



Lead Metrics Dashboard

Oct 1, 2019 - Oct 31, 2019

All Users
100.00% Sessions

How many people visited?

81,518

% of Total: 1.87% (4,370,075)



Avg. Time on Page

00:01:39

Avg for View: 00:01:44 (-5.29%)



Pages / Session

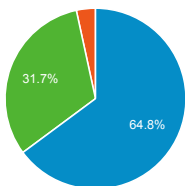
2.53

Avg for View: 2.55 (-0.65%)



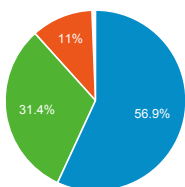
Is your audience mobile?

desktop mobile tablet



How people found this web area? (o...

organic (none) referral
display statesman_display
Other



Social media visitors:

Social Network	Sessions	New Users
Facebook	902	743
reddit	538	502
Twitter	223	139
Instagram Stories	20	20
LinkedIn	8	6

Top Pages in this Web Area

Page Title	Pageviews	Avg. Time on Page
Lead US EPA	24,474	00:01:00
Protect Your Family from Exposures to Lead Lead US EPA	21,254	00:02:32
Protect Your Family from Lead in Your Home Lead US EPA	17,756	00:01:59
Lead Renovation, Repair and Painting Program Lead US EPA	13,622	00:00:57
Real Estate Disclosures about Potential Lead Hazards Lead US EPA	9,974	00:01:07
Learn about Lead Lead US EPA	9,973	00:03:23
Apply For or Update Your Renovation Firm's Lead-Safe Certification Today! Lead US EPA	9,277	00:01:09
Protect Your Family from Lead in Your Home - Real Estate Disclosure Lead US EPA	8,423	00:00:31
Lead Renovation/Abatement Firm Certification Application or Update Lead US EPA	7,640	00:04:55
Renovation, Repair and Painting Program: Contractors Lead US EPA	6,978	00:02:41

Top PDFs for the web area

Event Label	Total Events
https://www.epa.gov/sites/production/files/2017-06/documents/pyf_color_landscap_format_2017_508.pdf	4,569
https://www.epa.gov/sites/production/files/2017-06/documents/pyf_bw_landscap_format_2017_508.pdf	2,492
https://www.epa.gov/sites/production/files/documents/selr_eng.pdf	2,196
https://www.epa.gov/sites/production/files/2017-06/documents/pyf_bw_booklet_format_2017_508.pdf	2,146
https://www.epa.gov/sites/production/files/2017-06/documents/pyf_color_booklet_format_2017_508.pdf	1,824
https://www.epa.gov/sites/production/files/documents/lesr_eng.pdf	1,132
https://www.epa.gov/sites/production/files/2017-06/documents/pyf_new_2-pg_supplement_for_older_pyf_june_2017_0.pdf	604
https://www.epa.gov/sites/production/files/documents/renovaterightbookletsept2011.pdf	423

What search terms led people here?...

Keyword	Sessions	New Users
lead based paint disclosure pdf	76	64
protect your family from lead in your home	67	56
epa lead	48	11
lead	44	27
amazon	42	42
epa	36	11
uvcb	36	0
epa lead certification	29	18
what is lead	22	17
epa lead based paint pamphlet	20	9

Searches within web area pages

Search Term	Total Unique Searches
protect your family from lead in your home	47
lead	30
asbestos	23
renovate right	21
lead abatement	18
lead base paint pamphlet	14
certification	12
rrp	12
recertification	11
firm certification	10

Top external sites that sent traffic h...

Source	Sessions	New Users
hud.gov	876	544
cdc.gov	665	326
m.facebook.com	639	587
reddit.com	468	435
homedepot.com	268	245

YouTube	7	4	https://www.epa.gov/sites/production/files/documents/fs-discl.pdf	385	t.co	218	137
Houzz	6	6	https://www.epa.gov/sites/production/files/2018-06/documents/nllap.pdf	314	lowes.com	211	196
Blogger	4	3			facebook.com	203	127
HootSuite	2	1			links.govdelivery.com	195	7
Pinterest	2	0			toxics.zendesk.com	185	3

Top EPA sites that sent traffic here

Previous Page Path	Pageviews
search.epa.gov/epasearch/index.html	2,245
epa.gov/index.html	1,729
epa.gov/home/pdf-files	1,536
cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmssearch	940
epa.gov/ground-water-and-drinking-water/basic-information-about-lead-drinking-water	900
epa.gov/enviro/facts/widgets/echo.html	817
epa.gov/criteria-air-pollutants	794
search.epa.gov/virtual/epasearch/index.html	743
cfpub.epa.gov/flpp/pub/index.cfm?do=main.firmssearchabatement	491
cfpub.epa.gov/flpp/pub/index.cfm?do=main.trainingssearch	409