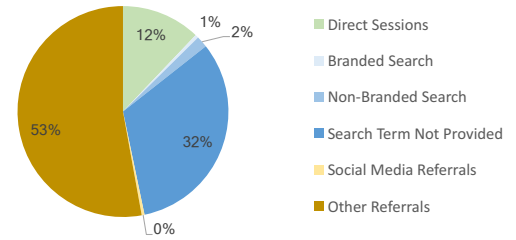


Referral Channel Metrics

Sessions by Channel	% of all sessions	November, 2019	change from prior month	
Direct Sessions	12%	1,266,650	-188,566	▼ -13.0%
Branded Search	1%	53,070	-12,861	▼ -19.5%
Non-Branded Search	2%	184,606	-22,781	▼ -11.0%
Search Term Not Provided	32%	3,384,408	-319,011	▼ -8.6%
Social Media Referrals	0%	45,292	-5,113	▼ -10.1%
Other Referrals	53%	5,529,533	-612,485	▼ -9.7%
% New Sessions this month		November, 2019	change from prior month	
Direct Sessions	15%	75.9%	0.8%	▲ 1.0%
Branded Search	0%	19.4%	-0.7%	▼ -3.3%
Non-Branded Search	1%	43.2%	1.6%	▲ 3.7%
Search Term Not Provided	31%	60.8%	-0.4%	▼ -0.6%
Social Media Referrals	1%	76.5%	1.4%	▲ 1.9%
Other Referrals	52%	62.2%	-0.1%	▼ -0.1%

Sessions by Channel	November, 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	November, 2019	change from prior month	
	52.8%	1.3%	▲ 2.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/	68.1%	N/A	▲ N/A
www.epa.gov/smartway	62.2%	N/A	▲ N/A
www.epa.gov/ejscreen	61.1%	N/A	▲ N/A

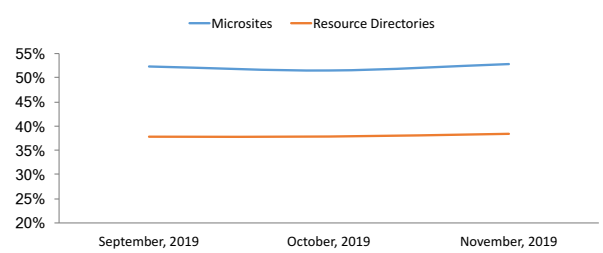
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	November, 2019	change from prior month	
	38.4%	0.6%	▲ 1.5%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/uog	70.9%	0.0%	► 0.0%
www.epa.gov/flint	69.1%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	73.1%	-4.1%	► 0.0%

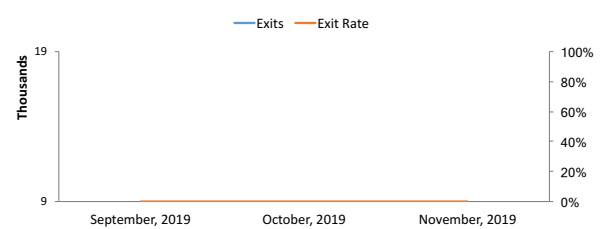
Exits from Search Results

Number of Exits	November, 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	November, 2019
lnks.gd	/		20,121
m.facebook.com	/		17,969
pubchem.ncbi.nlm.nih.gov	/		11,895
en.wikipedia.org	/		10,071
cn.bing.com	/		4,969
reddit.com	/r/AskReddit/comments/ds4fem/whats_a_very_disturbing_fact_almost_nobody_knows/		4,920
baidu.com	/		3,877
en.m.wikipedia.org	/		3,381
links.govdelivery.com	/		3,235
facebook.com	/		2,864
l.facebook.com	/		2,680
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx		2,432
co.okaloosa.fl.us	/ws/home		2,402
nationalgeographic.com	/		2,399
curbed.com	/a/how-to-live-sustainably		2,390
serviceauthority.org	/		2,326
ewg.org	/tapwater/system.php		2,154
myokaloosa.com	/ws/home		1,900
catalog.data.gov	/		1,885
midwestderm.com	/		1,845

Top 1-25 Non-Branded Keywords	by sessions	November, 2019
amazon	8,465	
pfas	609	
clean water act	558	
clean air act	490	
bed bugs	468	
ap-42	413	
tsca	412	
acid rain	373	
npdes	298	
greenhouse gases	287	
ppls	264	
envirofacts	262	
recycling	230	
rfs	223	
cercla	218	
rcra	209	
safe drinking water act	205	
radon	199	
causes of climate change	169	
ap42	162	
sustainability	159	
npdes permit	153	
comptox	149	
40 cfr	141	
echo epa	139	

Top 1-25 Branded Keywords	by sessions	November, 2019
epa	2,891	
epa echo	725	
environmental protection agency	555	
us epa	395	
usepa	347	
epa ppls	199	
epa locator	188	
united states environmental protection agency	181	
epanet	158	
epa rsl	150	
epa iris	140	
epa region 5	140	
epa echo database	138	
epa list of lists	130	
epa superfund sites	120	
epa region 6	116	
https://www3.epa.gov/carbon-footprint-calculator/	115	
epa strategic plan	112	
epa ap-42	102	
epa superfund	99	
epa staff directory	93	
epa rmp	88	
epa aqs	87	
epa significant emission increase	85	
epa jobs	84	

Top 1-25 Internal Search Terms	by searches	November, 2019
climate change	2,072	
lead	584	
global warming	554	
radon	478	
clean water act	432	
asbestos	385	
acid rain	382	
clean air act	359	
air pollution	348	
recycling	338	
what is climate change	315	
water	313	
pfas	285	
tsca	277	
pesticides	263	
mold	259	
superfund	255	
mercury	254	
rcra	245	
carbon monoxide	244	
ozone	238	
plastic	225	
arsenic	224	
water cycle	221	
glyphosate	208	

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	November, 2019	Top 26-50 Branded Keywords	by sessions	November, 2019	Top 26-50 Internal Search Terms	by searches	November, 2019
tsca inventory		139	epa region 4		84	ddt		200
environmental justice		137	epa rsls		84	grants		197
how to get rid of bed bugs		134	epa pfas		84	particulate matter		195
superfund		133	epa npdes		82	epanet		191
nepassist		128	epa oig		74	waste		190
formaldehyde		128	epa pfas action plan		71	formaldehyde		190
recycle city		127	epa drinking water		70	water pollution		187
what is acid rain		123	epa website		70	voc		182
clean air section 216		123	epa radon map		69	swmm		176
ozone layer		120	usepa rsl		69	iris		174
wetlands		120	epa scram		68	hazardous waste		172
mvecp fee regulations		117	epa ert edison, nj		68	pesticide		172
ap 42		117	epa e15 rule		68	air quality		172
epcra		114	epa region 9		67	carbon dioxide		171
radon testing		113	usepa echo		66	food waste		170
nepa assist		112	epa bppd pria codes		66	pollution		166
uv index scale usa		109	epa envirofacts		66	methane		161
uv index		108	epa region 8		65	sulfur dioxide		156
superfund site		108	epa form 8700-12		63	benzene		156
carbon footprint calculator		104	epa inert finder		61	carbon footprint		152
reduce reuse recycle		98	epa tri		61	cercla		147
rcra online		98	epa region 10		61	ground level ozone		146
epaag		98	epa swmm		58	greenhouse effect		143
composting		97	epa ap42		57	coal		143
agency		97	epa region 1		54	drinking water		141

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