

Referral Channel Metrics

Sessions by Channel	% of all sessions	May, 2019	change from prior month	
Direct Sessions	13%	1,463,812	-115,082	▼ -7.3%
Branded Search	1%	65,178	-2,189	▼ -3.2%
Non-Branded Search	2%	202,794	-9,002	▼ -4.3%
Search Term Not Provided	31%	3,527,397	-109,832	▼ -3.0%
Social Media Referrals	0%	51,804	1,194	▲ 2.4%
Other Referrals	53%	5,997,923	-265,980	▼ -4.3%
% New Sessions this month		May, 2019	change from prior month	
Direct Sessions	15%	74.6%	-0.9%	▼ -1.2%
Branded Search	0%	18.4%	-0.2%	▼ -1.3%
Non-Branded Search	1%	40.5%	0.4%	▲ 0.9%
Search Term Not Provided	30%	61.3%	2.2%	▲ 3.8%
Social Media Referrals	1%	74.2%	0.9%	▲ 1.2%
Other Referrals	52%	62.1%	1.1%	▲ 1.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	May, 2019	change from prior month	
	56.8%	2.7%	▲ 5.0%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartgrowth	63.1%	N/A	▲ N/A
www.epa.gov/greenvehicles	60.8%	N/A	▲ N/A
www.epa.gov/	74.4%	-11.1%	▲ 3.5%

Resource Directories (OneEPA Web)

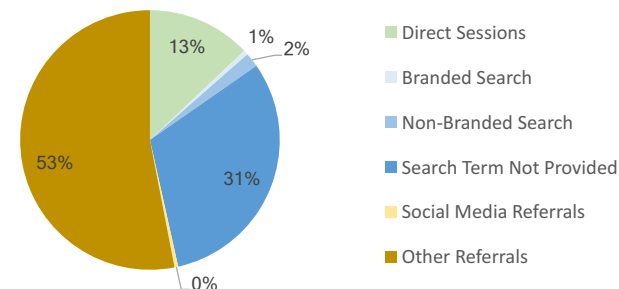
Bounce Rate: all Resource Directories	May, 2019	change from prior month	
	36.5%	0.3%	▲ 0.7%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/uog	74.3%	0.0%	► 0.0%
www.epa.gov/flint	70.6%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	69.6%	1.0%	► 0.0%

Exits from Search Results

Number of Exits	May, 2019	change from prior month	
Exit Rate = Exits / Views of Search Results	0	-1	▼ -100.0%
	#DIV/0!	#DIV/0!	↑↑↑↑ #DIV/0!

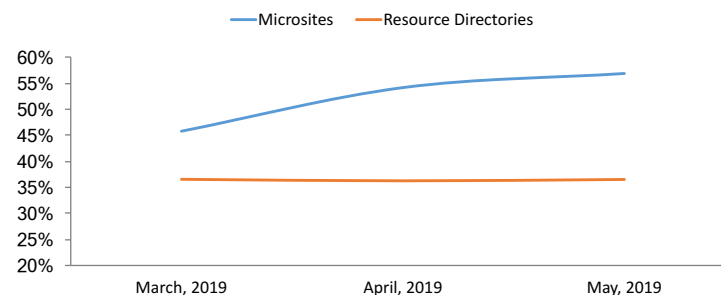
Sessions by Channel

May, 2019

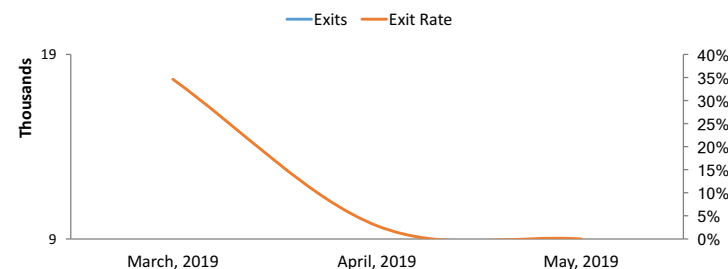


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	May, 2019
m.facebook.com	/		22,873
links.govdelivery.com	/		18,181
en.wikipedia.org	/		9,567
ecosia.org	/		9,029
pubchem.ncbi.nlm.nih.gov	/		6,269
facebook.com	/		4,107
cdc.gov	/westnile/prevention/index.html		3,838
cn.bing.com	/		3,804
nytimes.com	/interactive/2019/04/30/dining/climate-change-food-eating-habits.html		3,715
en.m.wikipedia.org	/		3,475
l.facebook.com	/		3,129
news.n2y.com	/viewer/view		3,112
npirspublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,892
ewg.org	/tapwater/system.php		2,856
medicalnewstoday.com	/articles/306838.php		2,771
nationalgeographic.com	/		2,732
almanac.com	/content/uv-index-scale		2,711
ecosia.org	/search		2,663
serviceauthority.org	/		2,566
co.okaloosa.fl.us	/ws/home		2,412

Top 1-25 Non-Branded Keywords	by sessions	May, 2019	Top 1-25 Branded Keywords	by sessions	May, 2019	Top 1-25 Internal Search Terms	by searches	May, 2019
uv index		657	epa		4,265	climate change		2,706
pfas		569	epa echo		878	global warming		738
acid rain		554	environmental protection agency		661	glyphosate		534
ap-42		540	us epa		599	radon		489
clean water act		517	usepa		469	lead		483
tsca		498	epanet		275	acid rain		429
clean air act		456	epa tri		230	air pollution		415
bed bugs		416	https://www3.epa.gov/carbon-footprint-calculator/		214	asbestos		400
npdes		339	epa pfas		199	tsca		367
25% 30%		333	epa iris		176	clean air act		360
how to get rid of bed bugs		333	epa staff directory		164	clean water act		341
rcra		328	epa region 6		153	water		303
greenhouse gases		318	united states environmental protection agency		151	ozone		296
envirofacts		306	epa ap-42		149	greenhouse effect		293
radon		277	epa list of lists		145	what is climate change		289
cercla		265	epa jobs		140	mold		285
ppls		257	epa echo database		134	recycling		275
echo epa		253	epa rsl		132	carbon footprint		256
tsca inventory		247	epa rsls		130	rcra		242
recycling		232	epa foia		126	pfas		240
npdes permit		228	epa superfund sites		121	water pollution		235
what is acid rain		214	epa ppls		115	tri		230
ozone		206	usepa sw846 quinoline		115	superfund		229
rcra online		206	epa region 4		108	voc		226
nepa assist		196	epa envirofacts		108	pesticides		219

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	May, 2019
radon testing		191
safe drinking water act		186
septic systems		178
ap 42		176
causes of climate change		167
superfund		161
tsca regulations		159
epcra		149
ap-42 emissions factors		147
sustainability		145
carbon footprint calculator		141
ej screen		132
wifia		130
spcc regulations		129
ap42		127
naaqs		127
tri reporting		125
spcc		122
glyphosate		122
sw-846		120
environmental management system		113
sftp - epa		112
bed bugs treatment		110
ppls epa		108
rmp comp		106

Top 26-50 Branded Keywords	by sessions	May, 2019
epa rmp		106
epa locator		104
epa region 5		98
epa region 8		90
epa scram		90
epa tri reporting		87
epa website		87
epa hap list		84
epa region 9		84
epa pfas action plan		83
epa news		82
epa inert finder		82
epa region 10		81
epa region 1		79
epa region 7		78
epa certification		74
epa usa		73
epa superfund		72
epa drinking water		69
us environmental protection agency		69
epa regulations		68
epa tsca		68
epa boiler mact		65
epa aqs		65
epa oig		64

Top 26-50 Internal Search Terms	by searches	May, 2019
greenhouse gases		191
pollution		188
mercury		187
endangered species act		186
water cycle		181
arsenic		177
air quality		176
jobs		171
plastic		168
deforestation		167
hazardous waste		166
pesticide		162
formaldehyde		160
ddt		160
uv index		155
training		154
epanet		147
benzene		146
climate		146
	608	144
carbon dioxide		142
carbon footprint calculator		141
waste		140
bed bugs		138
npdes		138

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