

Referral Channel Metrics

| Visits by Channel | % of all visits | February 2014 | change from prior month |
|--------------------------|---------------------|---------------|-------------------------|
| Direct Visits | 22% | 1,642,344 | 21,089 ▲ 1.3% |
| Branded Search | 2% | 142,589 | 9,226 ▲ 6.9% |
| Non-Branded Search | 12% | 927,480 | 2,616 ▲ 0.3% |
| Search Term Not Provided | 48% | 3,673,881 | 174,745 ▲ 5.0% |
| Social Media Referrals | 1% | 66,086 | -9,732 ▼ -12.8% |
| EPA Blog Referrals | 0.00% | 145 | 26 ▲ 21.8% |
| Other Referrals | 15% | 1,132,304 | 23,173 ▲ 2.1% |
| % New Visits this month | % of all new visits | February 2014 | change from prior month |
| Direct Visits | 24% | 71.2% | 1.6% ▲ 2.3% |
| Branded Search | 1% | 38.7% | 1.5% ▲ 4.1% |
| Non-Branded Search | 12% | 61.7% | -1.4% ▼ -2.2% |
| Search Term Not Provided | 46% | 60.7% | -1.9% ▼ -3.0% |
| Social Media Referrals | 1% | 76.8% | -1.7% ▼ -2.1% |
| EPA Blog Referrals | 0.00% | 53.8% | -4.2% ▼ -7.2% |
| Other Referrals | 16% | 67.9% | -1.4% ▼ -2.1% |

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites February 2014 49.7% 5.4% ▲ 12.3%

3 worst Bounce Rates

for microsites with at least 1,000 entrances

| | | | |
|---------------------------------------|-------|---------|-------|
| /toxics-release-inventory-tri-program | 86.7% | -0.8% ▼ | -0.9% |
| /aboutepa | 36.6% | -2.8% ▼ | -7.2% |
| /lead | 34.9% | 2.0% ▲ | 6.1% |

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories February 2014 31.1% 2.6% ▲ 8.9%

3 worst Bounce Rates

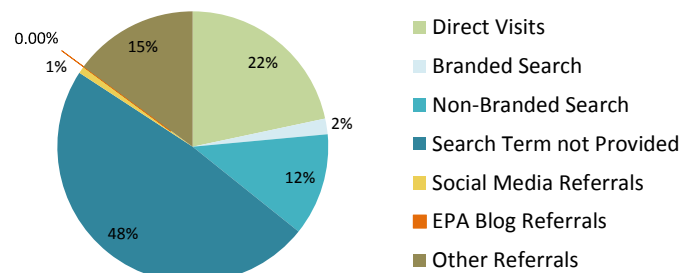
for directories with at least 1,000 entrances

| | | | |
|----------------------|-------|---------|-------|
| /hydraulicfracturing | 69.4% | 0.2% ▲ | 0.3% |
| /learn-issues | 56.6% | 15.8% ▲ | 38.7% |
| /green-chemistry | 46.7% | -3.1% ▼ | -6.2% |

Exits from Search Results

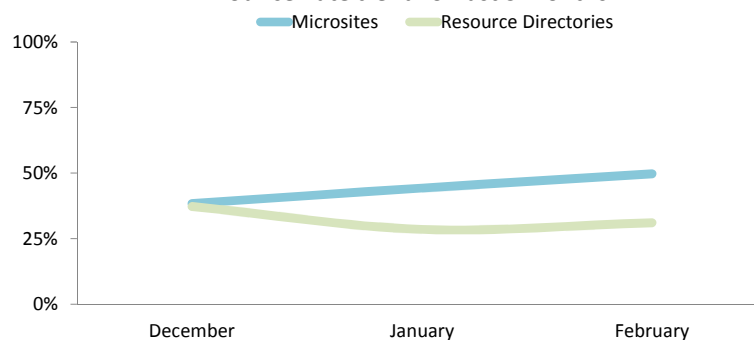
| February 2014 | change from prior month |
|---|-------------------------|
| Number of Exits 73,502 | 583 ▲ 0.8% |
| Exit Rate = Exits / Views of Search Results 14.6% | 2.5% ▲ 20.5% |

Visits by Channel February 2014

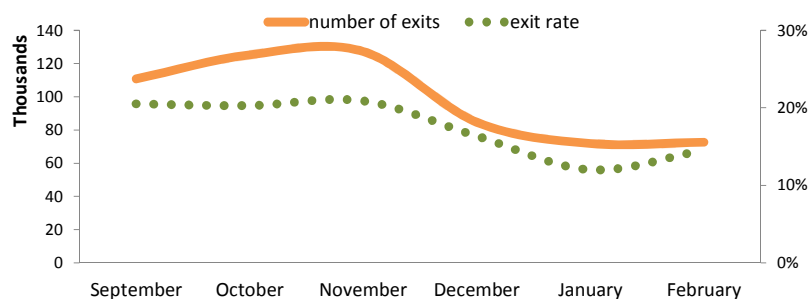


Branded Search covers Visits from Visitors who arrived at an EPA site after searching for **EPA** or **Environmental Protection Agency**, or a phrase that included those terms.

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 | February 2014 |
|-----------------------------|-----------|---------------|
| acid rain | | 4,408 |
| energy star | | 4,300 |
| climate change | | 3,945 |
| what is acid rain | | 2,015 |
| greenhouse effect | | 1,786 |
| clean air act | | 1,741 |
| watershed | | 1,633 |
| airnow | | 1,558 |
| radon | | 1,276 |
| clean water act | | 1,267 |
| air quality index | | 1,235 |
| ph | | 1,181 |
| tier ii reporting | | 1,125 |
| energystar.gov | | 1,122 |
| radon testing | | 1,115 |
| what causes acid rain | | 1,017 |
| water cycle | | 969 |
| airnow.gov | | 964 |
| effects of acid rain | | 963 |
| cercla | | 924 |

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 | February 2014 |
|---|-----------|---------------|
| epa | | 16,917 |
| environmental protection agency | | 2,675 |
| epa.gov | | 2,547 |
| water.epa.gov | | 2,275 |
| usepa | | 924 |
| us epa | | 842 |
| www.epa.gov | | 764 |
| http://www.epa.gov/ | | 667 |
| http://epa.gov/ | | 632 |
| epa echo | | 489 |
| http://www.epa.gov/climatechange/basics/ | | 477 |
| http://www.epa.gov/climatechange/science/ca | | 475 |
| epanet | | 388 |
| http://www.epa.gov/air/caa/title2.html#iia | | 369 |
| epa jobs | | 358 |
| http://www.epa.gov/cgi-bin/broker?_service=d | | 344 |
| epa list of lists | | 337 |
| http://www.epa.gov/climatechange/ | | 328 |
| http://www.epa.gov/safewater/kids/flash/flash | | 309 |
| http://www.epa.gov/climatestudents/basics/to | | 298 |

| Top 20 Internal Search Terms | by searches | February 2014 |
|------------------------------|-------------|---------------|
| lead | | 730 |
| radon | | 664 |
| asbestos | | 580 |
| acid rain | | 534 |
| tier 2 | | 495 |
| global warming | | 459 |
| fracking | | 449 |
| climate change | | 446 |
| contaminants | | 446 |
| Tier II Reporting | | 420 |
| clean water act | | 401 |
| mold | | 394 |
| mercury | | 352 |
| arsenic | | 332 |
| water | | 331 |
| air pollution | | 328 |
| superfund | | 327 |
| clean air act | | 307 |
| recycling | | 298 |
| ozone | | 280 |

| Top 20 Non-EPA Referral Pages | by visits | February 2014 |
|-------------------------------|---|---------------|
| energystar.gov | /index.cfm | 29,745 |
| shepherd.edzone.net:81 | /index.php | 22,294 |
| forsythco.com | / | 13,644 |
| google.org | /publicalerts/alert | 13,463 |
| concienciaradio.com | / | 13,180 |
| facebook.com | /l.php | 7,206 |
| energystar.gov | / | 7,026 |
| reddit.com | / | 6,818 |
| heatmor.com | / | 6,687 |
| search.tb.ask.com | /search/GGmain.jhtml | 6,438 |
| facebook.com | / | 6,100 |
| kptv.com | /story/24617800/oregon-widow-warns-of-radon-risk-in-nw-after-husbands-death | 5,361 |
| m.facebook.com | / | 4,973 |
| dsireusa.org | /incentives/incentive.cfm | 4,807 |
| dshs.state.tx.us | /tiertwo/default.shtm | 4,413 |
| google.com | /imgres | 4,407 |
| echemportal.org | /echemportal/substancesearch/substancesearchresult.action | 4,233 |
| us.wow.com | /search | 4,193 |
| m.facebook.com | /l.php | 4,186 |
| foxnews.com | /health/2014/02/03/how-clean-is-your-city-drinking-water/ | 3,839 |