

EXTERNAL AFFAIRS REPORT

[Q1 + Q2 JANUARY - JUNE 2025]

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EXTERNAL
INQUIRIES
TO WQA

Data Sources:

WQA's Hot line (phone),
WQA@WQA.ORG (email),
BETTERWATERTODAY@ORG (email)



431,406

UNIQUE
WEBSITE
VISITORS

Data Sources:

WQA.ORG (web),
BETTERWATERTODAY.ORG (web)



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Associations,
Government
Agencies, Coalitions
WQA Engaged With

Data Sources:

WQA External Affairs Engagement
Strategy Tracking Tool



TOPICS OF INTEREST:

1. Product Replacement
2. Lead
3. Does WQA go door to door?
4. Education

Product Certification

Find a Certified Product

 21,484 unique page views

**HOW TO GET YOUR PRODUCTS
SEEN HERE:**

- Become Gold Seal Certified

Membership

Find a WQA Member

 5,227 unique page views

**HOW TO GET YOUR COMPANY
SEEN HERE:**

- Become A WQA Member
- Opt-in to be shown on TapScore

Professional Certification

Find a Certified Professional

 2,860 unique page views

**HOW TO GET PERSONNEL
CERTIFIED:**

- Become A Certified Professional
- Explore WQA training
- Learn about our accelerated path to certification for experienced personnel

INSIGHTS:

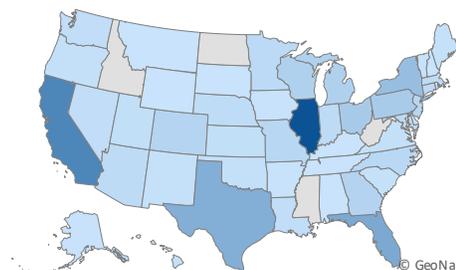
Would you like to show up in all three of the search engines showcased above? WQA spotlights member companies with certified employees and products through the Mark of Excellence recognition program. [Learn more about the program here.](#)

WQA strives to be a support to water industry professionals seeking information for their businesses and operations. Check out our other industry reports, available as a WQA member benefit, for information that can help your business excel.

[Grow your business > Industry Reports](#)

Where Are You From?

Of Inquiries By State 



Powered by Bing
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Plus, Global Inquiries From:

Algeria, Australia, Brazil, Canada, China, Denmark, El Salvador, Finland, Germany, Guatemala, Honduras, India, Island of Curaçao, Israel, Italy, Jordan, Malaysia, Mexico, Netherlands, Norway, Pakistan, Peru, Philippines, Puerto Rico, Republic of Korea, South Africa, Spain, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom