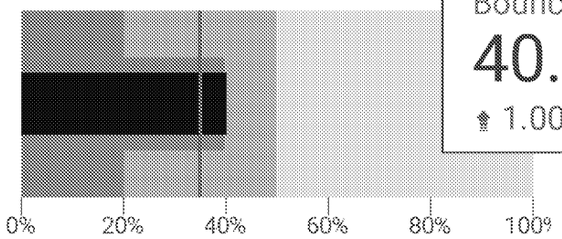
Current Period

Dec 1, 2018 - Dec 31, 2018

Home Page Bounce Rate



Bounce Rate
40.10%
1.00%

Pageviews

Pageviews
47,693
-3.31%

Sessions

Sessions
25,561
-1.40%

Users

Users
23,995
-0.65%

Unique Pageviews
37,457
-2.44%

Pages / Session
1.87
-5.11%

New Users
18,105
-0.92%

November Highlights

Dates:
* N/A

Notes:
* The bounce rate for the asbestos landing page is very close to EPA's Agency-wise target, which indicates that the page is well organized and users are finding information they need without going back to Google search.

* Suggest reviewing organization of Protect Your Family pages to improve bounce rates.

EPA Targets

Bounce Rate Target: 35%
Pages/Session Target: 4
Average Session Duration Target: 4:30 minutes

Individual Page Performance in Web Area

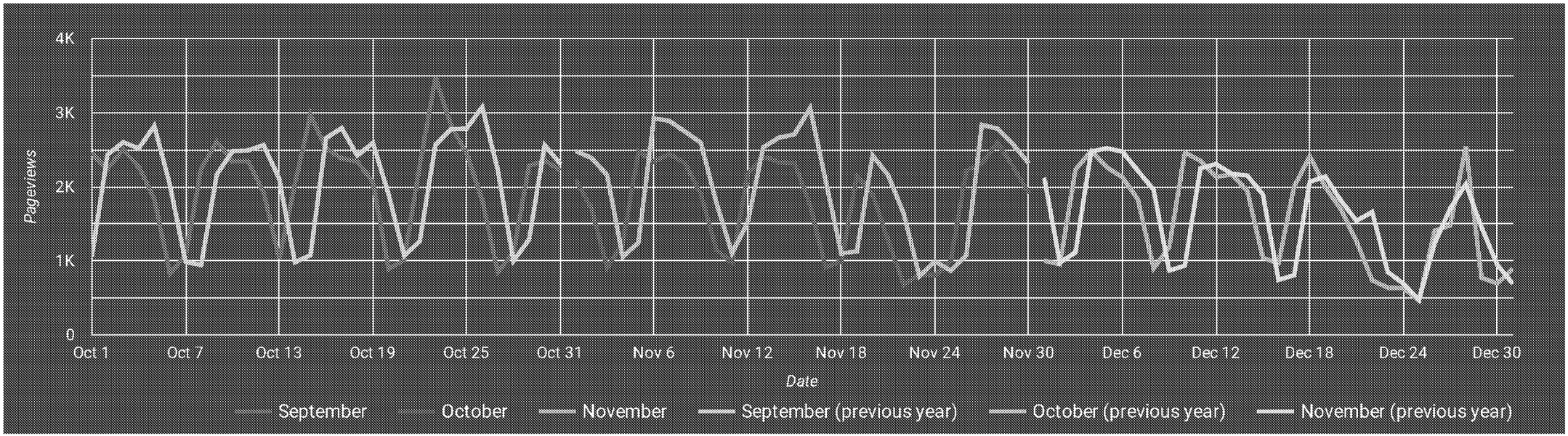
	Page Title	URL	Pageviews	Avg. Time on Page	% Exit
1.	Asbestos | US EPA	epa.gov/asbestos	8,268	00:00:51	31.17%
2.	Protect Your Family from Asbestos-Contaminated Vermiculite Insulation | Asbestos | US EPA	epa.gov/asbestos/protect-your-family-asbestos-contaminated-vermiculite-insulation	4,904	00:05:01	80.97%
3.	Protect Your Family from Exposures to Asbestos | Asbestos | US EPA	epa.gov/asbestos/protect-your-family-exposures-asbestos	4,243	00:03:08	66.18%
4.	U.S. Federal Bans on Asbestos | Asbestos | US EPA	epa.gov/asbestos/us-federal-bans-asbestos	4,139	00:03:59	79.63%
5.	Learn About Asbestos | Asbestos | US EPA	epa.gov/asbestos/learn-about-asbestos	3,906	00:02:19	44.39%
6.	Asbestos Laws and Regulations | Asbestos | US EPA	epa.gov/asbestos/asbestos-laws-and-regulations	3,520	00:03:56	51.88%
		Grand total	**47,693**	**00:02:17**	**53.46%**

1 - 25 / 171

Quarterly Trends - Asbestos

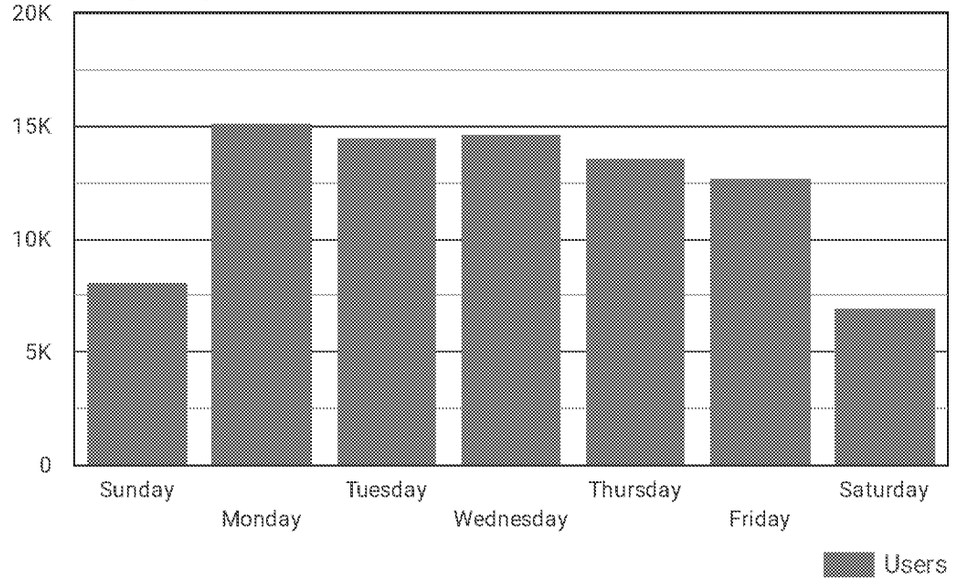
EPA

Pageviews

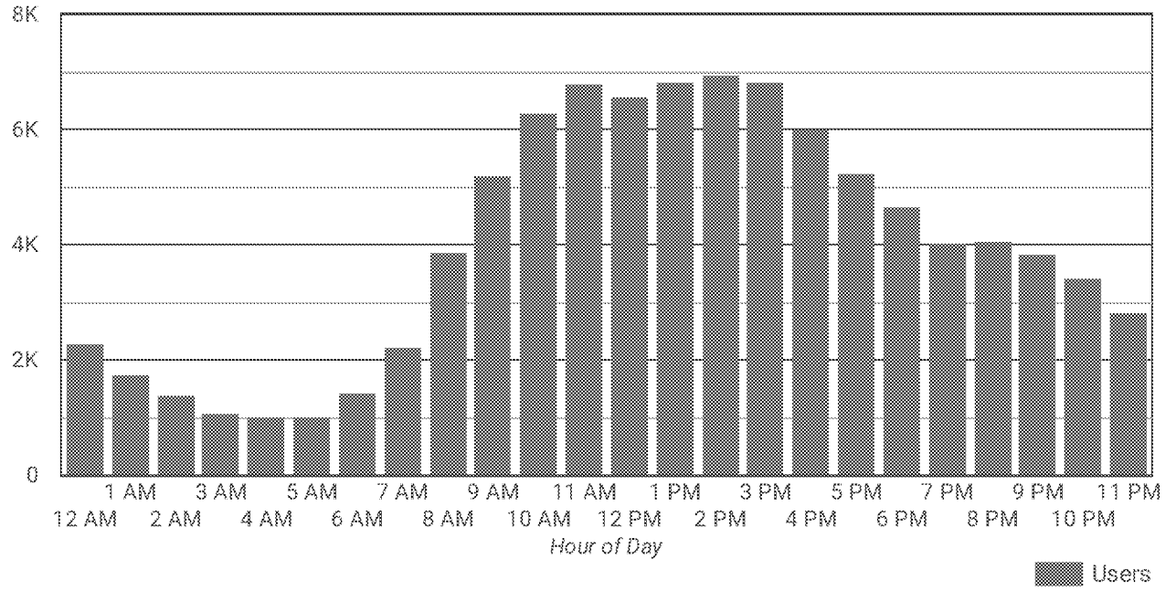


Avg. Pageviews/Day	Avg. Pageviews/Week	Pages / Session	Avg. Session Duration
1,779	11,691	1.92	02:00
↓ -6%	↓ -6%	↑ 1.46%	↑ 2.57%

Users by Day of the Week



Users by Time of Day



Popular Content

Dec 1, 2018 - Dec 31, 2018

EPA

Search Terms that Led to Web Area

	Keyword	Sessions	New Users
1.	(not provided)	14,305	9,710
2.	(not set)	9,559	7,508
3.	asbestos	77	59
4.	ahera	33	12
5.	vermiculite	33	25
6.	vermiculite insulation	30	25
7.	asbestos removal	28	24
8.	epa asbestos	19	4
	Grand total	**25,561**	**18,105**

1 - 25 / 1178

Search Terms within Web Area Pages

	Search Term	Total Unique Searches
1.	vermiculite	13
2.	asbestos	10
3.	asbestos asbestos school hazard abatement reauthorization act 1990 one hundred first congress united	8
4.	lead	7
5.	radon	6
6.	asbestos code federal regulations chapter 40 part 763 asbestos	5
7.	asbestos abatement	5
8.	ahera	3
9.	asbestos testing	3
	Grand total	**439**

1 - 100 / 361

Top PDFs in Web Area

	URL	Total Events	% Δ
1.	http://www.gpo.gov/fdsys/pkg/uscode-2011-title15/pdf/uscode-2011-title15-chap53-subchapii.pdf	230	-2.5%
2.	https://www.epa.gov/sites/production/files/documents/nps5da.pdf	224	-13.8%
3.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title40-vol8/pdf/cfr-2011-title40-vol8-part61-subpartm.pdf	210	-6.7%
4.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title40-vol31/pdf/cfr-2011-title40-vol31-part763-subparte.pdf	209	-2.3%
5.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title40-vol31/pdf/cfr-2011-title40-vol31-part763-subparte-appc.pdf	207	-17.9%
6.	https://www.epa.gov/sites/production/files/2018-08/documents/asbestosrulefactsheet-1.pdf	140	6.9%
7.	https://www.epa.gov/sites/production/files/2018-06/documents/epa-hq-oppt-2018-0159-0001.pdf	136	-4.2%
8.	https://www.epa.gov/sites/production/files/2013-12/documents/modelamp_0.pdf	102	-31.1%
9.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title40-vol31/pdf/cfr-2011-title40-vol31-part763-subpartg.pdf	99	-2.9%
10.	https://www.epa.gov/sites/production/files/documents/2003pt763_0.pdf	95	-19.5%
11.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title29-vol6/pdf/cfr-2011-title29-vol6-sec1910-1001.pdf	91	-27.2%
12.	http://www.gpo.gov/fdsys/pkg/cfr-2011-title29-vol8/pdf/cfr-2011-title29-vol8-sec1926-1101.pdf	84	-20.8%
13.	http://edocket.access.gpo.gov/cfr_2007/julqtr/pdf/29cfr1910.1001.pdf	83	-33.1%
	Grand total	**3,027**	**-12.8%**

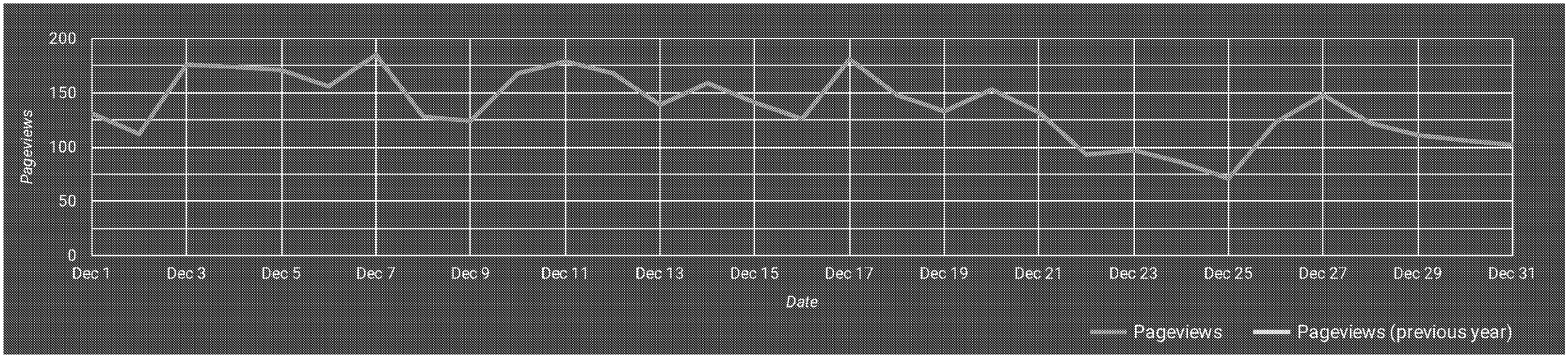
1 - 25 / 49

Protect Your Family Pages

Dec 1, 2018 - Dec 31, 2018

EPA

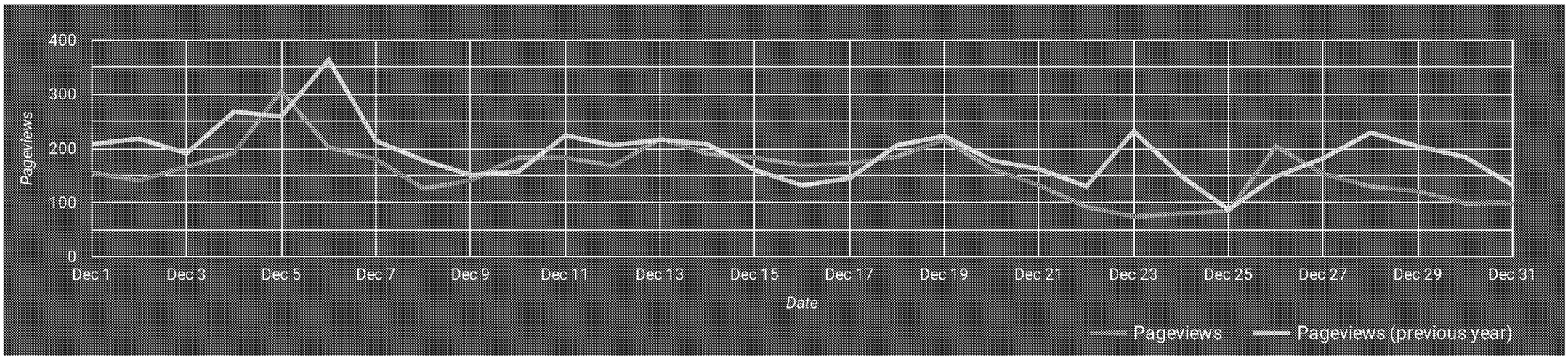
Protect Your Family from Exposure to Asbestos Page - Pageviews



Avg. Pageviews/Day	Avg. Pageviews/Week	Avg. Time on Page	Bounce Rate
137	707	03:08	80.17%
No data	No data	↑ 4.82%	↑ 1.28%

URL: epa.gov/asbestos/protect-your-family-exposures-asbestos

Protect Your Family from Asbestos-Contaminated Vermiculite Insulation Page - Pageviews



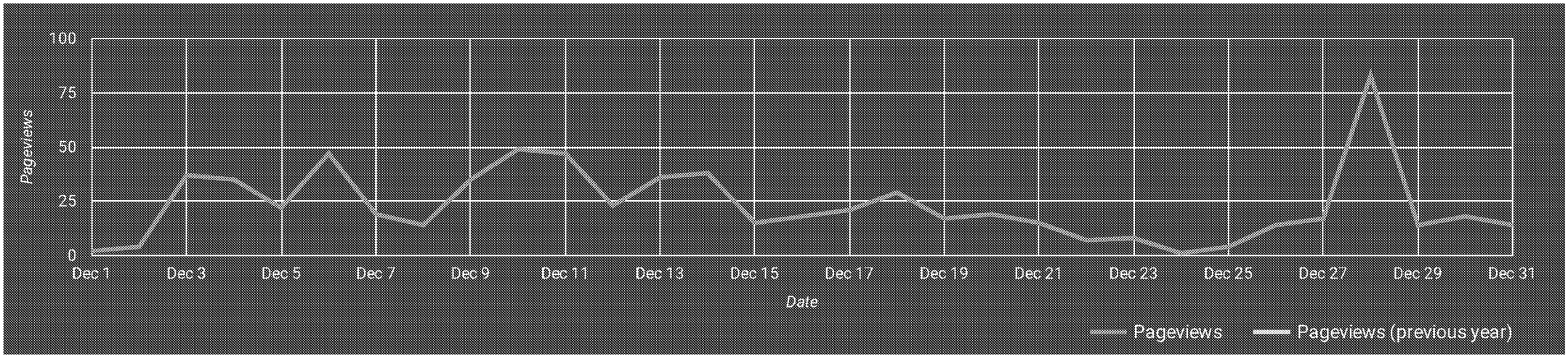
Avg. Pageviews/Day	Avg. Pageviews/Week	Avg. Time on Page	Bounce Rate
158	818	05:01	77.68%
↓ -17%	↓ -17%	↑ 7.43%	↓ -0.59%

URL: epa.gov/asbestos/protect-your-family-asbestos-contaminated-vermiculite-insulation

SNUR Pages

Dec 1, 2018 - Dec 31, 2018

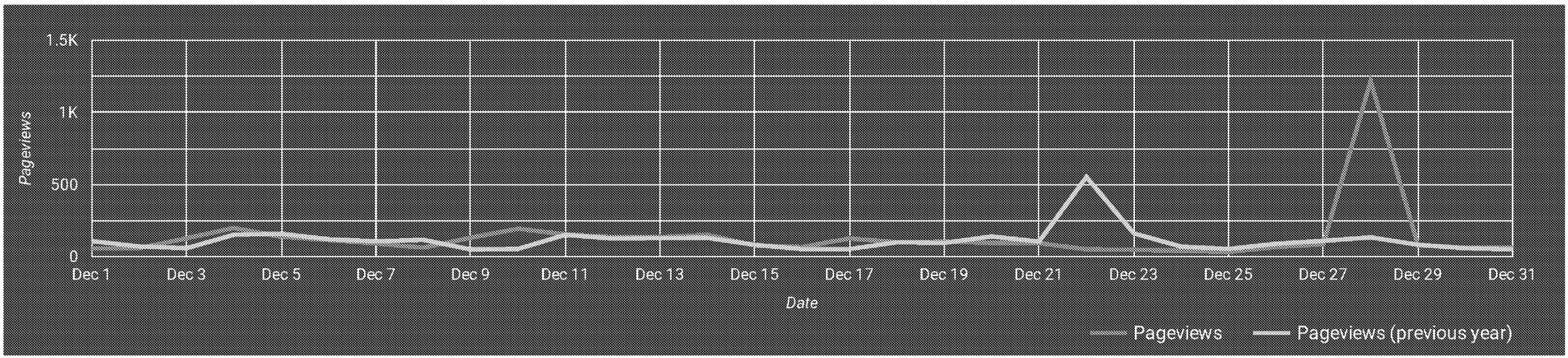
Federal Register Notice on Proposed SNUR for Asbestos Page - Pageviews



Avg. Pageviews/Day	Avg. Pageviews/Week	Avg. Time on Page	Bounce Rate
23	120	02:00	55.17%
No data	No data	↓ -4.15%	↑ 3.94%

URL: epa.gov/asbestos/federal-register-notice-proposed-snur-asbestos

U.S. Federal Bans on Asbestos Page - Pageviews



Avg. Pageviews/Day	Avg. Pageviews/Week	Avg. Time on Page	Bounce Rate
134	694	03:58	84.61%
↑ 18%	↑ 18%	↑ 5.59%	↑ 5.99%

URL: epa.gov/asbestos/us-federal-bans-asbestos

Compare with Other Web Areas in FOB

Dec 1, 2018 - Dec 31, 2018

EPA

Pageviews for Asbestos Web Area

Pageviews
47,693
-3.31%

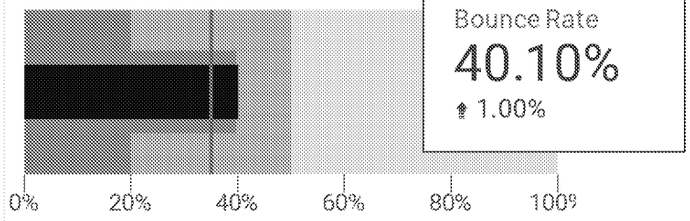
Pageviews for a Mercury Web Area

Pageviews
29,434
-4.93%

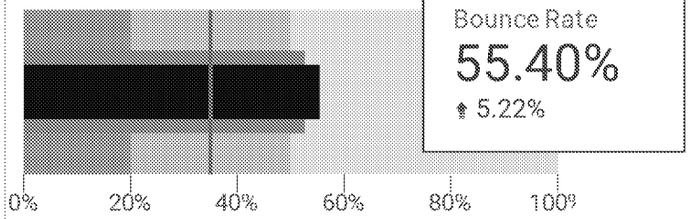
Pageviews for Formaldehyde Web Area

Pageviews
11,203,798
-13.88%

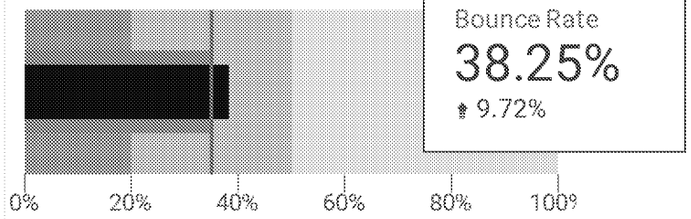
Average Bounce Rate for Formaldehyde Web Area's Home Page



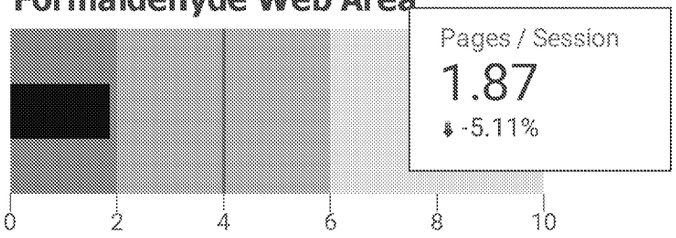
Average Bounce Rate for Mercury Web Area's Home Page



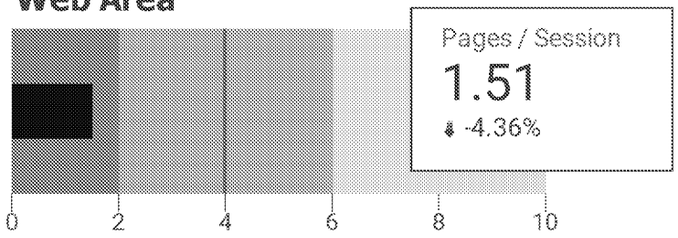
Average Bounce Rate for Formaldehyde Web Area's Home Page



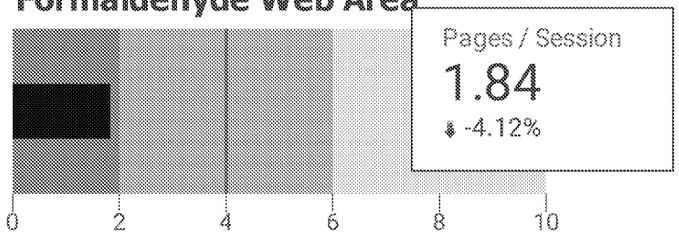
Average Pages/Session for Formaldehyde Web Area



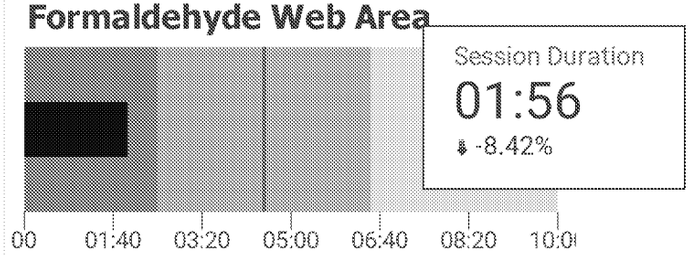
Average Pages/Session for Mercury Web Area



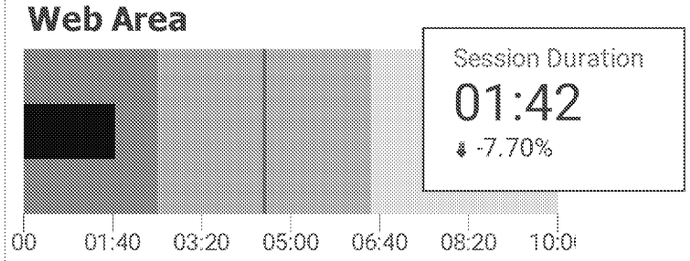
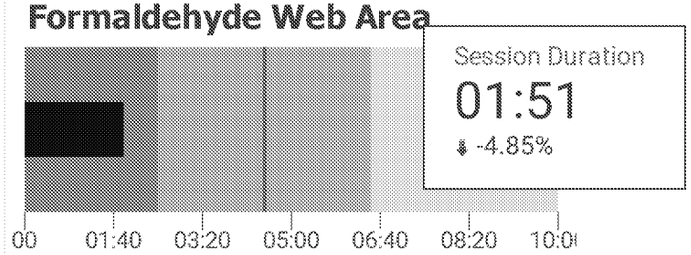
Average Pages/Session for Formaldehyde Web Area



Average Session Duration for Formaldehyde Web Area



Average Session Duration for Mercury Web Area



Average Session Duration for Formaldehyde Web Area