

Referral Channel Metrics

Sessions by Channel		% of all sessions	March, 2020		change from prior month	
Direct Sessions		21%	4,419,018	2,909,598	▲	192.8%
Branded Search		0%	70,419	11,227	▲	19.0%
Non-Branded Search		1%	187,023	-5,003	▼	-2.6%
Search Term Not Provided		20%	4,100,278	655,990	▲	19.0%
Social Media Referrals		2%	436,148	385,200	▲	756.1%
Other Referrals		56%	11,753,250	5,847,555	▲	290.9%
% New Sessions this month			Jan, 2020		change from prior month	
Direct Sessions		24%	82.1%	4.3%	▲	5.6%
Branded Search		0%	24.7%	5.0%	▲	25.2%
Non-Branded Search		0%	39.8%	1.2%	▲	3.0%
Search Term Not Provided		17%	60.4%	1.3%	▲	2.2%
Social Media Referrals		3%	89.4%	11.9%	▲	13.3%
Other Referrals		56%	71.6%	9.6%	▲	15.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites March, 2020 48.5% change from prior month -2.5% ▼ -4.8%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances

www.epa.gov/smartway	63.4%	0.0%	▶	0.0%
www.epa.gov/50	74.1%	0.0%	▶	0.0%
www.epa.gov/smartgrowth	63.1%	0.0%	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories March, 2020 39.1% change from prior month 0.0% ▲ 0.0%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

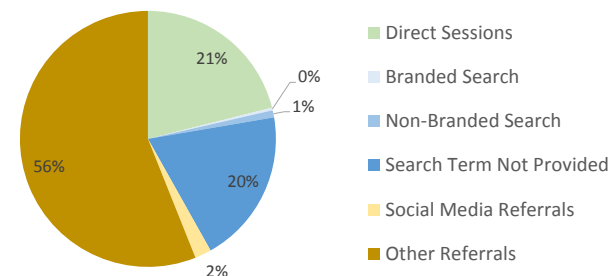
www.epa.gov/tsca-screening-tools	73.0%	-0.5%	▼	-0.7%
www.epa.gov/flint	68.0%	N/A	▲	N/A
www.epa.gov/uog	71.8%	-5.9%	▼	-2.8%

Exits from Search Results

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

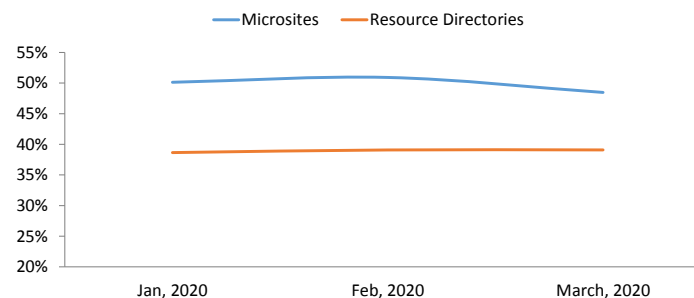
Sessions by Channel

March, 2020

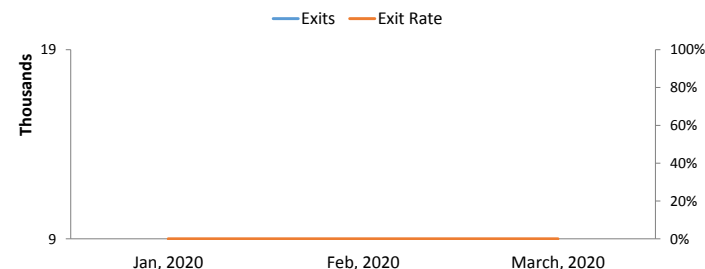


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	March, 2020
m.facebook.com	/		288,484
cdc.gov	/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html		129,794
cdc.gov	/coronavirus/2019-ncov/prepare/disinfecting-your-home.html		124,234
cnn.com	/2020/03/05/health/epa-disinfectants-coronavirus-trnd/index.html		98,974
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		91,264
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		74,114
lnks.gd	/		38,603
nbcnews.com	/better/lifestyle/many-common-household-cleaning-products-can-kill-coronavirus-if-you-ncna1160271		37,291
cen.acs.org	/biological-chemistry/infectious-disease/How-we-know-disinfectants-should-kill-the-COVID-19-coronavirus/98/web/2020/03		35,898
www-nbcnews-com.cdn.ampproject.org	/v/s/www-nbcnews-com/better/amp/ncna1160271		35,572
amp-cnn-com.cdn.ampproject.org	/v/s/amp.cnn.com/cnn/2020/03/05/health/epa-disinfectants-coronavirus-trnd/index.html		31,656
www-wired-com.cdn.ampproject.org	/v/s/www-wired-com/story/coronavirus-disinfectant-cleaning-guide/amp		29,791
cdc.gov	/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html		29,610
bbc.com	/future/article/20200317-covid-19-how-long-does-the-coronavirus-last-on-surfaces		28,116
facebook.com	/		27,203
wired.com	/story/coronavirus-disinfectant-cleaning-guide/		24,421
cdc.gov	/coronavirus/2019-ncov/prepare/disinfecting-building-facility.html		24,331
cdc.gov	/coronavirus/2019-ncov/infection-control/control-recommendations.html		23,075
yahoo.com	/lifestyle/worried-youre-experiencing-coronavirus-symptoms-heres-what-the-cdc-says-to-do-203952935.html		20,312
usa.gov	/coronavirus		17,024

Top 1-25 Non-Branded Keywords	by sessions	March, 2020
ap-42	726	
pfas	555	
clean water act	448	
clean air act	447	
tsca	432	
bed bugs	406	
ppls	307	
amazon	292	
acid rain	269	
uv index	263	
envirofacts	260	
npdes	254	
causes of climate change	237	
ozone	220	
rcra	206	
tsca inventory	203	
safe drinking water act	194	
npdes permit	193	
ap42	189	
termites	180	
cercla	180	
nepassist	179	
list of lists	174	
paraquat training	174	
recycling	162	

Top 1-25 Branded Keywords	by sessions	March, 2020
epa	5,434	
environmental protection agency	925	
epa echo	853	
epa list n	668	
epa approved disinfectant list	511	
us epa	484	
epa registration number lookup	442	
usepa	378	
epa coronavirus	351	
epa n list	267	
epa list of lists	253	
epa ppls	220	
epa registered disinfectants for coronavirus	193	
epanet	191	
epa website	182	
united states environmental protection agency	173	
epa locator	164	
epa disinfectants coronavirus	163	
epa approved disinfectant coronavirus	154	
epa covid 19 disinfectants	148	
epa list of disinfectants	146	
epa registered disinfectant	142	
epa registered disinfectants list	141	
epa region 5	131	
epa tri	130	

Top 1-25 Internal Search Terms	by searches	March, 2020
lysol	3,460	
coronavirus	3,372	
list n	1,763	
climate change	1,619	
disinfectants	1,487	
covid-19	1,405	
clorox	1,339	
disinfectant	1,215	
covid 19	1,028	
bleach	964	
corona virus	948	
covid	937	
409	860	
cleaning products	856	
pine sol	844	
odoban	842	
vinegar	691	
corona	680	
windex	649	
hydrogen peroxide	644	
hand sanitizer	632	
seventh generation	576	
pinosol	574	
microban	574	
benzalkonium chloride	521	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	March, 2020
rcra online		156
echo epa		150
epcra		148
ap 42		142
coronavirus usa		140
radon		137
40 cfr		135
sars-cov-2		131
naaqs		129
https://go.usa.gov/xdmyt		128
composting		127
greenhouse gases		124
safe rule fuel economy		121
list n		116
www.comptox		110
carbon footprint calculator		104
nepa assist		103
tomz		100
superfund site		97
fifra		96
oxy		95
formaldehyde		90
covid list n		89
tier 2 reporting		88
ej screen		88

Top 26-50 Branded Keywords	by sessions	March, 2020
epa iris		128
epa rsl		117
epa region 4		115
epa aqs		114
epa registered		113
epa disinfectant list		112
epa pfas		104
epa coronavirus disenfectants		103
epa region 6		98
epa echo database		95
epa colorado air		92
epa region 9		92
https://www3.epa.g		90
epa covid		90
epa region 10		89
epa jobs		89
epa coronavirus list		88
epa disinfectant		82
epa regulations		81
epa superfund sites		81
epa inert finder		80
epa disinfectants list		79
epa drinking water		79
epa list of disinfectants coronavirus		79
epa rsls		77

Top 26-50 Internal Search Terms	by searches	March, 2020
clean water act		518
lead		514
simple green		498
ozone		496
radon		471
covid19		467
dettol		459
asbestos		456
renewable fuel standard program 2019 announcem		443
isopropyl alcohol		436
node 244327		394
air pollution		390
tsca		382
clean air act		377
global warming		374
ammonia		361
water		348
mr clean		335
melaleuca		332
pfas		323
hypochlorous acid		312
thymol		304
5813-79		295
epa registration number		294
registered disinfectants		292

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