

Referral Channel Metrics

Sessions by Channel	% of all sessions	April, 2020	change from prior month	
Direct Sessions	17%	3,554,290	-864,728	▼ -19.6%
Branded Search	0%	71,527	1,108	▲ 1.6%
Non-Branded Search	1%	186,996	-27	▼ 0.0%
Search Term Not Provided	24%	4,858,255	757,977	▲ 18.5%
Social Media Referrals	1%	248,844	-187,304	▼ -42.9%
Other Referrals	57%	11,616,544	-136,706	▲ 6.2%
% New Sessions this month		April, 2020	change from prior month	
Direct Sessions	21%	79.6%	-2.5%	▼ -3.1%
Branded Search	0%	21.2%	-3.6%	▼ -14.4%
Non-Branded Search	1%	39.5%	-0.3%	▼ -0.7%
Search Term Not Provided	21%	58.7%	-1.7%	▼ -2.9%
Social Media Referrals	2%	83.2%	-6.2%	▼ -7.4%
Other Referrals	56%	66.0%	-5.7%	▼ -7.9%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites April, 2020 47.8% change from prior month -0.7% ▼ -1.4%

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

www.epa.gov/50	72.6%	-1.6%	▼	-2.1%
www.epa.gov/smartway	65.1%	1.6%	▲	2.6%
www.epa.gov/smartgrowth	62.0%	-1.1%	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories April, 2020 37.5% change from prior month -1.6% ▼ -4.1%

3 highest Bounce Rates for RD homepages

for directories with at least 1,000 entrances

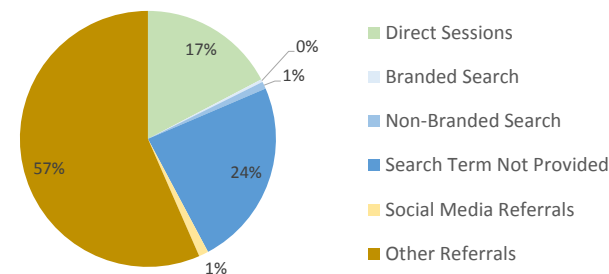
www.epa.gov/tsc-screening-tools	73.6%	0.6%	▲	0.9%
www.epa.gov/flint	70.8%	N/A	▲	N/A
www.epa.gov/uog	69.9%	-1.0%	▼	-2.8%

Exits from Search Results

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

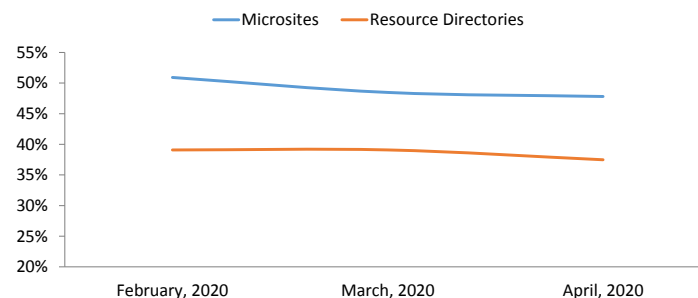
Sessions by Channel

April, 2020

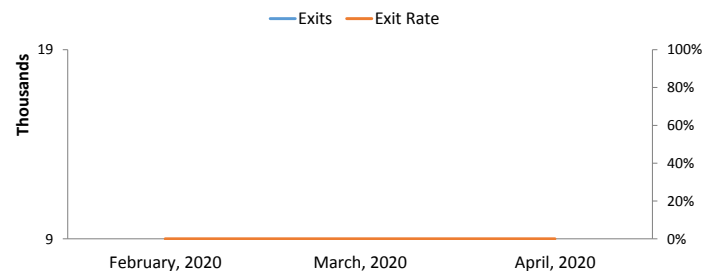


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months



Agency Web Traffic: Content Discovery Report

Top 20 Non-EPA Referral Pages		by sessions	April, 2020
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		374,583
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		347,542
m.facebook.com	/		157,685
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/prevention.html		62,448
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		60,756
cdc.gov	/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html		44,489
cdc.gov	/		43,176
wsj.com	/articles/safety-advice-if-you-must-visit-the-grocery-store-11585336520		32,498
cen.acs.org	/biological-chemistry/infectious-disease/How-we-know-disinfectants-should-kill-the-COVID-19-coronavirus/98/web/2020/03		28,002
airnow.gov	/		27,562
lnks.gd	/		25,789
cdc.gov	/coronavirus/2019-ncov/prepare/disinfecting-building-facility.html		23,908
cdc.gov	/coronavirus/2019-ncov/community/reopen-guidance.html		22,188
cnn.com	/2020/03/05/health/epa-disinfectants-coronavirus-trnd/index.html		21,716
cdc.gov	/coronavirus/2019-ncov/community/guidance-business-response.html		14,969
smartnews.com	/		14,383
facebook.com	/		14,120
wired.com	/story/coronavirus-disinfectant-cleaning-guide/		13,955
fox5atlanta.com	/news/coronavirus-cleaners-these-products-will-kill-covid-19-according-to-the-epa		13,919
youtube.com	/		13,733

Top 1-25 Non-Branded Keywords	by sessions	April, 2020
ap-42		629
clean water act		493
list n		448
clean air act		430
amazon		394
uv index		393
tsca		353
termites		345
pfas		340
ppls		311
ap42		225
acid rain		222
safe drinking water act		215
bed bugs		211
npdes		210
tsca inventory		202
ozone		201
list n epa		194
envirofacts		193
formaldehyde		190
npdes permit		184
list of lists		184
hepa filter		183
lead		166
cercla		163

Top 1-25 Branded Keywords	by sessions	April, 2020
epa		4,040
epa list n		2,026
epa approved disinfectant list		1,267
epa n list		847
epa echo		765
environmental protection agency		719
us epa		518
epa registration number lookup		468
epa approved disinfectant coronavirus		435
usepa		354
https://www3.epa.gov/carbon-footprint-calculato		351
epa list of disinfectants		337
epa covid 19 disinfectants		314
epa ppls		285
epa disinfectants coronavirus		274
epa list of disinfectants coronavirus		273
epa coronavirus		250
epa aqs		234
epa approved disinfectant list coronavirus		215
epa list n disinfectants		208
epa list of lists		200
epa registered disinfectants for coronavirus		179
epa registered disinfectants list coronavirus		175
epa website		165
epa tri		159

Top 1-25 Internal Search Terms	by searches	April, 2020
lysol		3,340
list n		2,202
climate change		1,618
disinfectants		1,582
coronavirus		1,428
disinfectant		1,372
clorox		1,193
bleach		1,012
pine sol		1,000
covid		975
ozone		962
hydrogen peroxide		949
melaleuca		887
covid-19		884
cleaning products		873
covid 19		836
microban		822
odoban		754
409		636
windex		635
benzalkonium chloride		611
hand sanitizer		609
clean water act		601
clean air act		577
pinexol		567

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	April, 2020
merv rating		158
naaqs		157
rcra		155
40 cfr		147
aloha		147
fifra		146
cdc disinfectants list		134
echo epa		134
earth day		133
toxic release inventory		129
ap 42		127
cdc list n		125
n list epa		124
ejscreen		121
rcrainfo		120
greenhouse gases		120
carbon footprint calculator		119
nepassist		118
composting		118
list n disinfectants		110
radon		108
reduce reuse recycle		105
what is acid rain		105
uv index today		105
covid list n		103

Top 26-50 Branded Keywords	by sessions	April, 2020
epa covid		157
epanet		145
epa registered		143
epa iris		139
epa coronavirus		134
epa rsl		129
epa approved		128
epa coronavirus list		127
epa echo database		126
epa disinfectant list		121
united states		121
epa region 3		118
epa n list for		109
epa list of approved disinfectants		108
epa region 5		105
epa locator		103
epa intranet		102
epa registered disinfectant		101
epa list n covid		99
epa rsls		89
epa envirofacts		89
epa covid 19		88
epa jobs		87
epa registration		86
epa n-list		85

Top 26-50 Internal Search Terms	by searches	April, 2020
isopropyl alcohol		529
hypochlorous acid		506
lead		477
vinegar		472
n list		453
seventh generation		430
radon		423
steramine		422
earth day		405
air pollution		405
corona virus		398
acid rain		392
simple green		375
soluguard		371
global warming		367
renewable fuel standard program 2019 announcem		366
covid19		364
asbestos		348
5813-79		344
66243-2		335
chlorine dioxide		333
sol u guard		330
mercury		328
sol-u-guard		326
tsca		326

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