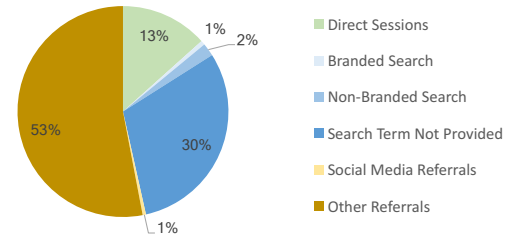


## Referral Channel Metrics

| Sessions by Channel       | % of all sessions | June, 2019 | change from prior month |          |
|---------------------------|-------------------|------------|-------------------------|----------|
| Direct Sessions           | 13%               | 1,245,887  | -218,990                | ▼ -14.9% |
| Branded Search            | 1%                | 61,667     | -3,466                  | ▼ -5.3%  |
| Non-Branded Search        | 2%                | 184,903    | -17,827                 | ▼ -8.8%  |
| Search Term Not Provided  | 30%               | 2,842,244  | -684,516                | ▼ -19.4% |
| Social Media Referrals    | 1%                | 47,189     | -4,599                  | ▼ -8.9%  |
| Other Referrals           | 53%               | 4,940,160  | -1,057,805              | ▼ -18.7% |
| % New Sessions this month |                   | June, 2019 | change from prior month |          |
| Direct Sessions           | 16%               | 74.1%      | -0.4%                   | ▼ -0.6%  |
| Branded Search            | 0%                | 17.2%      | -1.2%                   | ▼ -6.7%  |
| Non-Branded Search        | 1%                | 37.3%      | -3.3%                   | ▼ -8.1%  |
| Search Term Not Provided  | 30%               | 61.1%      | -0.2%                   | ▼ -0.3%  |
| Social Media Referrals    | 1%                | 75.7%      | 1.5%                    | ▲ 2.0%   |
| Other Referrals           | 52%               | 61.6%      | -0.5%                   | ▼ -0.8%  |

| Sessions by Channel | June, 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                                                          | June, 2019 | change from prior month |        |
|--------------------------------------------------------------------------------------|------------|-------------------------|--------|
|                                                                                      | 58.5%      | 1.6%                    | ▲ 2.9% |
| 3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances |            |                         |        |
| www.epa.gov/                                                                         | 77.3%      | 2.9%                    | ▲ 3.9% |
| www.epa.gov/smartgrowth                                                              | 67.2%      | 4.1%                    | ▲ 6.5% |
| www.epa.gov/greenvehicles                                                            | 65.0%      | N/A                     | ▲ N/A  |

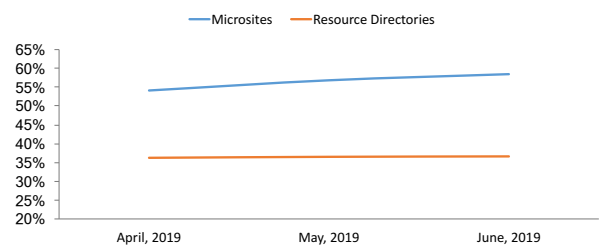
### Resource Directories (OneEPA Web)

| Bounce Rate: all Resource Directories                                                 | June, 2019 | change from prior month |        |
|---------------------------------------------------------------------------------------|------------|-------------------------|--------|
|                                                                                       | 36.6%      | 0.1%                    | ▲ 0.3% |
| 3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances |            |                         |        |
| www.epa.gov/uog                                                                       | 69.5%      | 0.0%                    | ► 0.0% |
| www.epa.gov/tsca-screening-tools                                                      | 68.9%      | 0.0%                    | ► 0.0% |
| www.epa.gov/flint                                                                     | 67.7%      | N/A                     | ▲ N/A  |

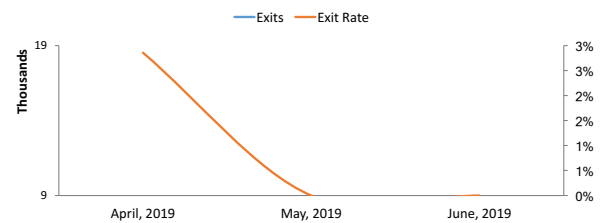
## Exits from Search Results

| Number of Exits                             | June, 2019 | change from prior month |              |
|---------------------------------------------|------------|-------------------------|--------------|
|                                             | 0          | 0                       | ↑↑↑↑ #DIV/0! |
| Exit Rate = Exits / Views of Search Results | #DIV/0!    | #DIV/0!                 | ↑↑↑↑ #DIV/0! |

### Bounce Rate trend for last 3 months



### Search Exit trend for last 3 months



| Top 20 Non-EPA Referral Pages       |                                                            | by sessions | June, 2019 |
|-------------------------------------|------------------------------------------------------------|-------------|------------|
| m.facebook.com                      | /                                                          |             | 21,309     |
| links.govdelivery.com               | /                                                          |             | 14,779     |
| en.wikipedia.org                    | /                                                          |             | 7,461      |
| pubchem.ncbi.nlm.nih.gov            | /                                                          |             | 6,619      |
| ecosia.org                          | /                                                          |             | 6,324      |
| almanac.com                         | /content/uv-index-scale                                    |             | 3,798      |
| news.ycombinator.com                | /                                                          |             | 3,743      |
| cn.bing.com                         | /                                                          |             | 3,397      |
| en.m.wikipedia.org                  | /                                                          |             | 3,344      |
| facebook.com                        | /                                                          |             | 3,131      |
| www.almanac-com.cdn.ampproject.org/ |                                                            |             | 3,117      |
| npispublic.ceris.purdue.edu         | /ppis/eparegno.aspx                                        |             | 2,764      |
| l.facebook.com                      | /                                                          |             | 2,743      |
| serviceauthority.org                | /                                                          |             | 2,627      |
| medicalnewstoday.com                | /articles/306838.php                                       |             | 2,591      |
| co.okaloosa.fl.us                   | /ws/home                                                   |             | 2,390      |
| mommynearest.com                    | /article/how-a-bed-bug-scare-changed-how-my-family-travels |             | 2,309      |
| ewg.org                             | /tapwater/system.php                                       |             | 2,173      |
| myokaloosa.com                      | /ws/home                                                   |             | 2,077      |
| cdc.gov                             | /mrsa/community/environment/index.html                     |             | 1,998      |

| Top 1-25 Non-Branded Keywords | by sessions | June, 2019 | Top 1-25 Branded Keywords                     | by sessions | June, 2019 | Top 1-25 Internal Search Terms                            | by searches | June, 2019 |
|-------------------------------|-------------|------------|-----------------------------------------------|-------------|------------|-----------------------------------------------------------|-------------|------------|
| ap-42                         |             | 626        | epa                                           |             | 3,880      | climate change                                            |             | 1,084      |
| uv index                      |             | 599        | epa echo                                      |             | 979        | radon                                                     |             | 430        |
| pfas                          |             | 573        | environmental protection agency               |             | 639        | lead                                                      |             | 362        |
| bed bugs                      |             | 511        | us epa                                        |             | 584        | tri                                                       |             | 347        |
| tsca                          |             | 436        | epa tri                                       |             | 487        | asbestos                                                  |             | 290        |
| clean water act               |             | 415        | usepa                                         |             | 404        | mold                                                      |             | 286        |
| envirofacts                   |             | 404        | epa list of lists                             |             | 295        | global warming                                            |             | 267        |
| how to get rid of bed bugs    |             | 372        | epa pfas                                      |             | 203        | tsca                                                      |             | 262        |
| clean air act                 |             | 366        | epa echo database                             |             | 192        | glyphosate                                                |             | 234        |
| tri reporting                 |             | 337        | epa tri reporting                             |             | 158        | pfas                                                      |             | 212        |
| rcra                          |             | 316        | epa locator                                   |             | 147        | npdes rainfall erosivity factor calculator small construc |             | 208        |
| tri                           |             | 306        | epa rsls                                      |             | 141        | voc                                                       |             | 190        |
| npdes                         |             | 298        | epanet                                        |             | 138        | water                                                     |             | 185        |
| pppls                         |             | 294        | united states environmental protection agency |             | 134        | clean water act                                           |             | 172        |
| acid rain                     |             | 277        | epa rsl                                       |             | 128        | air pollution                                             |             | 166        |
| npdes permit                  |             | 273        | epa tri guidance                              |             | 127        | rcra                                                      |             | 164        |
| cercla                        |             | 267        | epa region 6                                  |             | 125        | cdx                                                       |             | 162        |
| amazon                        |             | 249        | epa envirofacts                               |             | 124        | bed bugs                                                  |             | 161        |
| tsca inventory                |             | 234        | epa scram                                     |             | 123        | pesticides                                                |             | 160        |
| echo epa                      |             | 211        | epa jobs                                      |             | 118        | jobs                                                      |             | 153        |
| radon                         |             | 195        | epa iris                                      |             | 107        | superfund                                                 |             | 150        |
| ozone                         |             | 187        | epa ap-42                                     |             | 105        | recycling                                                 |             | 147        |
| safe drinking water act       |             | 184        | epa region 10                                 |             | 104        | acid rain                                                 |             | 146        |
| ap 42                         |             | 178        | epa foia                                      |             | 100        | clean air act                                             |             | 143        |
| septic systems                |             | 174        | epa region 1                                  |             | 99         | ace                                                       |             | 141        |

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.

## Agency Web Traffic: Content Discovery Report

| Top 26-50 Non-Branded Keywords | by sessions | June, 2019 | Top 26-50 Branded Keywords              | by sessions | June, 2019 | Top 26-50 Internal Search Terms            | by searches | June, 2019 |
|--------------------------------|-------------|------------|-----------------------------------------|-------------|------------|--------------------------------------------|-------------|------------|
| epcra                          |             | 170        | epa region 4                            |             | 98         | uv index                                   |             | 138        |
| ap42                           |             | 168        | epa staff directory                     |             | 97         | mercury                                    |             | 128        |
| recycling                      |             | 168        | epa region 5                            |             | 94         | agriculture                                |             | 126        |
| ap-42 emissions factors        |             | 167        | usepa sw846 quinoline                   |             | 92         | iris                                       |             | 124        |
| toxic release inventory        |             | 166        | epa drinking water                      |             | 91         | arsenic                                    |             | 123        |
| greenhouse gases               |             | 165        | epa inert finder                        |             | 85         | grants                                     |             | 123        |
| tri-meweb                      |             | 152        | epa region 9                            |             | 82         | training                                   |             | 122        |
| pfas chemicals                 |             | 150        | epa region 7                            |             | 82         | ozone                                      |             | 118        |
| trimeweb                       |             | 150        | epa sab                                 |             | 81         | swmm                                       |             | 116        |
| rcra online                    |             | 146        | epa aqs                                 |             | 80         | plastic                                    |             | 115        |
| form r                         |             | 135        | epa ecotox                              |             | 78         | hazardous waste                            |             | 114        |
| formaldehyde                   |             | 129        | epa region 8                            |             | 77         | formaldehyde                               |             | 114        |
| tier ii reporting              |             | 125        | epa webfire                             |             | 75         | echo                                       |             | 114        |
| radon testing                  |             | 121        | epa website                             |             | 75         | spcc                                       |             | 112        |
| how to kill bed bugs           |             | 120        | epa superfund sites                     |             | 74         | benzene                                    |             | 112        |
| naaqs                          |             | 118        | epa oig                                 |             | 73         |                                            | 609         | 111        |
| bed bugs treatment             |             | 116        | epa texas                               |             | 72         | vinyl flooring                             |             | 110        |
| ejscreen                       |             | 113        | epa narrative water quality standards   |             | 72         | epanet                                     |             | 106        |
| rmp comp                       |             | 110        | epa certification                       |             | 72         | protect your family from lead in your home |             | 106        |
| tsca regulations               |             | 110        | epa rmp                                 |             | 72         | r22                                        |             | 105        |
| spcc regulations               |             | 110        | epa region 3                            |             | 70         | composting                                 |             | 103        |
| universal waste                |             | 109        | epa epcra, rmp & oil information center |             | 67         | aermod                                     |             | 101        |
| rmp                            |             | 109        | epa ppis                                |             | 67         | npdes                                      |             | 98         |
| form r reporting               |             | 107        | usepa rsl                               |             | 67         | drinking water                             |             | 97         |
| fifra                          |             | 104        | epa boiler mact                         |             | 65         | air quality                                |             | 97         |

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