

Referral Channel Metrics

Visits by Channel	% of all visits	March 2014	change from prior month		
Direct Visits	21%	1,738,847	96,503	▲	5.9%
Branded Search	2%	157,959	15,370	▲	10.8%
Non-Branded Search	13%	1,087,734	160,254	▲	17.3%
Search Term Not Provided	49%	4,010,106	336,225	▲	9.2%
Social Media Referrals	1%	63,476	-2,610	▼	-3.9%
Other Referrals	14%	1,113,084	-19,365	▼	-1.7%
% New Visits this month	% of all new visits	March 2014	change from prior month		
Direct Visits	24%	70.6%	-0.6%	▼	-0.8%
Branded Search	1%	35.4%	-3.3%	▼	-8.5%
Non-Branded Search	13%	61.1%	-0.7%	▼	-1.1%
Search Term Not Provided	47%	59.8%	-0.9%	▼	-1.5%
Social Media Referrals	1%	72.3%	-4.6%	▼	-6.0%
Other Referrals	14%	66.4%	-1.6%	▼	-2.3%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites March 2014 41.8% change from prior month -7.9% ▼ -15.9%

3 worst Bounce Rates

for microsites with at least 1,000 entrances

/toxics-release-inventory-tri-program	78.9%	-7.7%	▼	-8.9%
/aboutepa	38.7%	2.1%	▲	5.8%
/uswaters	38.5%	38.5%	▲	0.0%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories March 2014 32.5% change from prior month 1.4% ▲ 4.7%

3 worst Bounce Rates

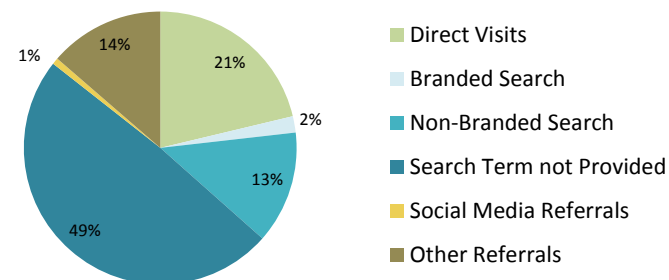
for directories with at least 1,000 entrances

/hydraulicfracturing	69.2%	-0.2%	▼	-0.2%
/learn-issues	46.0%	-10.7%	▼	-18.8%
/green-chemistry	43.4%	-3.3%	▼	-7.1%

Exits from Search Results

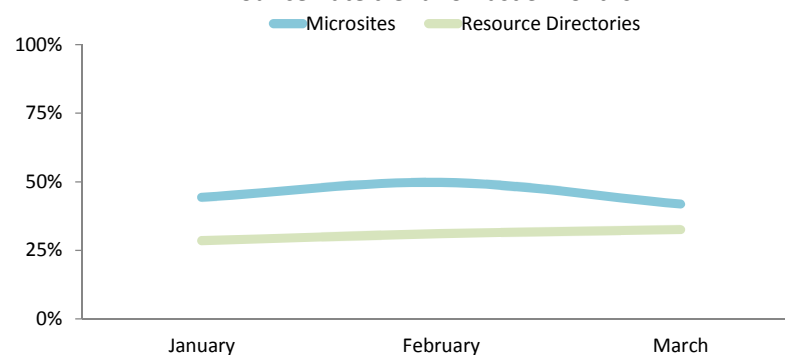
	March 2014	change from prior month		
Number of Exits	66,912	-6,590	▼	-9.0%
Exit Rate = Exits / Views of Search Results	11.1%	-3.5%	▼	-23.8%

Visits by Channel March 2014

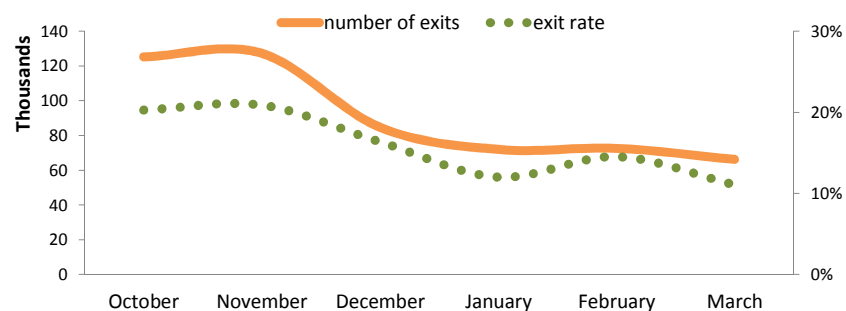


Branded Search covers Visits from Visitors who arrived at an EPA site after searching for **EPA** or **Environmental Protection Agency**, or a phrase that included those terms.

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	March 2014
energy star		5,677
acid rain		5,340
climate change		5,205
what is acid rain		2,584
clean air act		2,265
greenhouse effect		1,934
uv index		1,846
watershed		1,767
airnow		1,719
clean water act		1,666
radon		1,576
radon testing		1,442
ph		1,422
what causes acid rain		1,418
effects of acid rain		1,231
greenhouse gases		1,229
energystar.gov		1,227
air quality index		1,204
ddt		1,078
beach		1,030

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	March 2014
epa		20,027
environmental protection agency		2,945
epa.gov		2,323
usepa		1,092
us epa		908
http://epa.gov/		865
http://www.epa.gov/		837
www.epa.gov		784
epa echo		548
epanet		416
http://www.epa.gov/radiation/understand/ato		408
epa jobs		400
http://www.epa.gov/climatechange/		357
http://www.epa.gov/climatechange/ghgemissic		357
http://www.epa.gov/climatechange/science/ca		348
united states environmental protection agency		297
us environmental protection agency		293
http://www.epa.gov/acidrain/		290
http://www.epa.gov/climatechange/kids/index		288
http://www.epa.gov/recyclecity/		282

Top 20 Internal Search Terms	by searches	March 2014
lead		846
acid rain		776
radon		764
climate change		687
asbestos		650
air pollution		556
global warming		530
superfund		507
mold		497
fracking		490
clean water act		443
clean air act		435
water		405
mercury		401
watershed		389
recycling		361
ozone		358
arsenic		355
hydraulic fracturing		354
pesticides		350

Top 20 Non-EPA Referral Pages	by visits	March 2014
energystar.gov	/index.cfm	25,634
shepherd.edzone.net:81	/index.php	16,229
concienciaradio.com	/	14,340
forsythco.com	/	13,854
search.tb.ask.com	/search/GGmain.jhtml	7,674
facebook.com	/l.php	7,045
facebook.com	/	6,146
us.wow.com	/search	5,708
m.facebook.com	/	5,255
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	4,739
google.org	/publicalerts/alert	4,512
heatmor.com	/	4,480
foxlexington.com	/	4,437
blog.fefe.de	/	4,327
dsireusa.org	/incentives/incentive.cfm	4,251
m.facebook.com	/l.php	4,185
fkaa.com	/	4,025
mcws.org	/home	4,022
google.com	/imgres	3,897
links.govdelivery.com	/track	3,474