

Referral Channel Metrics

Sessions by Channel		% of all sessions	August, 2020		change from prior month	
Direct Sessions		9%	1,939,605	302,057	▲	18.4%
Branded Search		0%	40,175	-5,602	▼	-12.2%
Non-Branded Search		1%	131,267	14,878	▲	12.8%
Search Term Not Provided		33%	7,255,301	3,174,609	▲	77.8%
Social Media Referrals		0%	104,786	-12,866	▼	-10.9%
Other Referrals		57%	12,495,083	4,950,128	▲	95.5%
% New Sessions this month			August, 2020		change from prior month	
Direct Sessions		12%	72.2%	-6.8%	▼	-8.6%
Branded Search		0%	18.1%	-0.5%	▼	-2.7%
Non-Branded Search		0%	37.2%	-0.3%	▼	-0.9%
Search Term Not Provided		31%	50.4%	-10.6%	▼	-17.4%
Social Media Referrals		1%	78.4%	-4.7%	▼	-6.0%
Other Referrals		56%	52.0%	-12.9%	▼	-19.9%

Navigation

Microsites (OneEPA Web)

August, 2020		change from prior month	
Bounce Rate: all Microsites		44.6%	0.8% ▲ 1.9%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/50		80.4%	10.6% ▲ 15.2%
www.epa.gov/smartway		67.1%	-1.0% ▼ -1.5%
www.epa.gov/lead		60.7%	N/A ▲ N/A

Resource Directories (OneEPA Web)

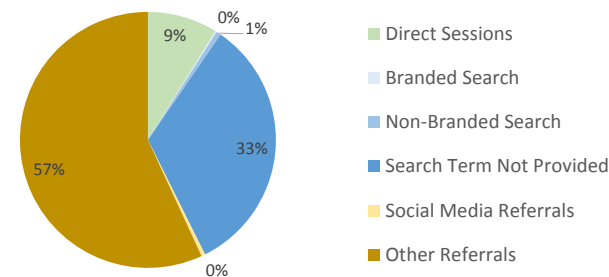
August, 2020		change from prior month	
Bounce Rate: all Resource Directories		42.5%	2.2% ▲ 5.5%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/flint		75.2%	2.4% ▲ 3.4%
www.epa.gov/tsca-screening-tools		73.0%	-1.0% ▼ -1.3%
www.epa.gov/transportation-air-pollution-and-cl		66.0%	N/A ▲ N/A

Exits from Search Results

August, 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!

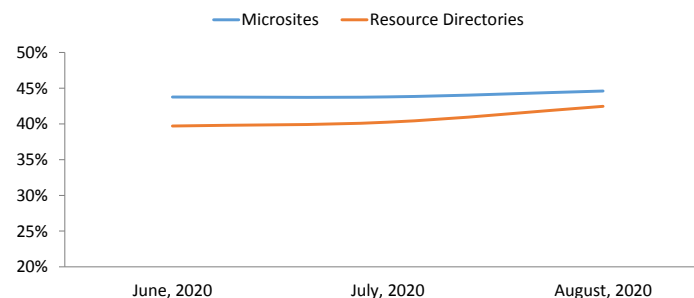
Sessions by Channel

August, 2020

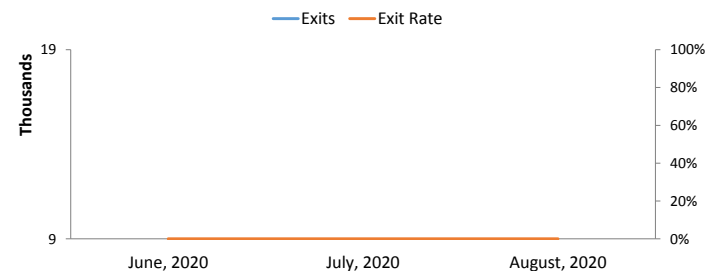


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	August, 2020
airnow.gov	/		1,568,704
airnow.gov	/state/		210,445
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		86,949
cdc.gov	/		76,629
m.facebook.com	/		62,965
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		39,657
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		32,192
airnow.gov	/national-maps/		31,455
lnks.gd	/		29,028
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/prevention.html		22,381
cdc.gov	/coronavirus/2019-ncov/community/reopen-guidance.html		18,360
thelibraryman.com	/		12,484
airnow.gov	/aqi/aqi-basics/		11,190
pubchem.ncbi.nlm.nih.gov	/		10,400
qz-com.cdn.ampproject.org	/v/s/qz.com/1890296/clorox-wipes-shortage-the-best-disinfecting-wipe-alternatives/amp/		9,629
airnow.gov	/maps-and-data/		8,731
l.facebook.com	/		7,853
airnow.gov	/fires/		7,755
cdc.gov	/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html		7,288
en.wikipedia.org	/		7,248

Top 1-25 Non-Branded Keywords	by sessions	August, 2020
sf air quality		918
air quality sf		808
air quality		783
sacramento air quality		676
air quality san jose		667
san jose air quality		667
air quality map		523
air quality sacramento		438
california air quality		434
oakland air quality		367
san francisco air quality		351
uv index		341
ap-42		306
pfas		294
air quality oakland		294
list n		283
ppls		275
air quality reno		270
tsca		269
aqi sacramento		260
air quality index		255
air quality san francisco		247
amazon		234
sf aqi		232
bay area air quality		221

Top 1-25 Branded Keywords	by sessions	August, 2020
epa		2,186
epa list n		979
epa n list		565
epa echo		497
epa ppls		240
us epa		233
environmental protection agency		211
epa registration number lookup		206
usepa		178
epa covid 19 disinfectants		175
epa approved disinfectant coronavirus		175
united states environmental protection agency		167
epa list of lists		162
epa iris		155
epa n list for covid-19		153
epa list of disinfectants coronavirus		150
epa approved disinfectant list		131
epa list n disinfectants		128
epanet		110
epa strategic plan		99
epa aqs		98
epa echo database		97
epa label review manual		85
epa region 3 intranet		82
epa air quality		77

Top 1-25 Internal Search Terms	by searches	August, 2020
san francisco		3,753
list n		2,619
san jose		1,769
sacramento		1,496
oakland		1,431
santa cruz		1,111
lysol		994
palo alto		848
south lake tahoe		835
berkeley		765
truckee		755
walnut creek		746
san mateo		730
napa		717
half moon bay		702
fremont		634
microban		616
livermore		588
covid		584
vacaville		573
lake tahoe		552
air quality		549
sunnyvale		545
benzalkonium chloride		525
n list		520

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	August, 2020
airnow		203
aqi san francisco		203
sacramento aqi		196
aqi		191
clean water act		185
reno air quality		184
clean air act		183
airnow sf		167
tsca inventory		157
n list		154
boise air quality		151
list of lists		151
bed bugs		145
livermore air quality		140
npdes		139
40 cfr		137
air quality today		137
bay area air quality map		134
air quality index california		129
air quality california		129
list n disinfectants		128
fresno air quality		128
air quality santa cruz		127
envirofacts		123
safe drinking water act		121

Top 26-50 Branded Keywords	by sessions	August, 2020
epa employee directory		77
epa rsl		74
epa jobs		73
https://www3.epa.gov/carbon-footprint-calculator		73
epa region 4		66
epa snap program		65
epa region 6		65
epa number lookup		63
epa envirofacts		62
epa tri		57
epa covid		56
epa n-list		55
epa 200.8		55
epa registered disinfectants list		53
epa disinfectants		51
epa covid list		50
usepa echo		50
epa locator		48
epa swmm		47
epa new company number		46
epa list		46
epa superfund		45
epa 200.7		44
epa list of disinfectants		43
epa approved		43

Top 26-50 Internal Search Terms	by searches	August, 2020
san ramon		513
disinfectants		511
santa rosa		505
san jose, ca		500
climate change		498
renewable fuel standard program 2019 announcement		497
oakland, ca		496
redwood city		495
cupertino		494
pacifica		492
odoban		483
dewalt corporation		462
mountain view		459
yosemite		458
dewalt		448
monterey		447
pleasanton		443
schneider electric it		442
clorox		429
petaluma		429
san rafael		427
schneider electric it corporation		425
tahoe city		420
reno		411
santa clara		409

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