

Referral Channel Metrics

Sessions by Channel	% of all sessions	October, 2020	change from prior month	
Direct Sessions	10%	1,838,622	-890,281	▼ -32.6%
Branded Search	0%	33,601	-3,558	▼ -9.6%
Non-Branded Search	1%	101,996	-61,515	▼ -37.6%
Search Term Not Provided	33%	6,264,367	-6,111,528	▼ -49.4%
Social Media Referrals	0%	60,523	-80,513	▼ -57.1%
Other Referrals	56%	10,516,435	-12,253,299	▼ -69.7%
% New Sessions this month		October, 2020	change from prior month	
Direct Sessions	13%	74.9%	6.7%	▲ 9.9%
Branded Search	0%	17.7%	-0.5%	▼ -2.8%
Non-Branded Search	0%	37.6%	0.7%	▲ 2.0%
Search Term Not Provided	32%	55.0%	9.6%	▲ 21.1%
Social Media Referrals	0%	76.8%	2.9%	▲ 3.8%
Other Referrals	54%	54.4%	9.6%	▲ 21.5%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites 43.8% 0.0% ▼ -0.1%

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

www.epa.gov/smartway	69.1%	N/A	▲	N/A
www.epa.gov/schools	86.6%	N/A	▲	N/A
www.epa.gov/research	89.2%	N/A	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories 41.9% 0.0% ▲ 0.1%

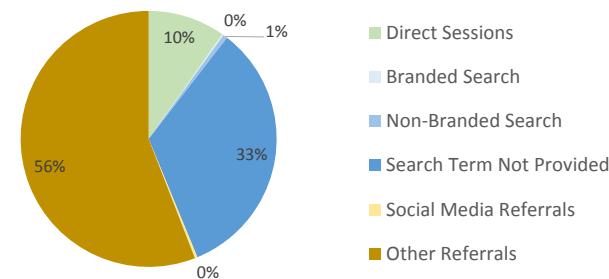
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

www.epa.gov/children	89.4%	N/A	▲	N/A
www.epa.gov/uog	75.5%	N/A	▲	N/A
www.epa.gov/tsca-screening-tools	73.0%	3.2%	▲	1.1%

Exits from Search Results

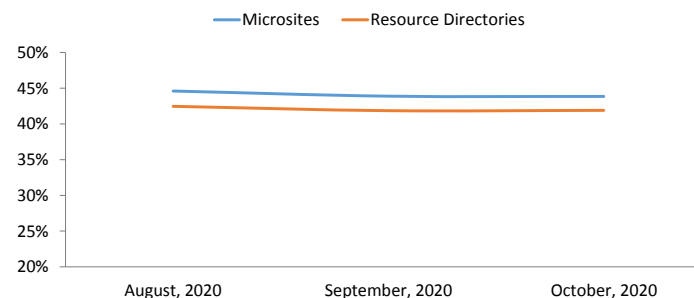
	October, 2020	change from prior month	
Number of Exits	0	0	↑↑↑ #DIV/0!
Exit Rate = Exits / Views of Search Results	#DIV/0!	#DIV/0!	↑↑↑ #DIV/0!

Sessions by Channel

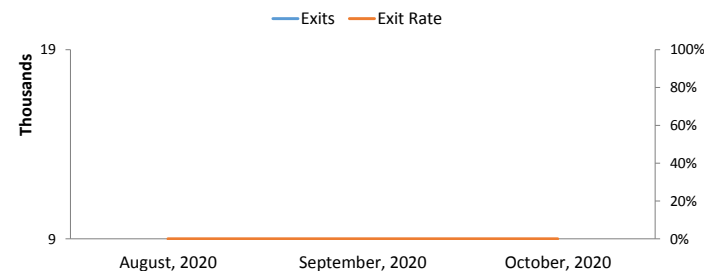


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	October, 2020
airnow.gov	/		869,783
cdc.gov	/		132,050
foiaonline.gov	/foiaonline/action/public/home/myCases		51,812
foiaonline.gov	/foiaonline/action/public/home		37,823
airnow.gov	/state/		30,352
m.facebook.com	/		29,559
lnks.gd	/		28,674
foiaonline.gov	/foiaonline/action/public/login		27,480
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		20,612
foiaonline.gov	/foiaonline/action/public/request		20,514
airnow.gov	/national-maps/		17,801
foiaonline.gov	/foiaonline/action/caseFile/submissionDetails		15,445
pubchem.ncbi.nlm.nih.gov	/		13,512
classroom.google.com	/		13,425
espanol.cdc.gov	/		11,470
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		10,331
en.wikipedia.org	/		9,771
foiaonline.gov	/foiaonline/action/secured/home/unassignedMyOrg		9,183
foiaonline.gov	/foiaonline/action/closeout/closeCaseFileTask		9,002
cdc.gov	/coronavirus/2019-ncov/community/disinfecting-building-facility.html		8,771

Top 1-25 Non-Branded Keywords	by sessions	October, 2020
sacramento air quality	417	
sf air quality	350	
ap-42	257	
ppls	255	
pfas	252	
air quality san jose	235	
tsca	227	
air quality map	220	
airnow san jose	216	
aqi sacramento	199	
air quality sacramento	174	
list n	167	
tsca inventory	159	
xxxxxx	158	
san jose air quality	154	
nepa assist	151	
air quality sf	148	
aqi 98664	148	
clean water act	148	
fifra	139	
echo epa	134	
sacramento aqi	134	
boise air quality	131	
merv rating	120	
n list	119	

Top 1-25 Branded Keywords	by sessions	October, 2020
epa	2,097	
epa list n	689	
epa echo	555	
epa n list	368	
us epa	189	
environmental protection agency	174	
united states environmental protection agency	152	
https://www3.epa.gov/carbon-footprint-	143	
epa registration number lookup	128	
usepa	127	
epa list n disinfectants	126	
epa ppls	117	
epanet	106	
epa list of lists	106	
epa aqs	104	
epa region 3 intranet	103	
epa rcra info	95	
epa lakewood co	91	
epa approved disinfectant coronavirus	84	
epa region 5	78	
epa covid 19 disinfectants	77	
epa region 4	71	
epa snap program	66	
epa employee directory	64	
epa list of disinfectants coronavirus	64	

Top 1-25 Internal Search Terms	by searches	October, 2020
list n	3,822	
climate change	1,257	
san francisco	1,049	
renewable fuel standard program 2019 announcem	904	
n list	749	
clean water act	562	
yosemite	454	
oakland	436	
santa cruz	435	
lysol	406	
radon	401	
covid	397	
sacramento	373	
lead	369	
san jose	353	
mammoth lakes	327	
ozone	316	
napa	311	
clean air act	305	
disinfectants	295	
benzalkonium chloride	290	
global warming	284	
los angeles	274	
asbestos	274	
dicamba	270	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	October, 2020
clean air act		118
ozone		114
airnow		114
envirofacts		113
oakland air quality		110
npdes		108
nepassist		107
airnow or		103
causes of climate change		100
list of lists		97
foia request		93
40 cfr		89
air quality in northern nevada		88
bed bugs		88
air quality		87
seattle air quality		84
n		83
sf aqi		81
npdes permit		81
uv index		81
ecotox		79
acid rain		78
environmental justice		78
rcra		77
bay area air quality		75

Top 26-50 Branded Keywords	by sessions	October, 2020
epa n list for covid-19		58
epa iris		58
epa ap-42		58
epa echo database		55
epa rsl		55
epa adi		53
epa rsls		53
epa website		50
us epa region 10		49
epa marine diesel		49
epa number lookup		47
epa approved disinfectant list		47
epa ppg		46
epa oig		46
epa region 6		46
epa pfas		43
epa jobs		43
epa levels for pm10		42
epa 200.7		42
epa envirofacts		41
epa cdr		41
epa 200.8		40
epa tri		39
us epa database		39
epa ev basic engine		39

Top 26-50 Internal Search Terms	by searches	October, 2020
half moon bay		269
tsca		262
irvine		261
air quality		259
air pollution		259
pfas		248
acid rain		245
water		239
santa rosa		236
disinfectant		224
seattle		224
compliance list epa certified wood stoves		223
microban		220
arsenic		218
superfund		218
truckee		213
south lake tahoe		208
palo alto		208
glyphosate		206
rcra		202
mercury		198
pesticides		194
berkeley		191
voc		181
mold		178

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