

Referral Channel Metrics

Visits by Channel	% of all visits	January 2014	change from prior month
Direct Visits	22%	1,621,255	-66,411 ▼ -3.9%
Branded Search	2%	133,363	16,138 ▲ 13.8%
Non-Branded Search	13%	924,864	131,790 ▲ 16.6%
Search Term Not Provided	48%	3,499,136	515,217 ▲ 17.3%
Social Media Referrals	1%	75,818	12,365 ▲ 19.5%
EPA Blog Referrals	0.00%	119	-696 ▼ -85.4%
Other Referrals	15%	1,109,131	-74,816 ▼ -6.3%
% New Visits this month	% of all new visits	January 2014	change from prior month
Direct Visits	24%	69.6%	-5.5% ▼ -7.3%
Branded Search	1%	37.1%	-6.2% ▼ -14.2%
Non-Branded Search	12%	63.1%	-0.8% ▼ -1.3%
Search Term Not Provided	46%	62.6%	-1.0% ▼ -1.6%
Social Media Referrals	1%	78.5%	-2.7% ▼ -3.3%
EPA Blog Referrals	0.00%	58.0%	7.3% ▲ 14.4%
Other Referrals	16%	69.4%	-3.5% ▼ -4.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites January 2014 44.3% 5.9% ▲ 15.4%

3 worst Bounce Rates

for microsites with at least 1,000 entrances

/toxics-release-inventory-tri-program	87.5%	39.4% ▲ 82.1%
/aboutepa	39.4%	-2.6% ▼ -6.2%
/laws-regulations	33.6%	-3.0% ▼ -8.1%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories January 2014 28.5% -8.7% ▼ -23.5%

3 worst Bounce Rates

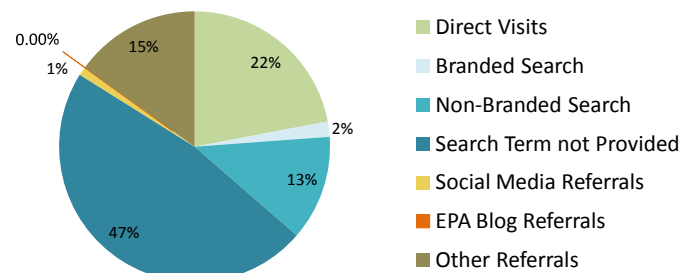
for directories with at least 1,000 entrances

/hydraulicfracturing	69.2%	2.6% ▲ 3.9%
/green-chemistry	49.8%	5.1% ▲ 11.4%
/hfstudy	41.7%	2.8% ▲ 7.2%

Exits from Search Results

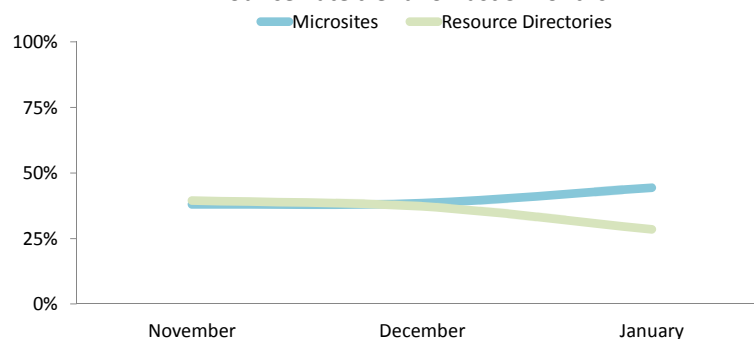
Number of Exits	January 2014	change from prior month
Exit Rate = Exits / Views of Search Results	72,919	-12,720 ▼ -14.9%
	12.1%	-4.3% ▼ -26.2%

Visits by Channel January 2014

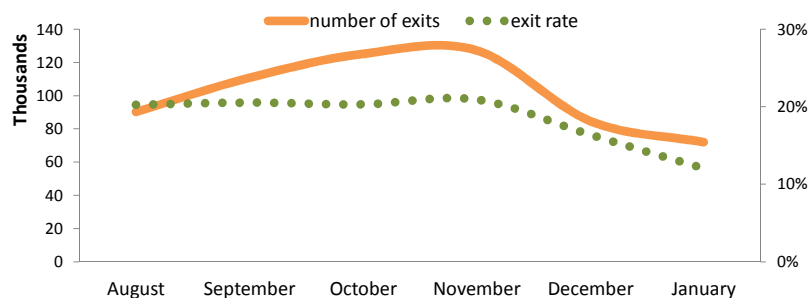


Branded Search covers Visits from Visitors who arrived at an EPA site after searching for **EPA** or **Environmental Protection Agency**, or a phrase that included those terms.

Bounce Rate trend for last 3 months



Search Exit trend for last 6 months





Agency Web Traffic: Content Discovery Report

Top 20 Non-Branded Keywords	by visits	January 2014
climate change		5,579
acid rain		4,776
energy star		4,070
airnow		2,550
air quality index		2,349
what is acid rain		1,755
radon		1,741
airnow.gov		1,722
air quality		1,619
greenhouse effect		1,555
watershed		1,479
radon testing		1,382
clean air act		1,357
mold		1,350
air quality index by zip code		1,243
air now		1,191
clean water act		1,134
energystar.gov		1,076
ph		1,032
water cycle		1,001

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

Top 20 Branded Keywords	by visits	January 2014
epa		17,405
environmental protection agency		2,730
epa.gov		2,373
usepa		1,075
us epa		856
http://www.epa.gov/		782
www.epa.gov		695
http://epa.gov/		681
http://www.epa.gov/acidrain/		560
epa echo		468
epa jobs		421
http://www.epa.gov/ogwdw/kids/flash/flash_v		356
epanet		324
epa locator		260
epa region 6		254
us environmental protection agency		231
epa region 10		223
united states environmental protection agency		221
epa certification		205
epa iris		200

Top 20 Internal Search Terms	by searches	January 2014
lead		813
radon		777
asbestos		698
acid rain		609
mold		475
climate change		438
air pollution		433
global warming		426
tier 2		406
fracking		398
clean water act		361
arsenic		352
mercury		336
water		336
ozone		326
superfund		309
fukushima		308
drinking water		296
shop towel rule		296
Tier II Reporting		287

Top 20 Non-EPA Referral Pages	by visits	January 2014
energystar.gov	/index.cfm	25,607
shepherd.edzone.net:81	/index.php	23,670
concienciaradio.com	/	17,944
forsythco.com	/	14,208
energystar.gov	/	12,730
m.facebook.com	/	10,756
facebook.com	/l.php	9,982
heatmor.com	/	8,188
facebook.com	/	7,959
m.facebook.com	/l.php	7,810
google.org	/publicalerts/alert	7,138
search.tb.ask.com	/search/GGmain.jhtml	6,916
links.govdelivery.com	/track	6,633
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	4,639
duranceplumbing.com	/5-reasons-why-your-hot-water-has-stopped-working/	4,325
dsireusa.org	/incentives/incentive.cfm	4,319
google.com	/imgres	4,004
yakimacleanair.org	/	3,877
fkaa.com	/	3,773
wastewatereducation.org	/	3,579