

Referral Channel Metrics

Sessions by Channel		% of all sessions	December, 2020	change from prior month	
Direct Sessions		10%	1,182,655	-270,795 ▼	-18.6%
Branded Search		0%	21,345	-3,988 ▼	-15.7%
Non-Branded Search		0%	56,021	-14,602 ▼	-20.7%
Search Term Not Provided		34%	3,961,451	-809,957 ▼	-17.0%
Social Media Referrals		0%	41,318	-3,501 ▼	-7.8%
Other Referrals		55%	6,354,266	-1,215,445 ▼	-9.4%
% New Sessions this month			December, 2020	change from prior month	
Direct Sessions		13%	76.3%	-1.7% ▼	-2.1%
Branded Search		0%	16.6%	-1.1% ▼	-6.3%
Non-Branded Search		0%	38.0%	-1.0% ▼	-2.5%
Search Term Not Provided		33%	60.9%	-0.1% ▼	-0.2%
Social Media Referrals		0%	79.1%	0.8% ▲	1.0%
Other Referrals		53%	60.3%	-1.1% ▼	-1.7%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites December, 2020 43.6% change from prior month -0.2% ▼ -0.4%

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

www.epa.gov/50	69.7%	N/A ▲	N/A
www.epa.gov/smartway	62.3%	-4.1% ▼	-6.2%
www.epa.gov/heatislands	57.5%	N/A ▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories December, 2020 41.8% change from prior month 0.6% ▲ 1.5%

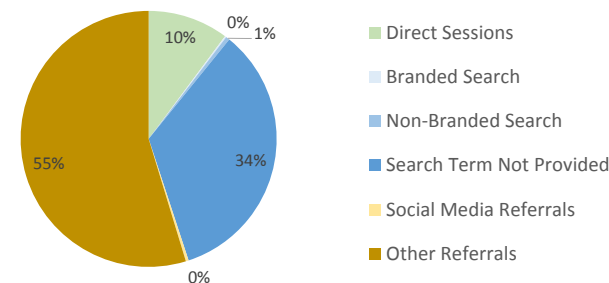
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

www.epa.gov/flint	75.1%	2.1% ▲	2.8%
www.epa.gov/tsc-screening-tools	74.2%	1.1% ▲	1.5%
www.epa.gov/ozone-layer-protection	65.3%	N/A ▲	N/A

Exits from Search Results

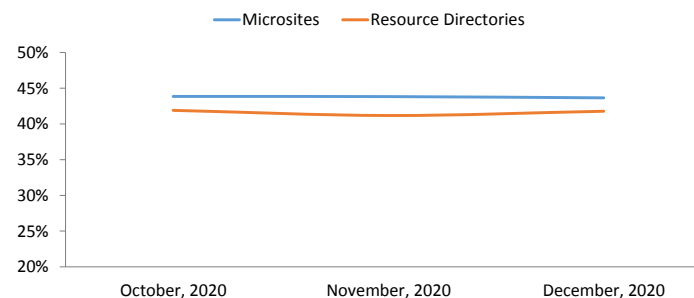
	December, 2020	change from prior month	
Number of Exits	0	0	↑↑↑
Exit Rate = Exits / Views of Search Results	#DIV/0!	#DIV/0!	↑↑↑

Sessions by Channel

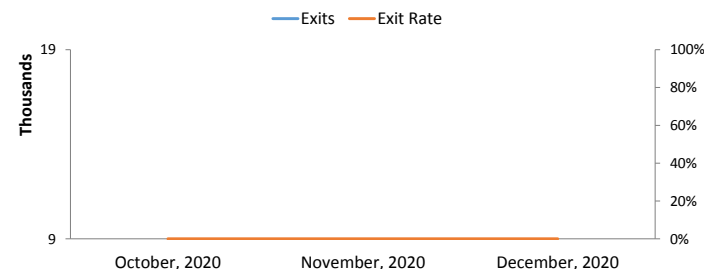


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	December, 2020
cdc.gov	/		113,495
airnow.gov	/		80,317
foiaonline.gov	/foiaonline/action/public/home/myCases		44,301
foiaonline.gov	/foiaonline/action/public/home		36,309
foiaonline.gov	/foiaonline/action/public/login		26,400
m.facebook.com	/		21,100
foiaonline.gov	/foiaonline/action/public/request		19,186
foiaonline.gov	/foiaonline/action/caseFile/submissionDetails		14,172
qsep.cms.gov	/		14,168
lnks.gd	/		13,227
espanol.cdc.gov	/		12,213
pubchem.ncbi.nlm.nih.gov	/		12,092
classroom.google.com	/		11,748
foiaonline.gov	/foiaonline/action/secured/home/unassignedMyOrg		10,609
cn.bing.com	/		8,946
en.wikipedia.org	/		8,171
foiaonline.gov	/foiaonline/action/public/search		7,954
kflsebas1.com	/usa2.htm		7,953
executivecoveweather.com	/usa2.htm		7,908
foiaonline.gov	/foiaonline/action/closeout/closeCaseFileTask		7,606

Top 1-25 Non-Branded Keywords	by sessions	December, 2020
ppls	181	
pfas	178	
ap-42	161	
tsca	130	
734-214-4346	117	
nepa assist	100	
fedtalent	99	
clean water act	97	
www.epa.gov/tsca-fees	92	
aqi 98664	91	
clean air act	89	
npdes	85	
list n	83	
rcra	78	
echo epa	77	
fifra	76	
san jose air quality	76	
tsca inventory	74	
nepassist	71	
pcb levels for soil	68	
envirofacts	68	
cdc air purifier guidelines	65	
bed bugs	63	
xxxxxx	63	
cercla	58	

Top 1-25 Branded Keywords	by sessions	December, 2020
epa	1,171	
epa list n	352	
epa echo	294	
epa n list	288	
us epa	137	
epa ppls	136	
epa region 5	114	
epa superfund omega cerclis id number	110	
environmental protection agency	109	
epa aqs	88	
usepa	84	
epa list n disinfectants	70	
epanet	69	
epa registration number lookup	67	
https://www3.epa.gov/carbon-footprint-calculato	66	
epa test method 202	62	
epa iris	60	
epa region 3 intranet	58	
epa enforcement docket'	58	
epa echo database	56	
epa rsl	55	
epa list of lists	51	
epa usa	51	
epa region 4	48	
epa rsls	48	

Top 1-25 Internal Search Terms	by searches	December, 2020
list n		1,490
renewable fuel standard program 2019 announcem		913
climate change		614
n list		367
covid		270
radon		262
lead		261
clean water act		229
lysol		226
asbestos		222
pfas		209
ozone		198
clean air act		197
air pollution		193
water		181
tsca		171
global warming		165
pesticides		164
disinfectants		162
recycling		155
disinfectant		150
mercury		149
benzalkonium chloride		146
mold		141
acid rain		140

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	December, 2020
n list		58
vida epa		55
list of lists		54
propanil bee toxicity		53
acid rain		52
ap42		50
ejscreen		48
implementation of the revoked 1997 8-hour ozone na		48
40 cfr		48
lcrd epa		47
ozone		47
n		46
safe drinking water act		45
hepa filter		44
npdespermits issued by epa region 3		44
미국 epa		44
ap 42		43
sf air quality		42
list n disinfectants		41
cedri		41
n list epa		40
total petroleum hydrocarbons		40
radon		39
region 5 epa states		39
greenhouse gases		39

Top 26-50 Branded Keywords	by sessions	December, 2020
epa 200.7		47
epa tri		43
epa environmental		39
epa lead certified contractors lookup		38
epa approved		35
epa ej screen		32
epa pfas		31
epa enforcement		30
epa 200.8		30
epa oig		29
epa disinfectant		29
epa envirofacts		29
epa ncea division		29
epa smartway		28
epa superfund sites		27
epa id search		27
epa region 10		26
epa number lookup		26
epa region 6		26
epa n list of disinfectants		25
epa rmp		25
epa national toxics rule		25
epa guidance portal		25
united states environmental protection agency		24
epa nei		24

Top 26-50 Internal Search Terms	by searches	December, 2020
voc		138
rcra		136
epanet		135
pmf		133
arsenic		132
internships		129
microban		120
iris		116
carbon monoxide		111
water pollution		107
superfund		103
formaldehyde		102
pesticide		101
hydrogen peroxide		99
epa		95
swmm		94
hazardous waste		93
cadmium		93
air quality		92
clorox		91
npdes		90
environmental justice		90
ddt		89
help software		89
glyphosate		88

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