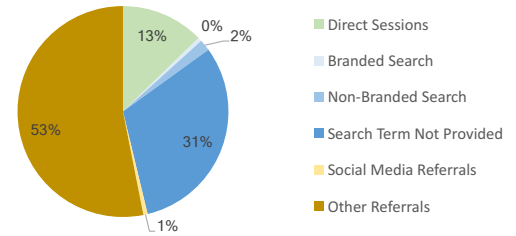


Referral Channel Metrics

Sessions by Channel		% of all sessions	January, 2020	change from prior month	
Direct Sessions	13%		1,297,273	263,909	▲ 25.5%
Branded Search	1%		60,475	13,592	▲ 29.0%
Non-Branded Search	2%		175,787	25,202	▲ 16.7%
Search Term Not Provided	31%		3,183,959	430,720	▲ 15.6%
Social Media Referrals	1%		66,528	28,368	▲ 74.3%
Other Referrals	53%		5,417,012	887,205	▲ 24.7%
% New Sessions this month			January, 2020	change from prior month	
Direct Sessions	15%		76.2%	1.2%	▲ 1.6%
Branded Search	0%		19.7%	0.8%	▲ 4.0%
Non-Branded Search	1%		39.1%	-1.9%	▼ -4.6%
Search Term Not Provided	30%		61.7%	1.5%	▲ 2.4%
Social Media Referrals	1%		82.6%	5.9%	▲ 7.2%
Other Referrals	53%		63.2%	1.5%	▲ 2.5%

Sessions by Channel	January, 2020
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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)

	January, 2020	change from prior month	
Bounce Rate: all Microsites	50.1%	-3.8%	▼ -7.1%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/	65.6%	-4.2%	▼ -6.1%
www.epa.gov/50	64.1%	N/A	▲ N/A
www.epa.gov/smartway	59.8%	4.5%	▲ 0.3%

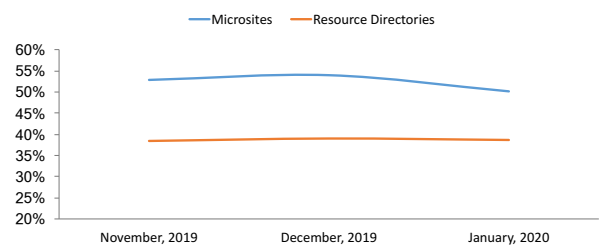
Resource Directories (OneEPA Web)

	January, 2020	change from prior month	
Bounce Rate: all Resource Directories	38.7%	-0.3%	▼ -0.9%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/aqs	78.0%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	75.0%	0.3%	▲ 0.5%
www.epa.gov/uog	74.7%	N/A	▲ N/A

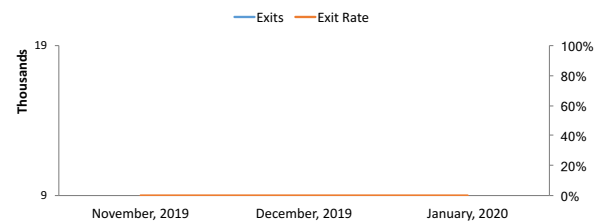
Exits from Search Results

	January, 2020	change from prior month	
Number of Exits	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	January, 2020
m.facebook.com	/		36,300
lnks.gd	/		23,569
pubchem.ncbi.nlm.nih.gov	/		10,611
en.wikipedia.org	/		9,005
facebook.com	/		4,453
baidu.com	/		3,454
en.m.wikipedia.org	/		3,284
l.facebook.com	/		2,935
cn.bing.com	/		2,871
npirspubli.ceris.purdue.edu	/ppis/eparegno.aspx		2,840
www-wpxi-com.cdn.ampproject.org	/v/s/www.wpxi.com/news/top-stories/bedbugs-how-detect-them-prevent-them-get-rid-them/SH3MUONFCVES5FSHEASKC32G4I/		2,745
co.okaloosa.fl.us	/ws/home		2,566
westseattleblog.com	/west-seattle-weather/		2,364
t.co	/0aVPseR9GM		2,327
myokaloosa.com	/ws/home		2,253
wwwnc.cdc.gov	/travel/page/avoid-bug-bites		2,237
ewg.org	/tapwater/system.php		2,187
thelibertyman.com	/		2,149
buzzfeednews.com	/article/danvergano/pfas-water-new-orleans-miami-philadelphia		2,063
npr.org	/2019/12/10/786867315/how-to-reduce-food-waste		2,051

Top 1-25 Non-Branded Keywords	by sessions	January, 2020	Top 1-25 Branded Keywords	by sessions	January, 2020	Top 1-25 Internal Search Terms	by searches	January, 2020
pfas		774	epa		3,216	climate change		1,871
ap-42		568	epa echo		934	radon		525
bed bugs		472	environmental protection agency		541	pfas		474
tsca		429	us epa		455	lead		452
clean water act		420	usepa		393	clean water act		447
clean air act		353	epa pplis		298	asbestos		434
ppls		347	epa list of lists		252	global warming		387
amazon		326	epa locator		212	acid rain		367
npdes		315	epa iris		174	water		352
acid rain		280	epanet		169	tsca		332
envirofacts		260	epa rsl		148	clean air act		309
npdes permit		245	epa region 5		148	air pollution		308
ap42		244	epa ap-42		147	water cycle		283
epcra		244	epa tier ii		142	glyphosate		280
list of lists		243	united states environmental protection agency		136	mold		270
safe drinking water act		227	epa region 6		134	recycling		268
tsca inventory		219	epa region 4		124	rcra		262
echo epa		213	epa superfund sites		122	ozone		259
radon		208	epa jobs		112	superfund		258
rcra		190	epa rsls		106	pesticides		230
cercla		185	epa envirofacts		103	mercury		223
40 cfr		168	epa pfas		101	arsenic		217
tier ii reporting		156	epa e15 rule		98	voc		197
recycling		149	epa region 8		97	internships		192
tier ii		145	epa regions		93	jobs		190

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	January, 2020
cedri		143
tier ii report		140
pfas chemicals		135
radon testing		135
greenhouse gases		124
ap 42		118
rcra online		117
ozone		115
causes of climate change		113
fifra		113
rfs		110
sustainability		108
uv index		108
enviroatlas		104
composting		103
national environmental policy act		102
neshap		101
"oregon" drinking water srf america iron and steel noncc		100
nepassist		97
ejscreen		92
what is acid rain		90
wotus		88
paraquat training		88
proucl		88
nepa assist		87

Top 26-50 Branded Keywords	by sessions	January, 2020
epa aqs		89
epa tri		87
epa region 10		87
epa echo database		85
epa region 9		84
usepa echo		84
epa staff directory		84
epa rmp		81
epa oig		79
epa greenbook		73
epa region 3		71
epa lead		71
epa radon		70
epa inert finder		69
epa regulations		69
epa hap list		67
epa website		66
epa drinking water standards		66
epa paraquat training		65
epa region 7		64
epa form 8700-12		64
epa certification		64
epa list of list		60
epa green book		60
epa casac		60

Top 26-50 Internal Search Terms	by searches	January, 2020
tier ii		189
coronavirus		186
nepa		184
cercia		183
mcl		175
cdx		171
water pollution		169
formaldehyde		166
pesticide		165
hazardous waste		165
benzene		162
air quality		160
forms		155
carbon footprint calculator		154
tri		153
tier 2		151
plastic		150
training		146
grants		145
waste		142
carbon footprint		140
vinyl flooring		139
carbon monoxide		139
bed bugs		138
carbon cycle		138

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