazardous waste		200
waste		200
epanet		194
ddt		193
jobs		192
environmental justice		189
greenhouse gases		183
grants		177
greenhouse effect		177
food waste		176
iris		174
spcc		171
drinking water		171

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