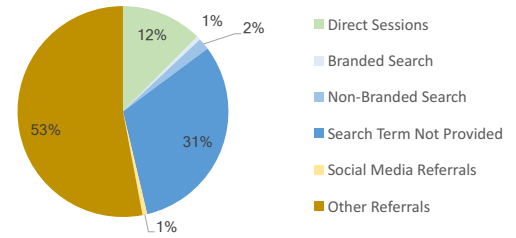


Referral Channel Metrics

Sessions by Channel	% of all sessions	September, 2019	change from prior month	
Direct Sessions	12%	1,271,152	130,351	▲ 11.4%
Branded Search	1%	59,401	-796	▼ -1.3%
Non-Branded Search	2%	183,354	4,548	▲ 2.5%
Search Term Not Provided	31%	3,217,884	461,385	▲ 16.7%
Social Media Referrals	1%	72,881	20,088	▲ 38.1%
Other Referrals	53%	5,412,808	666,994	▲ 9.2%
% New Sessions this month		September, 2019	change from prior month	
Direct Sessions	15%	75.6%	1.1%	▲ 1.5%
Branded Search	0%	19.8%	0.6%	▲ 3.0%
Non-Branded Search	1%	42.8%	2.4%	▲ 5.9%
Search Term Not Provided	31%	63.5%	1.5%	▲ 2.4%
Social Media Referrals	1%	81.3%	1.1%	▲ 1.3%
Other Referrals	52%	64.0%	1.5%	▲ 2.5%

Sessions by Channel	September, 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	September, 2019	change from prior month	
	52.3%	-2.8%	▼ -5.0%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/ccr	63.9%	1.9%	▲ 3.1%
www.epa.gov/	68.0%	-3.9%	▼ -5.5%
www.epa.gov/p2week	62.7%	N/A	▲ N/A

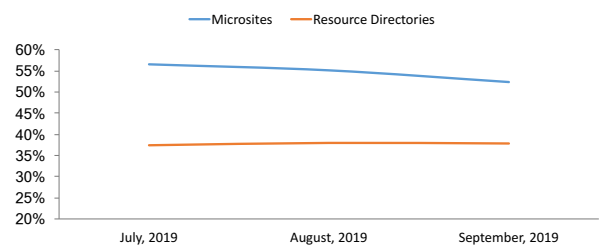
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	September, 2019	change from prior month	
	37.8%	-0.1%	▼ -0.3%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/uog	71.1%	0.0%	► 0.0%
www.epa.gov/flint	69.2%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	75.6%	-6.4%	► 0.0%

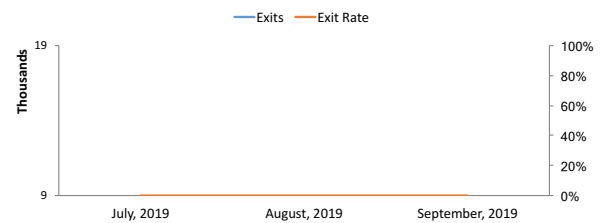
Exits from Search Results

Number of Exits	September, 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	September, 2019
m.facebook.com	/		44,336
links.govdelivery.com	/		13,315
pubchem.ncbi.nlm.nih.gov	/		10,274
en.wikipedia.org	/		8,212
facebook.com	/		4,464
baidu.com	/		4,070
cdc.gov	/easternequineencephalitis/gen/pre.html		3,736
en.m.wikipedia.org	/		3,540
cn.bing.com	/		3,511
l.facebook.com	/		3,473
ewg.org	/tapwater/system.php		3,153
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,707
co.okaloosa.fl.us	/ws/home		2,605
serviceauthority.org	/		2,520
drainagesolutionsllc.net	/bio-tab-for-septic-systems/		2,406
nationalgeographic.com	/		2,306
myokaloosa.com	/ws/home		2,130
midwestderm.com	/		2,029
cdc.gov	/mrsa/community/environment/index.html		2,002
rollamunicipalutilities.org	/		1,741

Top 1-25 Non-Branded Keywords	by sessions	September, 2019
bed bugs	726	
pfas	709	
clean water act	548	
clean air act	508	
tsca	489	
how to get rid of bed bugs	455	
ap-42	378	
acid rain	363	
ppls	335	
npdes	300	
rcra	292	
uv index	281	
envirofacts	223	
cercla	221	
echo epa	217	
radon	210	
safe drinking water act	210	
greenhouse gases	183	
npdes permit	183	
ap42	168	
tsca inventory	168	
recycling	165	
radon testing	165	
sustainability	159	
lead based paint pamphlet 2019	149	

Top 1-25 Branded Keywords	by sessions	September, 2019
epa	3,945	
epa echo	760	
environmental protection agency	662	
us epa	508	
usepa	462	
epanet	186	
epa echo database	175	
epa list of lists	175	
epa region 5	159	
epa pfas	155	
epa ppls	155	
epa ap-42	155	
united states environmental protection agency	146	
epa rsls	143	
epa rsl	140	
epa region 6	127	
epa locator	126	
epa region 1	125	
epa oig	118	
epa envirofacts	113	
epa scram	109	
epa region 9	106	
epa jobs	106	
epa region 10	101	
epa region 3	99	

Top 1-25 Internal Search Terms	by searches	September, 2019
climate change	2,017	
clean water act	772	
lead	480	
acid rain	446	
clean air act	444	
global warming	423	
radon	391	
asbestos	386	
water	349	
tsca	310	
mold	298	
glyphosate	285	
green roofs	279	
water cycle	276	
air pollution	264	
superfund	262	
ozone	248	
rcra	247	
pfas	247	
voc	236	
diesel	219	
recycling	217	
carbon footprint	207	
methane	193	
pesticides	192	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	September, 2019
what is acid rain		144
carbon footprint calculator		144
formaldehyde		135
bedbugs		132
spcc		128
rcra online		126
how to kill bed bugs		120
ecotox		117
neshap		116
causes of climate change		114
national environmental policy act		113
ap 42		110
sw-846		109
ap-42 emissions factors		108
mvecp fee regulations		108
epcra		103
amazon		102
superfund site		99
pfas chemicals		99
ejscreen		97
40 cfr		96
environmental justice		96
naaqs		95
national response center		94
green chemistry		94

Top 26-50 Branded Keywords	by sessions	September, 2019
epa certification		96
epa website		94
epa strategic plan		92
epa region 4		91
epa staff directory		90
epa iris		88
epa green book		81
epa r10		79
epa drinking water		79
epa aqs		79
usepa echo		73
epa tri		73
epa superfund		72
epa tsca		70
epa water quality		66
epa ert edison, nj		66
epa mold		65
epa hap list		64
us environmental		64
epa superfund sites		63
epa amtic		60
epa carbon footprint calculator		60
epa form 8700-12		60
epa swmm		59
usepa cwms data		59

Top 26-50 Internal Search Terms	by searches	September, 2019
mercury		184
jobs		177
water pollution		175
benzene		174
hazardous waste		172
bed bugs		168
greenhouse effect		159
arsenic		159
greenhouse gases		159
formaldehyde		158
cercla		157
npdes		157
pesticide		157
waste		154
ddt		153
grants		152
mcl		152
plastic		151
air quality		151
epanet		150
vinyl flooring		142
training		140
safe drinking water act		140
nepa		139
carbon footprint calculator		138

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