

Referral Channel Metrics

Sessions by Channel		% of all sessions	November, 2020	change from prior month	
Direct Sessions		10%	1,453,450	-385,172 ▼	-20.9%
Branded Search		0%	25,333	-8,268 ▼	-24.6%
Non-Branded Search		1%	70,623	-31,373 ▼	-30.8%
Search Term Not Provided		34%	4,771,408	-1,492,959 ▼	-23.8%
Social Media Referrals		0%	44,819	-15,704 ▼	-25.9%
Other Referrals		54%	7,569,711	-2,946,724 ▼	-45.7%
% New Sessions this month			November, 2020	change from prior month	
Direct Sessions		13%	78.0%	3.1% ▲	4.2%
Branded Search		0%	17.7%	0.0% ▲	0.2%
Non-Branded Search		0%	39.0%	1.5% ▲	3.9%
Search Term Not Provided		33%	61.0%	6.0% ▲	10.9%
Social Media Referrals		0%	78.3%	1.5% ▲	1.9%
Other Referrals		53%	61.4%	6.9% ▲	12.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites November, 2020 43.8% change from prior month 0.0% ▼ -0.1%

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

www.epa.gov/50	74.5%	N/A ▲	N/A
www.epa.gov/smartway	66.4%	-2.6% ▲	N/A
www.epa.gov/ccr	61.1%	N/A ▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories November, 2020 41.2% change from prior month -0.7% ▼ -1.7%

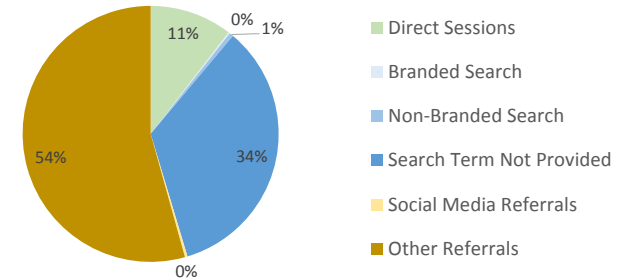
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

www.epa.gov/uog	74.7%	-0.7% ▼	-1.0%
www.epa.gov/tsca-screening-tools	73.1%	N/A ▲	N/A
www.epa.gov/flint	73.0%	N/A ▲	N/A

Exits from Search Results

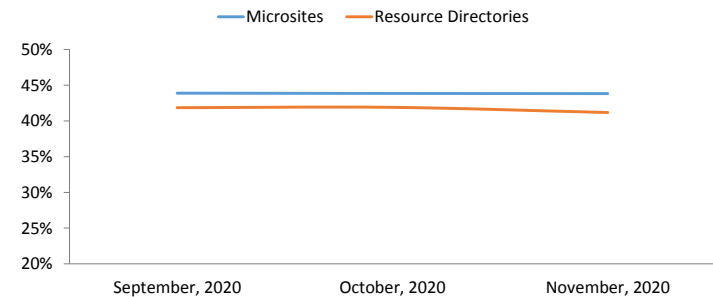
	November, 2020	change from prior month	
Number of Exits	0	0 ↑↑↑	#DIV/0!
Exit Rate = Exits / Views of Search Results	#DIV/0!	#DIV/0! ↑↑↑	#DIV/0!

Sessions by Channel November, 2020

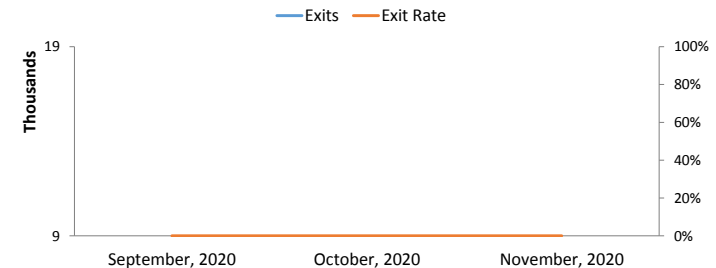


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	November, 2020
cdc.gov	/		145,709
airnow.gov	/		111,011
foiaonline.gov	/foiaonline/action/public/home/myCases		38,499
foiaonline.gov	/foiaonline/action/public/home		29,226
foiaonline.gov	/foiaonline/action/public/login		21,215
m.facebook.com	/		21,149
foiaonline.gov	/foiaonline/action/public/request		16,177
lnks.gd	/		16,047
classroom.google.com	/		15,259
pubchem.ncbi.nlm.nih.gov	/		14,032
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/cleaning-disinfection.html		13,457
foiaonline.gov	/foiaonline/action/caseFile/submissionDetails		11,774
espanol.cdc.gov	/		10,551
en.wikipedia.org	/		10,189
cdc.gov	/coronavirus/2019-ncov/prevent-getting-sick/disinfecting-your-home.html		8,154
executivecoveweather.com	/usa2.htm		7,935
kflsebas1.com	/usa2.htm		7,906
cn.bing.com	/		7,790
qsep.cms.gov	/		7,289
foiaonline.gov	/foiaonline/action/secured/home/unassignedMyOrg		6,876

Top 1-25 Non-Branded Keywords	by sessions	November, 2020
ap-42		232
ppls		214
pfas		204
tsca		194
fifra		144
list n		128
734-214-4346		120
air quality in northern nevada		107
vida epa		106
clean air act		105
clean water act		101
bed bugs		101
fedtalent		100
aqi 98664		94
nepassist		92
xxxxxx		91
envirofacts		89
tsca inventory		87
nepa assist		87
cercla		81
npdes		79
acid rain		79
cedri		76
echo epa		72
list n disinfectants		69

Top 1-25 Branded Keywords	by sessions	November, 2020
epa		1,592
epa list n		497
epa echo		365
epa n list		359
usepa		210
us epa		154
epa ppls		152
environmental protection agency		149
epa list n disinfectants		111
united states environmental protection agency		103
epanet		90
epa registration number lookup		83
epa rcra info		77
epa label review manual		72
epa region 5		68
epa superfund omega cerclis id number		66
epa region 3 intranet		65
epa aqs		64
epa rsls		64
epa rsl		61
epa iris		59
epa echo database		58
epa list of lists		57
epa test method 202		48
epa approved disinfectant list		43

Top 1-25 Internal Search Terms	by searches	November, 2020
list n		2,731
climate change		1,022
renewable fuel standard program 2019 announcem		808
n list		507
clean water act		330
covid		328
lead		321
radon		311
lysol		283
tsca		271
clean air act		269
ozone		236
air pollution		235
recycling		222
asbestos		221
disinfectants		219
water		211
pfas		211
global warming		203
epanet		190
acid rain		187
pesticides		180
rcra		169
mercury		168
carbon monoxide		165

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	November, 2020
n list epa		68
n list		67
list of lists		67
ejscreen		66
n		64
sacramento air quality		63
hepa filter		62
rcra		61
san jose air quality		61
ap 42		58
what gas can be gotten from landfill		57
tsca cdr		57
40 cfr		57
particulate matter		54
ozone		54
radon		54
npdes permit		52
airnow or		51
recycling		51
propanil bee toxicity		50
pcb levels for soil		50
ap42		49
air quality map		49
universal waste		48
미국의 epa		47

Top 26-50 Branded Keywords	by sessions	November, 2020
epa region 4		43
epa oig		43
usepa wastewater		41
https://www3.epa.gov/carbon-footprint-calculator		41
epa guidance portal		40
epa enforcement		39
epa overpayment		39
epa website		38
epa region 5 data		38
epa jobs		37
epa 200.7		37
epa lakewood co		37
epa 200.8		36
epa staff directory		34
epa ppg		34
epa tri		34
epa lead certified		33
epa tss standard method		32
epa radon		32
epa region 6		31
epa ccr rule		31
epa regional offices		31
epa ap-42		29
epa number lookup		29
epa cdr		28

Top 26-50 Internal Search Terms	by searches	November, 2020
superfund		165
arsenic		158
benzalkonium chloride		157
iris		153
microban		152
voc		147
disinfectant		144
benzene		144
cdx		142
mold		140
air quality		138
water pollution		133
waste		129
formaldehyde		129
hydrogen peroxide		129
plastic		125
ddt		116
epa		115
pmf		114
pesticide		113
fifra		113
swmm		112
fracking		111
epa registration number		110
bleach		107

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