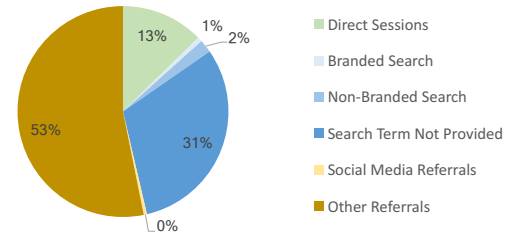


Referral Channel Metrics

Sessions by Channel	% of all sessions	July, 2019	change from prior month	
Direct Sessions	13%	1,137,879	-108,008	▼ -8.7%
Branded Search	1%	62,582	915	▲ 1.5%
Non-Branded Search	2%	180,113	-4,790	▼ -2.6%
Search Term Not Provided	31%	2,787,072	-55,172	▼ -1.9%
Social Media Referrals	0%	43,646	-3,543	▼ -7.5%
Other Referrals	53%	4,780,289	-159,871	▲ 1.9%
% New Sessions this month		July, 2019	change from prior month	
Direct Sessions	15%	74.0%	-0.1%	▼ -0.2%
Branded Search	0%	18.4%	1.2%	▲ 7.0%
Non-Branded Search	1%	39.3%	2.0%	▲ 5.4%
Search Term Not Provided	30%	61.4%	0.3%	▲ 0.4%
Social Media Referrals	1%	77.5%	1.7%	▲ 2.3%
Other Referrals	52%	61.7%	0.1%	▲ 0.1%

Sessions by Channel July, 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	July, 2019	56.5%	-2.0%	▼	-3.3%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances					
www.epa.gov/	74.5%	-2.8%	▼	-3.6%	
www.epa.gov/heat-islands	64.7%	N/A	▲	N/A	
www.epa.gov/smartgrowth	64.2%	-2.5%	▼	-4.4%	

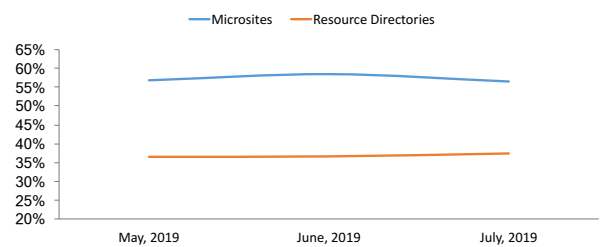
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	July, 2019	37.4%	0.8%	▲	2.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances					
www.epa.gov/tsca-screening-tools	71.0%	0.0%	▶	0.0%	
www.epa.gov/flint	67.4%	0.0%	▶	0.0%	
www.epa.gov/aqs	66.6%	N/A	▲	N/A	

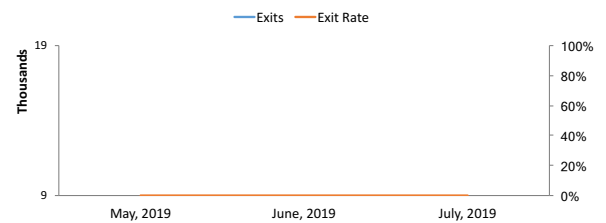
Exits from Search Results

Number of Exits	July, 2019	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	July, 2019
m.facebook.com	/		22,197
links.govdelivery.com	/		16,127
pubchem.ncbi.nlm.nih.gov	/		8,292
en.wikipedia.org	/		7,169
almanac.com	/content/uv-index-scale		3,900
en.m.wikipedia.org	/		3,196
cn.bing.com	/		3,133
facebook.com	/		3,050
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		3,016
baidu.com	/		2,877
serviceauthority.org	/		2,857
www.almanac-com.cdn.ampproject.org/v/s/www.almanac.com/content/uv-index-scale			2,647
co.okaloosa.fl.us	/ws/home		2,447
l.facebook.com	/		2,329
cdc.gov	/mrsa/community/environment/index.html		2,238
myokaloosa.com	/ws/home		2,197
ewg.org	/tapwater/system.php		2,173
medicalnewstoday.com	/articles/306838.php		2,088
rollamunicipalutilities.org	/		2,037
midwestderm.com	/		2,028

Top 1-25 Non-Branded Keywords	by sessions	July, 2019
uv index		687
pfas		613
bed bugs		555
ap-42		469
tsca		442
clean water act		426
how to get rid of bed bugs		423
pppls		419
clean air act		394
npdes		364
rcra		344
envirofacts		344
echo epa		298
cercla		244
npdes permit		221
tsca inventory		215
acid rain		209
ap42		192
safe drinking water act		188
us beach pollution		187
greenhouse gases		177
recycling		175
list of		160
ejscreen		159
ap 42		157

Top 1-25 Branded Keywords	by sessions	July, 2019
epa		4,018
epa echo		943
environmental protection agency		650
us epa		489
usepa		464
epa echo database		215
epa list of lists		195
epa rsl		188
epa pfas		186
epa region 6		164
epa locator		157
epa jobs		152
epanet		147
epa iris		144
epa pppls		139
epa envirofacts		128
united states environmental protection agency		122
epa region 4		115
epa superfund sites		108
epa green book		105
epa region 9		97
epa rsls		96
epa region 3		96
epa drinking water standards		95
usepa sw846 quinoline		94

Top 1-25 Internal Search Terms	by searches	July, 2019
climate change		1,228
asbestos		363
lead		346
mold		337
radon		324
tsca		279
pfas		243
global warming		214
rcra		210
voc		204
clean water act		199
glyphosate		198
chlorpyrifos		195
water		192
superfund		185
clean air act		183
pesticides		179
bed bugs		176
ozone		170
jobs		163
uv index		159
vinyl flooring		157
hazardous waste		156
recycling		156
npdes		139

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	July, 2019
septic systems		156
superfund sites		150
epcra		143
tsca regulations		140
radon		139
how to kill bed bugs		134
bedbugs		133
acid		133
sw-846		131
pfas chemicals		130
mvecp fee regulations		128
ap-42 emissions factors		127
causes of climate change		124
efast		123
amazon		121
formaldehyde		120
superfund		113
dioxin		113
mosquito life cycle		112
rcra online		108
sustainability		107
wifia		107
final fy 2019 pwss grant formula allotments		107
fifra		106
40 cfr		101

Top 26-50 Branded Keywords	by sessions	July, 2019
epa region 7		90
epa tri		90
epa certification		89
epa oig		88
epa region 5		88
epa rcra		87
epa aqs		86
epa region 1		85
epa staff directory		85
epa sab		81
epa registration		81
epa ap-42		79
epa memo 1a		77
epa website		77
epa region 8		76
epa osdbu		74
epa brownfields		74
epa scram		73
epa region 10		71
epa rsl tables		69
epa texas		68
epa tsca		67
epa foia		66
epa grants		65
usepa rsl		64

Top 26-50 Internal Search Terms	by searches	July, 2019
training		136
mercury		134
air pollution		133
epanet		133
spcc		132
r22		129
plastic		128
	608	126
pesticide		126
formaldehyde		120
waste		120
forms		118
protect your family from lead in your home		117
	609	117
grants		115
cercla		114
drinking water		108
acid rain		104
echo		103
air quality		103
iris		102
swmm		102
tri		102
section 608 technician certification programs		98
pm2.5		98

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.