

Referral Channel Metrics

Sessions by Channel		% of all sessions	February, 2020	change from prior month	
Direct Sessions	14%		1,509,420	212,147	▲ 16.4%
Branded Search	1%		59,192	-1,283	▼ -2.1%
Non-Branded Search	2%		192,026	16,239	▲ 9.2%
Search Term Not Provided	31%		3,444,288	260,329	▲ 8.2%
Social Media Referrals	0%		50,948	-15,580	▼ -23.4%
Other Referrals	53%		5,905,695	488,683	▲ 2.7%
% New Sessions this month			February, 2020	change from prior month	
Direct Sessions	17%		77.8%	1.6%	▲ 2.1%
Branded Search	0%		19.8%	0.1%	▲ 0.5%
Non-Branded Search	1%		38.6%	-0.5%	▼ -1.3%
Search Term Not Provided	29%		59.2%	-2.6%	▼ -4.2%
Social Media Referrals	1%		77.5%	-5.1%	▼ -6.5%
Other Referrals	52%		62.0%	-1.1%	▼ -1.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites		February, 2020	change from prior month	
		50.9%	0.8%	▲ 1.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
www.epa.gov/50		73.6%	N/A	▲ N/A
www.epa.gov/		66.1%	0.5%	▲ 0.8%
www.epa.gov/smartway		61.0%	6.3%	▲ 1.9%

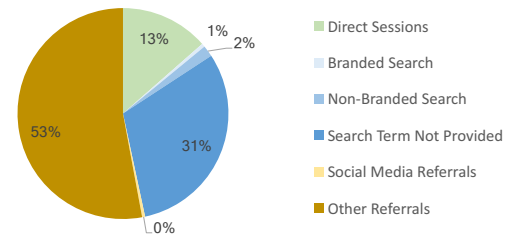
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories		February, 2020	change from prior month	
		39.1%	0.4%	▲ 1.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
www.epa.gov/uog		73.9%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools		73.5%	-1.5%	▼ -2.0%
www.epa.gov/flint		69.6%	N/A	▲ N/A

Exits from Search Results

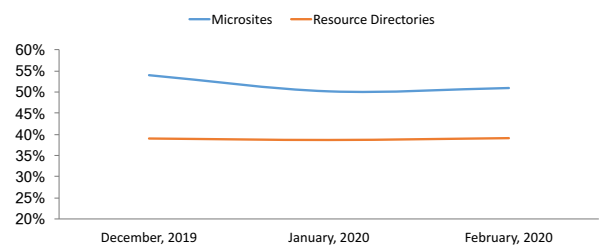
Number of Exits		February, 2020	change from prior month	
		0	0	↑↑↑↑ #DIV/0!
Exit Rate = Exits / Views of Search Results		#DIV/0!	#DIV/0!	↑↑↑↑ #DIV/0!

Sessions by Channel	February, 2020
---------------------	----------------

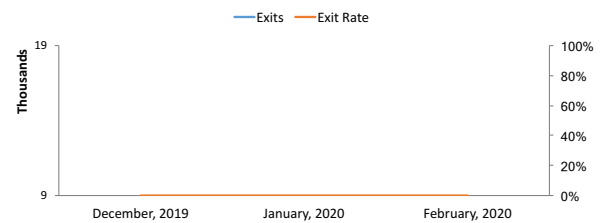


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months



Top 20 Non-EPA Referral Pages	by sessions	February, 2020
m.facebook.com	/	26,407
lnks.gd	/	23,057
pubchem.ncbi.nlm.nih.gov	/	12,127
en.wikipedia.org	/	9,912
cn.bing.com	/	4,837
baidu.com	/	4,261
npispublic.ceris.purdue.edu	/ppis/eparegno.aspx	3,385
cdc.gov	/coronavirus/2019-ncov/hcp/caring-for-patients.html	3,325
facebook.com	/	3,198
en.m.wikipedia.org	/	3,092
wkbn.com	/consumer-reports-warns-against-disinfectant-wipes/	2,989
l.facebook.com	/	2,711
catalog.data.gov	/	2,506
cdc.gov	/coronavirus/2019-nCoV/hcp/infection-control.html	2,441
co.okaloosa.fl.us	/ws/home	2,379
wwwnc.cdc.gov	/travel/page/avoid-bug-bites	2,349
nationalgeographic.com	/	2,264
ewg.org	/tapwater/system.php	2,161
consumerreports.org	/cleaning/when-using-household-disinfectants-parents-should-be-cautious/	2,130
myokaloosa.com	/ws/home	1,994

Top 1-25 Non-Branded Keywords	by sessions	February, 2020
pfas	655	
ap-42	639	
clean water act	472	
tier ii	437	
bed bugs	427	
clean air act	423	
tsca	417	
causes of climate change	412	
list of lists	410	
tier 2 reporting	341	
tier ii reporting	324	
npdes	310	
envirofacts	304	
amazon	294	
ppls	286	
acid rain	275	
epcra	235	
npdes permit	231	
tier ii report	215	
cercla	214	
ap42	212	
paraquat training	211	
safe drinking water act	209	
rcra	201	
recycling	181	

Top 1-25 Branded Keywords	by sessions	February, 2020
epa	3,283	
epa echo	970	
environmental protection agency	595	
epa list of lists	436	
us epa	405	
usepa	355	
epa tier ii	261	
epa ppls	224	
epanet	204	
epa echo database	181	
epa locator	159	
epa rsl	142	
epa iris	138	
epa tri	123	
epa jobs	121	
united states environmental protection agency	114	
epa pfas	113	
epa superfund sites	109	
epa region 9	107	
epa region 4	107	
epa region 5	102	
epa region 6	98	
epa biennial report	97	
usepa echo	93	
epa tier 2	90	

Top 1-25 Internal Search Terms	by searches	February, 2020
climate change	1,696	
renewable fuel standard program 2019 announcement	662	
lead	523	
radon	501	
clean air act	483	
plastic	475	
asbestos	466	
clean water act	459	
air pollution	455	
coronavirus	424	
global warming	424	
pfas	403	
superfund	393	
acid rain	372	
glyphosate	368	
ozone	351	
recycling	315	
tier ii	311	
water	309	
mercury	308	
rcra	304	
tsca	279	
mold	275	
tier 2	271	
arsenic	261	

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	February, 2020
tier 2		180
tsca inventory		171
radon		170
tier ii instructions		164
nepassist		152
echo epa		140
nepa assist		135
rcra online		135
uv index		131
radon testing		130
neshap		125
tier ii submit		120
tier 2 submit		120
40 cfr		119
ap 42		118
greenhouse gases		117
pfas chemicals		116
recycle city		116
fifra		116
carbon footprint calculator		115
composting		113
formaldehyde		107
sustainability		106
environmental justice		106
ejscreen		105

Top 26-50 Branded Keywords	by sessions	February, 2020
epa rsis		88
epa ap-42		87
epa list of list		85
epa region 10		81
epa envirofacts		80
epa aqs		74
epa regulations		74
epa form 8700-12		73
epa colorado air		72
epa rmp		72
epa staff directory		72
epa drinking water standards		71
epa certification		70
epa region 8		69
epa registration		69
epa inert finder		68
epa office of research		68
epa paraquat training		68
epa form 3540-16		68
epa website		67
epa label review		66
us environmental protection agency		65
epa 608		65
epa olem parms		64
epa pesticide		63

Top 26-50 Internal Search Terms	by searches	February, 2020
voc		226
pesticides		222
dwstandardsregulations		212
formaldehyde		211
benzene		205
tier ii reporting		203
cercla		203
safe drinking water act		197
causes of climate change		195
carbon monoxide		195
cdx		193
grants		191
biennial report		184
tri		180
el medio ambiente y su salud		178
paraquat		177
ddt		176
air quality		173
carbon footprint		166
3540-16		166
waste		165
water pollution		164
hazardous waste		163
jobs		161
disinfectant		159

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.