

Referral Channel Metrics

Sessions by Channel		% of all sessions	July, 2020	change from prior month	
Direct Sessions		12%	1,637,548	-4,927 ▼	-0.3%
Branded Search		0%	45,777	-10,852 ▼	-19.2%
Non-Branded Search		1%	116,389	-33,576 ▼	-22.4%
Search Term Not Provided		30%	4,080,692	10,499 ▲	0.3%
Social Media Referrals		1%	117,652	17,753 ▲	17.8%
Other Referrals		56%	7,544,955	153,488 ▲	12.7%
% New Sessions this month			July, 2020	change from prior month	
Direct Sessions		15%	79.0%	1.8% ▲	2.4%
Branded Search		0%	18.6%	0.5% ▲	2.5%
Non-Branded Search		0%	37.5%	2.1% ▲	6.0%
Search Term Not Provided		28%	61.1%	1.9% ▲	3.2%
Social Media Referrals		1%	83.0%	1.6% ▲	1.9%
Other Referrals		55%	65.0%	2.5% ▲	4.0%

Navigation

Microsites (OneEPA Web)

	July, 2020	change from prior month	
Bounce Rate: all Microsites	43.8%	0.0% ▲	0.0%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/smartway	68.2%	1.8% ▲	2.7%
www.epa.gov/50	69.8%	-10.1% ▼	-12.7%
www.epa.gov/heatislands	63.4%	N/A ▲	N/A

Resource Directories (OneEPA Web)

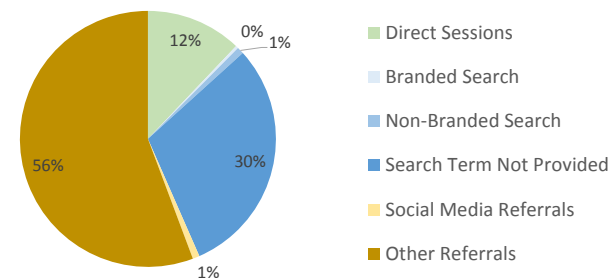
	July, 2020	change from prior month	
Bounce Rate: all Resource Directories	40.2%	0.5% ▲	1.3%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/tsc-screening-tools	74.0%	0.2% ▲	0.3%
www.epa.gov/flint	72.8%	N/A ▲	N/A
www.epa.gov/transportation-air-pollution-and-cl	64.4%	7.6% ▼	-1.3%

Exits from Search Results

	July, 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!

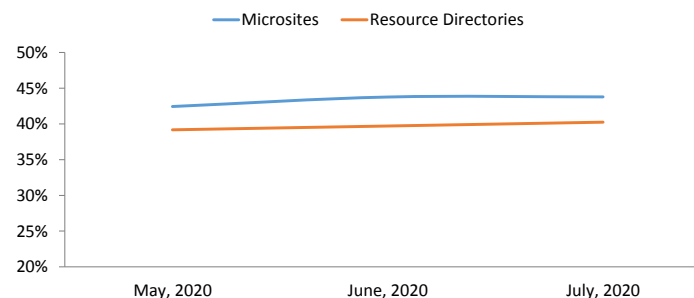
Sessions by Channel

July, 2020

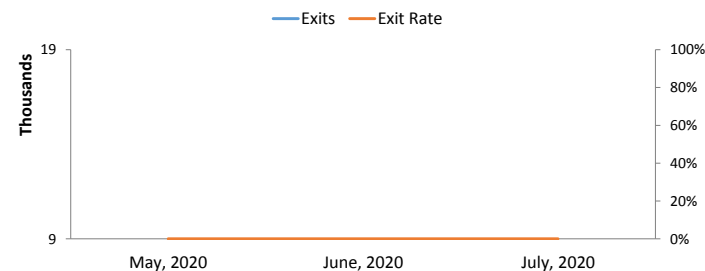


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	July, 2020
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		138,039
cdc.gov	/		113,717
m.facebook.com	/		75,156
airnow.gov	/		72,920
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		50,178
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		50,022
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/prevention.html		36,480
cdc.gov	/coronavirus/2019-ncov/community/reopen-guidance.html		28,387
lnks.gd	/		19,725
aarp.org	/health/conditions-treatments/info-2020/lysol-shortage-coronavirus.html		18,197
cdc.gov	/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html		13,655
thelibraryman.com	/		12,333
pubchem.ncbi.nlm.nih.gov	/		10,574
espanol.cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		10,324
aarp.org	/health/conditions-treatments/info-2020/epa-approves-lysol-coronavirus-surfaces.html		9,003
webmd.com	/cold-and-flu/ss/slideshow-mistakes-antibacterial-wipes		8,942
cnn.com	/2020/07/07/health/epa-lysol-disinfectant-covid-19-trnd/index.html		7,722
en.wikipedia.org	/		7,495
l.facebook.com	/		5,881
aarp.org	/		5,794

Top 1-25 Non-Branded Keywords	by sessions	July, 2020
uv index		570
list n		382
tsca		342
ap-42		339
ppls		305
pfas		304
amazon		229
clean water act		209
envirofacts		197
clean air act		181
tsca inventory		176
npdes permit		169
npdes		165
safe drinking water act		155
list n disinfectants		154
superfund		147
bed bugs		145
40 cfr		135
ejscreen		129
list of lists		127
ap42		124
echo epa		123
hepa filter		121
john hoban epa ann arbor jacobs		115
cercla		109

Top 1-25 Branded Keywords	by sessions	July, 2020
epa		2,687
epa list n		1,266
epa n list		656
epa echo		549
epa approved disinfectant coronavirus		300
environmental protection agency		297
us epa		289
epa ppls		254
epa approved disinfectant list		242
epa registration number lookup		241
usepa		236
epa list of disinfectants coronavirus		208
epa covid 19 disinfectants		201
epa list n disinfectants		179
epa list of lists		157
united states environmental protection agency		155
epa region 3 intranet		116
epa registered disinfectants list coronavirus		115
epa aqs		102
epa n list for covid-19		101
epa disinfectants coronavirus		95
epanet		95
epa website		94
epa rsl		91
epa covid		89

Top 1-25 Internal Search Terms	by searches	July, 2020
lysol		2,390
list n		2,260
microban		921
covid		852
odoban		699
clorox		646
disinfectants		609
hand sanitizer		607
n list		556
benzalkonium chloride		550
hydrogen peroxide		539
disinfectant		520
climate change		467
seventh generation		380
bleach		380
hypochlorous acid		375
isopropyl alcohol		362
force of nature		358
pine sol		353
covid-19		336
thymol		330
coronavirus		328
lead		327
covid 19		314
ozone		299

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	July, 2020
ozone		107
list n epa		106
rcrainfo		103
merv rating		102
termites		102
rcra		96
n list		91
cedri		89
n list epa		88
radon		83
environmental justice		82
ej screen		80
nepassist		78
fifra		77
safe levels of pce in indoor air epa rsl		76
uv index today		74
nepa assist		73
tri reporting		72
ap 42		71
naaqs		70
awia		70
ord national exposure research laboratory (nerl).		70
cdc n list		69
neshap		69
ap-42 emission factors		68

Top 26-50 Branded Keywords	by sessions	July, 2020
epa jobs		88
epa envirofacts		83
epa iris		82
epa region 4		81
epa echo database		79
epa rsls		76
epa tri		75
epa registered disinfectant		66
epa 777136		63
epa region 3		62
epa region 5		61
epa tmdl		61
epa 200.7		61
epa strategic plan		58
epa id lookup		58
epa opp		56
epa ap-42		54
epa region 6		54
epa approved		53
epa bart regulations and guidance		52
epa n-list		51
epa registration		51
epa certification		51
epa universl waste		50
epa region 8		49

Top 26-50 Internal Search Terms	by searches	July, 2020
radon		289
tsca		287
renewable fuel standard program 2019 announcem		266
asbestos		258
pfas		237
ozium		231
clean water act		230
wipes		228
melaleuca		227
steramine		227
chlorine dioxide		224
pinesol		210
vital oxide		209
clorox wipes		208
clean air act		205
water		200
virex		200
epa registration number		197
mold		195
5813-79		193
voc		187
66243-2		185
alcohol		184
windex		184
bioesque		184

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