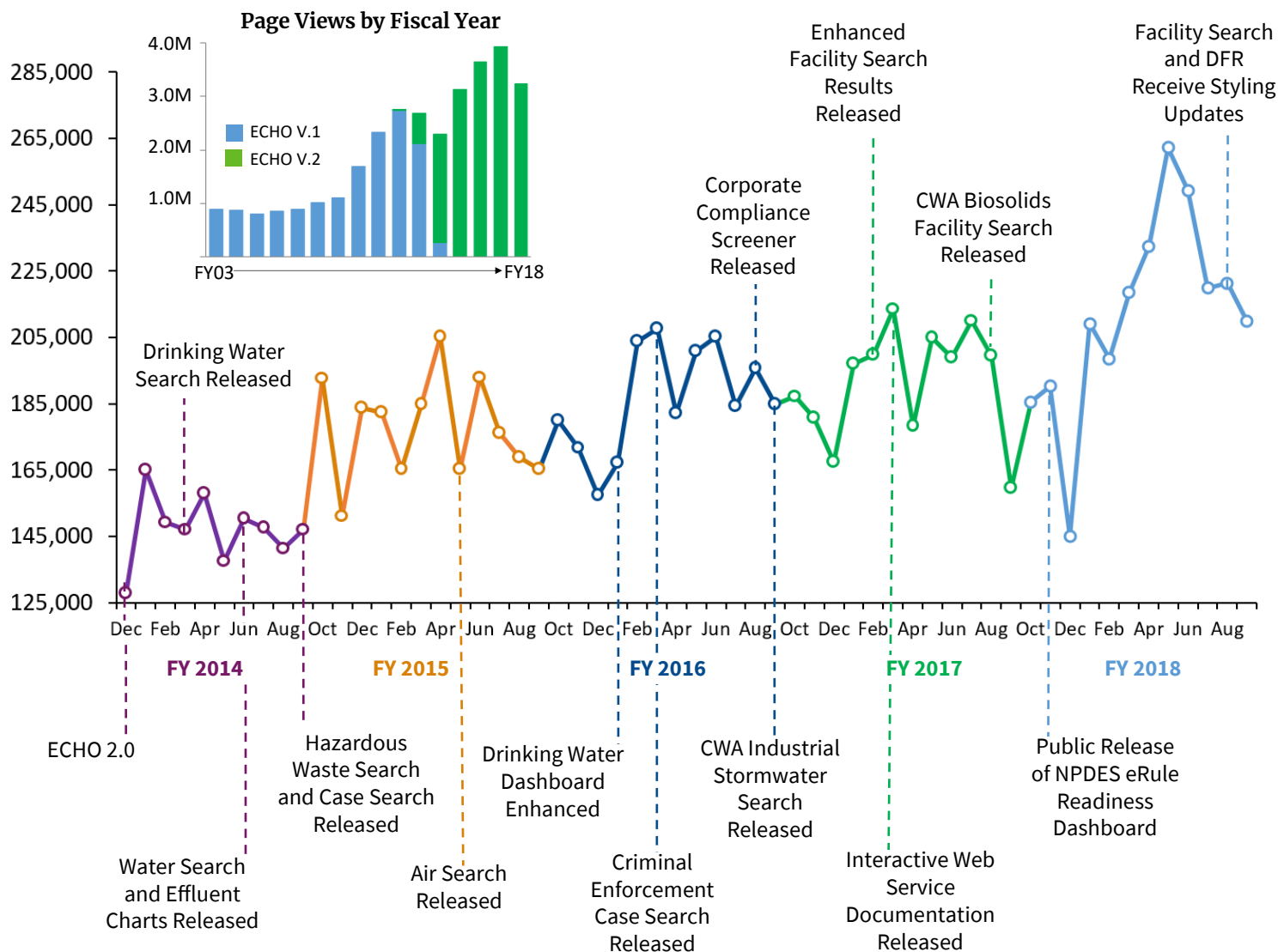


# ECHO Usage Statistics

## ECHO Total Monthly Page Views<sup>1</sup>



## FY 2018 Most Popular ECHO Features

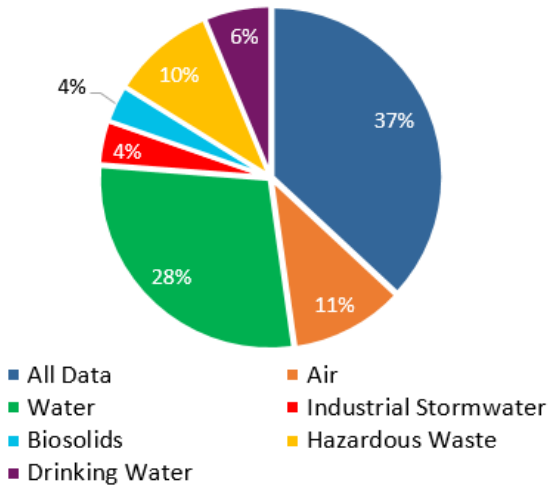
Feature	Total Page Views	Average Monthly Views	Monthly Trend
Detailed Facility Report	624,957	52,080	2.3%
Facility Search	438,085	36,507	1.8%
Water Pollutant Loading Tool (all)	128,342	10,695	9%
Enforcement Case Search	121,942	10,162	17%
Enforcement Case Report	62,819	5,235	3%
Effluent Charts (Report)	51,922	4,327	1%
State Dashboards	32,862	2,739	1.6%

A complete list of ECHO Features are presented in ECHO Usage Statistics: Additional Details.

# FY 2018 ECHO Usage Metrics

Metric	Value
Page Views	2,541,884
Sessions	574,995
Mobile Sessions <sup>2</sup>	64,179 (11% of all sessions)
Users	269,591
% New Visitors	58%
% Returning Visitors	42%
Average Pages/Session	4.42
Average Session Duration <sup>3</sup>	6:24 minutes
% Single-Page Sessions (Bounce Rate) <sup>3</sup>	41%

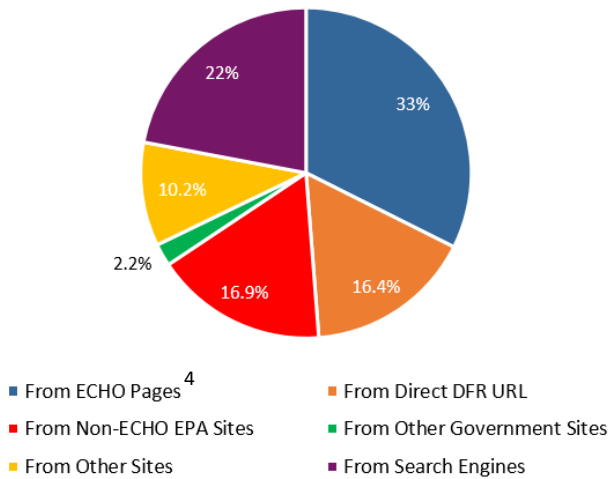
## FY 2018 ECHO Facility Search Usage



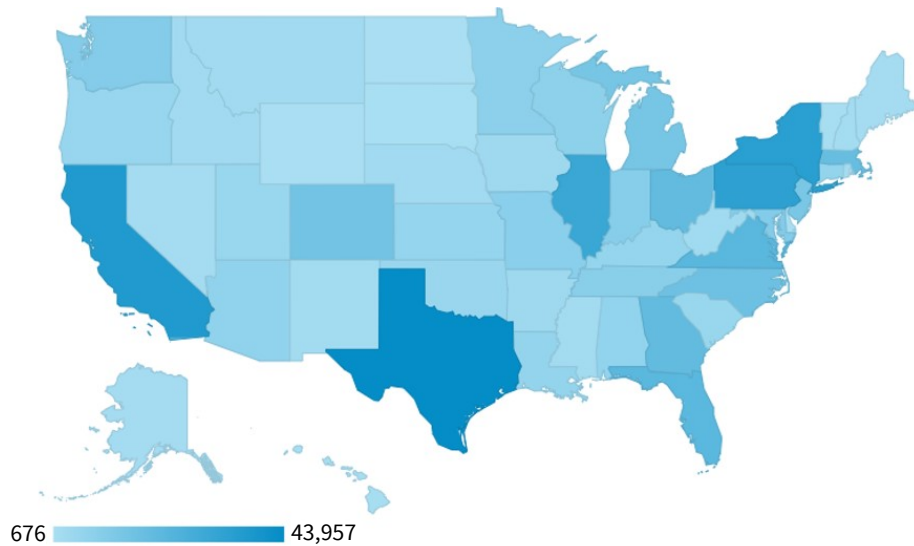
## FY 2018 ECHO Pages Most Often Navigated To From Home Page

Page Title	Page Views
Facility Search Results	176,722
Facility Search Form	40,262
Enforcement Case Search	5,021
Detailed Facility Report	2,485
ECHO Quick Start Guide	1,443
Data Downloads	1,328
Water Pollution Search (Loading Tool)	1,217
NPDES eRule Readiness Dashboard	1,080
State Water Dashboard	1,043

## FY 2018 How Users Access the Detailed Facility Report



## FY 2018 ECHO Sessions by State



<sup>1</sup>The monthly line chart does not include page views for the legacy DMR Pollutant Loading Tool. The Page Views by Fiscal Year chart includes legacy Loading Tool page views up until it was decommissioned in December 2017.

<sup>2</sup>There were 22,236 mobile sessions (6% of all sessions) in FY2017. Mobile sessions do not include tablets.

<sup>3</sup>Average session duration for all EPA websites is 2:54 minutes. % single-page sessions (bounce rate) for all EPA websites is 60%.

<sup>4</sup>Users most commonly accessed the DFR from Facility Search Results (76%), Effluent Charts (4.0%), and Enforcement Case Reports (3.4%).