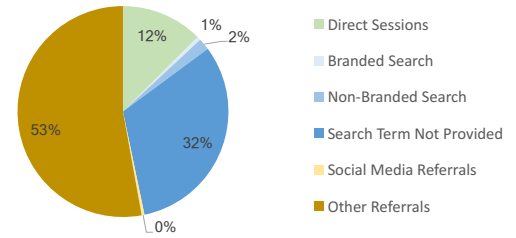


## Referral Channel Metrics

Sessions by Channel		% of all sessions	October, 2019	change from prior month	
Direct Sessions	13%		1,455,216	184,064	▲ 14.5%
Branded Search	1%		65,931	6,530	▲ 11.0%
Non-Branded Search	2%		207,387	24,033	▲ 13.1%
Search Term Not Provided	32%		3,703,419	485,535	▲ 15.1%
Social Media Referrals	0%		50,405	-22,476	▼ -30.8%
Other Referrals	53%		6,142,018	729,210	▲ 8.5%
% New Sessions this month			October, 2019	change from prior month	
Direct Sessions	15%		75.1%	-0.5%	▼ -0.7%
Branded Search	0%		20.0%	0.2%	▲ 1.0%
Non-Branded Search	1%		41.6%	-1.2%	▼ -2.8%
Search Term Not Provided	31%		61.2%	-2.3%	▼ -3.6%
Social Media Referrals	1%		75.1%	-6.2%	▼ -8.3%
Other Referrals	52%		62.3%	-1.7%	▼ -2.7%

Sessions by Channel	October, 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		October, 2019	change from prior month	
		51.5%	-0.8%	▼ -1.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/		66.8%	-1.1%	▼ -1.7%
www.epa.gov/ccr		59.3%	-4.7%	▼ -7.3%
www.epa.gov/smartgrowth		63.1%	N/A	▲ N/A

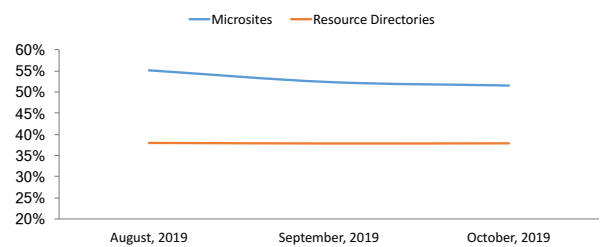
### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories		October, 2019	change from prior month	
		37.9%	0.0%	▲ 0.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/tsca-screening-tools		72.5%	0.0%	▶ 0.0%
www.epa.gov/flint		70.4%	0.0%	▶ 0.0%
www.epa.gov/uog		69.2%	N/A	▲ N/A

## Exits from Search Results

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

### Bounce Rate trend for last 3 months



### Search Exit trend for last 3 months

