

Referral Channel Metrics

Sessions by Channel	% of all sessions	May, 2020	change from prior month	
Direct Sessions	13%	2,209,538	-1,344,752	▼ -37.8%
Branded Search	0%	61,836	-9,691	▼ -13.5%
Non-Branded Search	1%	161,232	-25,764	▼ -13.8%
Search Term Not Provided	29%	4,670,605	-187,650	▼ -3.9%
Social Media Referrals	1%	124,532	-124,312	▼ -50.0%
Other Referrals	56%	9,155,546	-2,460,998	▼ -28.5%
% New Sessions this month		May, 2020	change from prior month	
Direct Sessions	17%	78.8%	-0.8%	▼ -1.1%
Branded Search	0%	20.8%	-0.4%	▼ -1.7%
Non-Branded Search	1%	39.9%	0.3%	▲ 0.8%
Search Term Not Provided	26%	59.5%	0.8%	▲ 1.4%
Social Media Referrals	1%	79.0%	-4.3%	▼ -5.4%
Other Referrals	55%	63.9%	-2.1%	▼ -3.1%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	May, 2020	change from prior month	
42.4%	-5.4%	▼	-11.2%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/50	74.6%	2.0%	▲ 2.7%
www.epa.gov/earthday	70.8%	N/A	▲ N/A
www.epa.gov/smartway	64.0%	-1.1%	▼ -1.7%

Resource Directories (OneEPA Web)

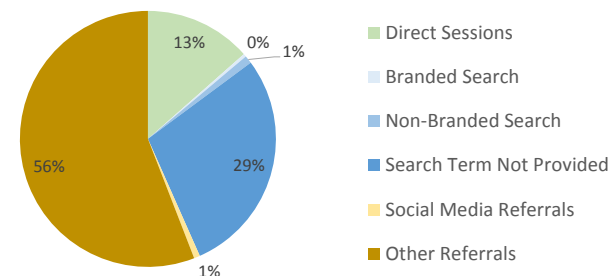
Bounce Rate: all Resource Directories	May, 2020	change from prior month	
39.2%	1.7%	▲	4.5%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/transportation-air-pollution-and-cl	63.6%	N/A	▲ N/A
www.epa.gov/tsca-screening-tools	72.3%	-1.3%	▼ -1.7%
www.epa.gov/flint	72.5%	N/A	▲ N/A

Exits from Search Results

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

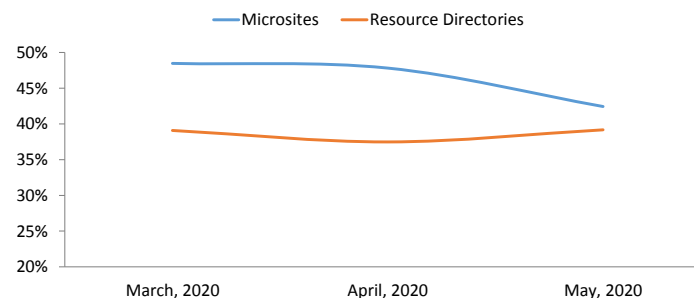
Sessions by Channel

May, 2020

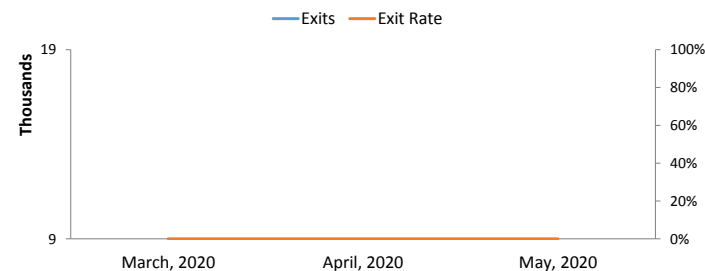


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	May, 2020
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		201,435
cdc.gov	/coronavirus/2019-ncov/community/reopen-guidance.html		126,130
cdc.gov	/		108,509
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		108,006
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		87,015
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/prevention.html		78,015
m.facebook.com	/		68,396
airnow.gov	/		40,779
cdc.gov	/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html		28,557
lnks.gd	/		24,918
youtube.com	/		14,210
espanol.cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		13,745
pubchem.ncbi.nlm.nih.gov	/		13,419
cen.acs.org	/biological-chemistry/infectious-disease/How-we-know-disinfectants-should-kill-the-COVID-19-coronavirus/98/web/2020/03		10,600
en.wikipedia.org	/		10,392
cdc.gov	/coronavirus/2019-ncov/community/guidance-business-response.html		9,751
espanol.cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		7,982
cdc.gov	/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html		7,508
espanol.cdc.gov	/coronavirus/2019-ncov/community/reopen-guidance.html		6,868
cn.bing.com	/		6,639

Top 1-25 Non-Branded Keywords	by sessions	May, 2020
uv index		717
ap-42		546
amazon		533
list n		468
clean air act		355
clean water act		352
termites		347
tsca		334
aloha		325
pfas		295
ppls		270
list n epa		220
bed bugs		212
list n disinfectants		205
acid rain		203
tsca inventory		189
rcra		187
npdes		176
npdes permit		170
list of lists		166
ap42		165
fifra		163
envirofacts		161
ozone		153
n list epa		147

Top 1-25 Branded Keywords	by sessions	May, 2020
epa		3,492
epa list n		1,796
epa approved disinfectant list		1,020
epa n list		941
epa echo		630
environmental protection agency		568
epa approved disinfectant coronavirus		535
epa registration number lookup		402
epa list of disinfectants coronavirus		382
epa covid 19 disinfectants		364
us epa		362
usepa		321
epa list of disinfectants		250
epa list n disinfectants		245
epa registered disinfectants list coronavirus		236
epa disinfectants coronavirus		233
epa ppls		231
epa list of lists		216
epa coronavirus disinfectants		169
epa approved disinfectant list coronavirus		165
epa tri		165
epa rsl		162
epanet		140
epa disinfectant list		135
epa n list for coronavirus		126

Top 1-25 Internal Search Terms	by searches	May, 2020
list n		3,383
lysol		2,350
disinfectants		1,195
covid		1,104
climate change		1,090
hydrogen peroxide		1,069
disinfectant		927
coronavirus		916
clorox		762
odoban		753
covid 19		732
ozone		727
hypochlorous acid		720
microban		709
bleach		706
covid-19		699
n list		638
isopropyl alcohol		626
benzalkonium chloride		612
pine sol		579
hand sanitizer		567
force of nature		474
windex		440
hypochlorous		436
radon		435

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	May, 2020
merv rating		145
hepa filter		142
40 cfr		127
cercla		125
echo epa		124
ncat national center automotive technology		123
safe drinking water act		122
ejscreen		121
cdc list n		114
rcrainfo		113
cdc disinfectants list		112
tri reporting		111
radon gas		110
epcra		110
naaqs		108
radon		106
voc's		105
formaldehyde		104
greenhouse gases		104
n list		104
superfund		98
hypochlorous acid (hoci) & coronavirus		98
composting		97
toxic release inventory		96
protect your family from lead pamphlet 2020		90

Top 26-50 Branded Keywords	by sessions	May, 2020
epa intranet employee		122
united states environmental protection agency		120
epa registration		119
epa registered disinfectant		118
https://www3.epa.g		117
epa website		111
epa covid		105
epa echo database		93
epa iris		92
epa coronavirus		90
epa list of approved		90
epa region 3		88
epa aqs		85
epa region 7		85
epa n-list		85
epa approved disinfectants		82
epa registered		79
epa jobs		78
epa list		78
epa covid 19		77
epa region 10		76
epa superfund sites		73
epa staff directory		73
epa rsls		71
epa registered		71

Top 26-50 Internal Search Terms	by searches	May, 2020
test ddiq score		430
cavicide		421
lead		404
clean air act		380
steramine		367
66243-2		354
melaleuca		352
chlorine dioxide		347
clean water act		347
renewable fuel standard program 2019 announcem		340
pinisol		337
alcohol		335
cleaning products		331
thymol		329
barbicide		319
uv index		317
air pollution		315
seventh generation		314
tsca		313
simple green		313
epa registration number		312
asbestos		305
copper		296
409		294
5813-79		287

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