

Referral Channel Metrics

Sessions by Channel		% of all sessions	September, 2020		change from prior month	
Direct Sessions	7%		2,728,903	789,298	▲	40.7%
Branded Search	0%		37,159	-3,016	▼	-7.5%
Non-Branded Search	0%		163,511	32,244	▲	24.6%
Search Term Not Provided	32%		12,375,895	5,120,594	▲	70.6%
Social Media Referrals	0%		141,036	36,250	▲	34.6%
Other Referrals	60%		22,769,734	10,274,651	▲	142.2%
% New Sessions this month			September, 2020		change from prior month	
Direct Sessions	10%		68.1%	-4.1%	▼	-5.7%
Branded Search	0%		18.2%	0.1%	▲	0.5%
Non-Branded Search	0%		36.8%	-0.4%	▼	-1.0%
Search Term Not Provided	32%		45.4%	-5.0%	▼	-9.9%
Social Media Referrals	1%		73.9%	-4.5%	▼	-6.1%
Other Referrals	57%		44.8%	-7.2%	▼	-13.9%

Navigation

Microsites (OneEPA Web)

September, 2020		change from prior month	
Bounce Rate: all Microsites	43.9%	-0.7%	▼ -1.6%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances			
www.epa.gov/50	83.2%	2.8%	▲ 3.4%
www.epa.gov/p2week	70.2%	N/A	▲ N/A
www.epa.gov/smartway	70.1%	3.0%	▲ 4.4%

Resource Directories (OneEPA Web)

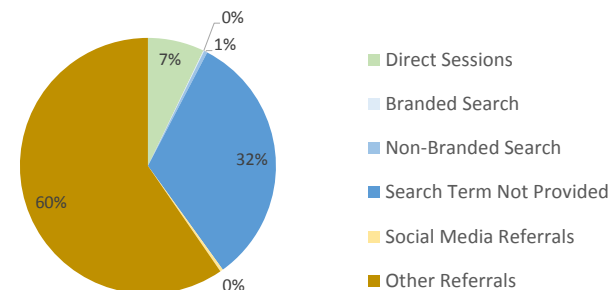
September, 2020		change from prior month	
Bounce Rate: all Resource Directories	41.9%	-0.6%	▼ -1.4%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances			
www.epa.gov/tsc-screening-tools	72.2%	-0.8%	▼ -1.1%
www.epa.gov/uog	71.3%	N/A	▲ N/A
www.epa.gov/environmental-economics	69.8%	N/A	▲ N/A

Exits from Search Results

September, 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!

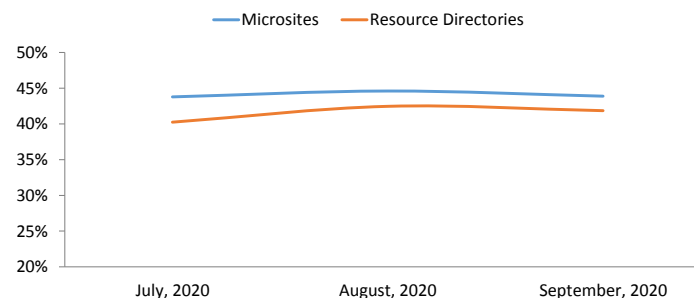
Sessions by Channel

September, 2020

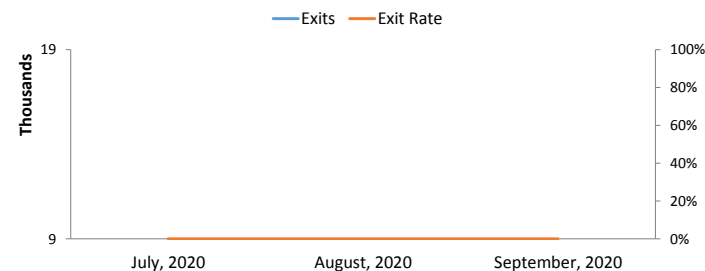


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	September, 2020
airnow.gov	/		5,090,701
airnow.gov	/state/		297,867
airnow.gov	/national-maps/		203,410
koin.com	/		159,486
m.facebook.com	/		81,994
cdc.gov	/		69,479
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		44,158
lnks.gd	/		24,259
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		22,580
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		21,005
airnow.gov	/aqi/		20,956
www-opb-org.cdn.ampproject.org	/		20,509
opb.org	/article/2020/09/10/live-updates-oregon-northwest-wildfires/		20,415
airnow.gov	/maps-and-data/		20,255
airnow.gov	/announcements/		19,427
opb.org	/		19,272
airnow.gov	/aqi/aqi-basics/		18,052
airnow.gov	/fires/		15,918
l.facebook.com	/		15,767
s3.amazonaws.com	/native-templates.doapps.com/mln/prod/v6/dist/		15,203

Top 1-25 Non-Branded Keywords	by sessions	September, 2020
air quality map	1,958	
seattle air quality	1,887	
sacramento air quality	1,521	
sf air quality	1,362	
air quality seattle	1,204	
portland air quality	985	
air quality sf	957	
air quality sacramento	809	
air quality	747	
aqi sacramento	653	
san jose air quality	601	
air quality index	586	
air quality san jose	530	
sacramento aqi	504	
san francisco air quality	498	
airnow	498	
air quality reno	447	
oakland air quality	428	
california air quality	405	
seattle aqi	385	
air quality portland	384	
sf aqi	383	
washington air quality	383	
boise air quality	374	
aqi	362	

Top 1-25 Branded Keywords	by sessions	September, 2020
epa	2,083	
epa list n	732	
epa echo	515	
epa air quality	477	
epa n list	394	
us epa	225	
epa ppls	194	
usepa	191	
united states environmental protection agency	176	
https://www3.epa.gov/carbon-footprint-environmental-protection-agency	163	
epa approved disinfectant coronavirus	136	
epanet	131	
epa air quality map	129	
epa registration number lookup	127	
epa employee directory	120	
epa list of lists	115	
epa n list for covid-19	113	
epa list of disinfectants coronavirus	111	
epa covid 19 disinfectants	104	
epa list n disinfectants	103	
epa region 3 intranet	101	
epa aqs	96	
epa label review manual	96	
epa lakewood co	94	

Top 1-25 Internal Search Terms	by searches	September, 2020
portland		8,160
san francisco		7,422
seattle		7,029
sacramento		2,790
portland, or		2,715
los angeles		2,365
list n		2,200
portland oregon		2,006
portland or		1,945
san jose		1,778
oakland		1,697
spokane		1,663
air quality		1,519
south lake tahoe		1,421
yosemite		1,382
reno		1,310
san diego		1,258
eugene		1,235
santa clara		1,212
santa cruz		1,169
oregon		1,139
truckee		1,108
seattle, wa		1,097
bend		1,084
vancouver		1,067

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	September, 2020
air quality san francisco		358
ap-42		332
aqi san francisco		330
air quality index california		311
reno air quality		302
airnow portland		290
air quality oregon		280
airnow oregon		263
air quality by zip code		262
pfas		260
bellingham air quality		256
aqi seattle		249
air quality oakland		245
airnow seattle		242
aqi portland		228
aqi map		226
air quality california		224
tsca		222
aqi 98664		221
list n		219
airnow washington		215
portland aqi		213
vancouver wa air quality		212
oregon air quality		210
ppls		208

Top 26-50 Branded Keywords	by sessions	September, 2020
epa snap program		82
epa echo database		74
epa rsl		68
epa iris		68
epa approved		67
epa rsls		63
epa region 6		62
epa envirofacts		61
epa ev basic engine		53
epa region 5 data validation		52
epa ap-42		52
epa website		51
epa tri		50
epa cdr		50
epa disinfectants		49
epa registration		49
epa region 4		49
epa air quality goals		48
epa ejscreen		47
epa 200.7		47
epa adi		47
epa hap list		46
epa region 3 soil		45
epa 200.8		44
epa region 3		43

Top 26-50 Internal Search Terms	by searches	September, 2020
salem		1,060
climate change		1,054
lake tahoe		1,050
napa		1,047
berkeley		1,014
bend, or		1,005
california		992
vancouver wa		914
mammoth lakes		900
97229		864
fresno		830
eugene, or		821
half moon bay		786
salem, or		776
san francisco, ca		771
pasadena		766
boise		764
renewable fuel standard program 2019 announcem		755
santa rosa		737
tacoma		736
bend oregon		736
clean water act		733
seattle wa		716
portland, oregon		710
aqi		709

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