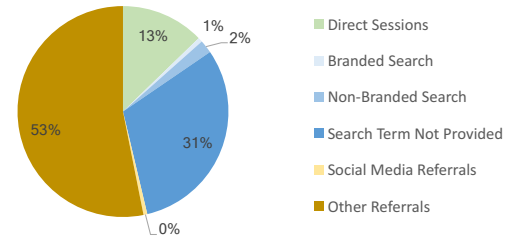


Referral Channel Metrics

Sessions by Channel		% of all sessions	August, 2019	change from prior month	
Direct Sessions	13%		1,119,491	-18,388 ▼	-1.6%
Branded Search	1%		59,904	-2,678 ▼	-4.3%
Non-Branded Search	2%		176,891	-3,222 ▼	-1.8%
Search Term Not Provided	31%		2,706,700	-80,372 ▼	-2.9%
Social Media Referrals	1%		51,341	7,695 ▲	17.6%
Other Referrals	53%		4,662,544	-117,745 ▼	-3.7%
% New Sessions this month			August, 2019	change from prior month	
Direct Sessions	15%		74.3%	0.4% ▲	0.5%
Branded Search	0%		19.1%	0.7% ▲	4.1%
Non-Branded Search	1%		40.2%	0.9% ▲	2.3%
Search Term Not Provided	30%		61.8%	0.4% ▲	0.7%
Social Media Referrals	1%		80.0%	2.6% ▲	3.2%
Other Referrals	52%		62.2%	0.5% ▲	0.9%

Sessions by Channel	August, 2019
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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		August, 2019	change from prior month	
		54.9%	-1.6% ▼	-2.9%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/ccr	62.1%	N/A ▲	N/A	N/A
www.epa.gov/	71.6%	-2.9% ▼	-3.9%	
www.epa.gov/smartway	60.5%	N/A ▲	N/A	N/A

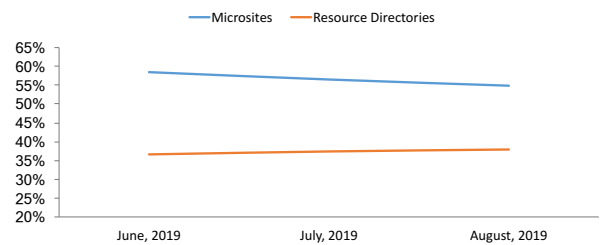
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories		August, 2019	change from prior month	
		37.9%	0.5% ▲	1.4%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/tsca-screening-tools	70.4%	0.0% ►	0.0%	
www.epa.gov/cyanohabs	66.7%	N/A ▲	N/A	N/A
www.epa.gov/agriculture	64.4%	2.3% ►	0.0%	

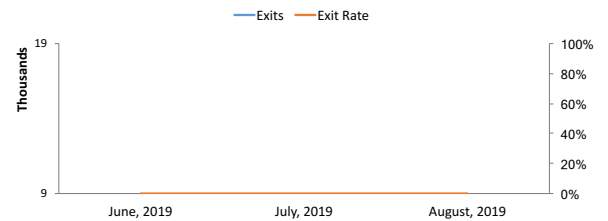
Exits from Search Results

Number of Exits		August, 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	August, 2019
m.facebook.com	/		28,496
links.govdelivery.com	/		19,218
pubchem.ncbi.nlm.nih.gov	/		7,693
en.wikipedia.org	/		6,693
yahoo.com	/lifestyle/michigan-is-latest-state-to-warn-residents-of-deadly-mosquitoborne-virus-following-3-possible-human-cases-203154311.html		6,209
facebook.com	/		3,965
baidu.com	/		3,736
en.m.wikipedia.org	/		3,155
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,879
cn.bing.com	/		2,725
almanac.com	/content/uv-index-scale		2,662
co.okaloosa.fl.us	/ws/home		2,547
l.facebook.com	/		2,523
serviceauthority.org	/		2,506
strongstart.eoe.mass.gov	/CoursesLive/7a8c54b56a9811e9a9a30683e33026b0/scormcontent/index.html		2,209
myokaloosa.com	/ws/home		2,131
midwestderm.com	/		2,067
cdc.gov	/mrsa/community/environment/index.html		2,041
ewg.org	/tapwater/system.php		1,975
www.almanac-com.cdn.ampproject.org/v/s/www.almanac.com/content/uv-index-scale			1,876

Top 1-25 Non-Branded Keywords	by sessions	August, 2019	Top 1-25 Branded Keywords	by sessions	August, 2019	Top 1-25 Internal Search Terms	by searches	August, 2019
pfas		863	epa		3,892	climate change		961
bed bugs		645	epa echo		914	radon		390
tsca		521	environmental protection agency		660	clean water act		373
clean water act		489	us epa		552	asbestos		355
ap-42		470	usepa		418	lead		339
how to get rid of bed bugs		449	united states environmental protection agency		193	mold		315
uv index		381	epa list of lists		172	glyphosate		308
clean air act		368	epa region 6		154	tsca		261
rcra		325	epa region 4		150	global warming		244
envirofacts		323	epa echo database		144	rcra		231
npdes		310	epa locator		134	clean air act		218
ppis		308	epa ap-42		132	methane		217
acid rain		290	epa ppis		130	pfas		214
amazon		280	epa pfas		126	jobs		203
cercla		276	epa oig		123	water		196
npdes permit		219	epanet		122	superfund		193
radon		213	usepa cwms data		117	voc		187
tsca inventory		208	epa rsl		117	bed bugs		171
echo epa		190	epa superfund sites		110	formaldehyde		167
safe drinking water act		188	epa jobs		107	benzene		160
causes of climate change		181	epa region 7		100	pesticides		157
ap42		171	epa iris		99	protect your family from lead in your home		154
factors that cause climate change		170	epa certification		97	recycling		154
acid		166	epa region 10		96	8700-12		154
pfas chemicals		160	usepa sw846 quinoline		91	cercla		153

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	August, 2019
rcra online		152
ejscreen		150
recycling		139
sw-846		136
how to kill bed bugs		132
sustainability		131
mvecp fee regulations		131
septic systems		130
bed bugs treatment		130
spcc		126
bedbugs		125
ap 42		125
efast		123
propoer role of epa see employees in financial transactio		122
envirofacts database		121
formaldehyde		116
epcra		115
tscra regulations		109
watersense		107
greenhouse gases		105
rmpp		104
endangered species act		101
what is acid rain		99
cwa		97
naaqs		97

Top 26-50 Branded Keywords	by sessions	August, 2019
epa region 5		87
epa rcra		87
epa region 9		82
epa staff directory		82
epa rsls		79
epa registration number lookup		78
epa website		76
epa form 8700-12		73
epa tsca		73
epa region 3		73
epa drinking water		73
epa tri		72
epa r10		72
epa envirofacts		70
epa sorn 44		69
epa scram		69
epa regulations		67
epa aqs		67
epa nata		65
epa rmp		65
usepa echo		64
epa superfund		64
epa employee		64
epa hap list		62
epa dashboard		61

Top 26-50 Internal Search Terms	by searches	August, 2019
hazardous waste		152
r22		151
carbon footprint		151
grants		144
training		143
ozone		143
vinyl flooring		133
	608	132
fifra		129
air pollution		127
pesticide		127
forms		125
npdes		124
safe drinking water act		122
endangered species act		121
mercury		119
plastic		114
spcc		113
ethylene oxide		111
epanet		107
arsenic		107
section 608 technician certification programs		106
echo		106
40 cfr		104
drinking water		104

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