To: Dew, Judy[Dew.Judy@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]
From: Orquina, Jessica
Sent: Fri 4/7/2017 3:39:32 PM
Subject: RE: Top web search terms

So, it looks like the top refers are all internal, is that correct?

Jess

Jessica Ann Orquina

Associate Director

Office of Web Communications

U.S. Environmental Protection Agency

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From: Dew, Judy
Sent: Friday, April 07, 2017 10:53 AM
To: Orquina, Jessica <Orquina.Jessica@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>
Subject: RE: Top web search terms

These are the top 5 pages in the clean power plan and their top referrers. When we do the redirects the whole site including subpages will redirect to the new page so there shouldn't be 404 errors. No matter where the links originated.

epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants

top referrers to this page.

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan	1,340	30.52%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan	674	15.35%
epa.gov/cleanpowerplan/regulatory-actions	378	8.61%
epa.gov/climatechange/climate-change-regulatory-initiatives	165	3.76%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants	157	3.58%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants	131	2.98%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers	115	2.62%
epa.gov/cleanpowerplan/clean-power-plan-petitions-reconsideration-january-2017	110	2.51%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements	91	2.07%
epa.gov/cleanpowerplan/clean-power-plan-final-rule-table-contents	90	2.05%

epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan

top referrers

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	2,198	84.83%
epa.gov/cleanpowerplan	149	5.75%
epa.gov/home/pdf-files	28	1.08%
epa.gov/index.html	20	0.77%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-numbers	18	0.69%
epa.gov/ghgemissions/us-greenhouse-gas-inventory-report-1990-2014	12	0.46%
epa.gov/laws-regulations/summary-clean-air-act	12	0.46%
epa.gov/newsreleases/epa-review-clean-power-plan-under-president-trumps-executive-order	10	0.39%
epa.gov/clean-air-act-overview	9	0.35%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-key-changes-and-improvements	9	0.35%

epa.gov/cleanpowerplan

Top referrers

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	844	31.12%
epa.gov/climatechange/reducing-greenhouse-gas-emissions	277	10.21%
epa.gov/cleanpowerplan/regulatory-actions	257	9.48%
search.epa.gov/epasearch/epasearch	221	8.15%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants	210	7.74%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan	160	5.90%
cleanpowerplanmaps.epa.gov/cpp/index.html	106	3.91%
epa.gov/history	73	2.69%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants	48	1.77%
epa.gov/cleanpowerplantoolbox	46	1.70%

epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants

Top referrers

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan	426	46.00%
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	108	11.66%
epa.gov/ghgemissions/overview-greenhouse-gases	74	7.99%
epa.gov/climatechange/ghgemissions/sources.html	57	6.16%
search.epa.gov/epasearch/epasearch	42	4.54%
epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants	38	4.10%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan	34	3.67%
epa.gov/ghgemissions/sources-greenhouse-gas-emissions	34	3.67%
epa.gov/cleanpowerplan/regulatory-actions	14	1.51%
epa.gov/climate-change-science/overview-climate-change-science	12	1.30%

epa.gov/cleanpowerplan/carbon-pollution-standards-new-modified-and-reconstructed-power-plants

Previous Page Path	Pageviews	% Pageviews
epa.gov/cleanpowerplan/clean-power-plan-existing-power-plants	274	42.75%
epa.gov/cleanpowerplan/regulatory-actions	119	18.56%
epa.gov/cleanpowerplan/carbon-pollution-standards-final-rule-august-2015	79	12.32%
epa.gov/cleanpowerplan/learn-about-carbon-pollution-power-plants	38	5.93%
epa.gov/cleanpowerplan/fact-sheet-overview-clean-power-plan	26	4.06%
epa.gov/cleanpowerplan/carbon-pollution-standards-petitions-reconsideration-april-2016	14	2.18%
epa.gov/cleanpowerplan	13	2.03%
epa.gov/cleanpowerplan/fact-sheet-clean-power-plan-carbon-pollution-standards-key-dates	10	1.56%
epa.gov/cleanpowerplan/fact-sheet-details-about-proposal-new-sources	5	0.78%
epa.gov/climatechange/what-epa-doing-about-climate-change	5	0.78%

Judy Dew

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From: Orquina, Jessica
Sent: Friday, April 07, 2017 10:37 AM
To: Hart, Daniel <Hart.Daniel@epa.gov>
Cc: Dew, Judy <Dew.Judy@epa.gov>

Subject: Re: Top web search terms

I talked to JP. He clarified his question. What he wants to know is referring sites to the CPP web area.

Jess

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On Apr 7, 2017, at 10:27 AM, Hart, Daniel <Hart.Daniel@epa.gov> wrote:

Judy, see below. JP is our new AA. Can you help us answer his questions he raises?

Daniel (Danny) Hart | Director of Web Communications | Office of Public Affairs | U.S. EPA | Tel:202.564.7577 | cell: 202.365.7095

Begin forwarded message:

From: "Freire, JP" <Freire.JP@epa.gov>
Date: April 7, 2017 at 9:00:56 AM EDT
To: "Orquina, Jessica" <Orquina.Jessica@epa.gov>
Cc: "Konkus, John" <konkus.john@epa.gov>, "Hart, Daniel" <Hart.Daniel@epa.gov>, "Hull, George" <Hull.George@epa.gov>
Subject: RE: Top web search terms

This is very interesting!

When folks were searching climate change, what were they most often getting to? I guess I'm asking, where would they land most frequently? (Not the top search result, but the most trafficked page coming from a climate page search.

Separately: Can we figure out the top referrer to our climate change pages (specifically the Clean Power Plan site)?

From: Orquina, Jessica
Sent: Friday, April 7, 2017 8:58 AM
To: Freire, JP <Freire.JP@epa.gov>
Cc: Konkus, John <konkus.john@epa.gov>; Hart, Daniel <Hart.Daniel@epa.gov>; Hull, George <Hull.George@epa.gov>
Subject: Top web search terms

Hi JP,

These are the top 10 search terms on EPA.gov for the last year by month. That should help you understand what people are coming to our site for. Let us know if you have any questions or there's other information you would like to see.

Thanks! Jess

Top Search Terms

Mar-17	Feb-17	Jan-17	Dec-16	Nov-16	Oct-16	Sep-16	Aug-16	Jul-16	Jun-16	May-16	Apr-16	Mar-16
climate change	climate change	climate change	radon	radon	radon	interior design	interior design	interior design	interior design	interior design	interior design	lead

lead	radon	global warming	climate change	lead	lead	lead	radon	radon	radon	acid rain	acid rain	radon
radon	global warming	lead	lead	climate change	climate change	radon	lead	lead	lead	radon	radon	asbesto
clean water act	lead	radon	acid rain	acid rain	acid rain	clean water act	mold	tsca	tri	lead	lead	superfu
clean air act	clean water act	climate	asbestos	ozone	asbestos	mold	tsca	mold	tsca	search	superfund	acid rain
global warming	acid rain	asbestos	mold	asbestos	mold	asbestos	asbestos	naled	asbestos	climate change	climate change	air pollutic
air pollution	clean air act	clean air act	clean air act	air pollution	clean water act	tsca	rcra	asbestos	mold	asbestos	clean air act	mold
superfund	air pollution	abrupt climate change	clean water act	clean water act	superfund	clean air act	superfund	superfund	rcra	water	asbestos	clean air act
asbestos	asbestos	clean water act	superfund	clean air act	water	acid rain	clean water act	rcra	search	pfoa	clean water act	water
acid rain	water	climate change action plan	global warming	mold	air pollution	climate change	clean air act	water	superfund	mold	water	clean water act

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