

Referral Channel Metrics

Sessions by Channel	% of all Sessions	April 2014	change from prior month		
Direct Sessions	21%	1,729,636	-9,211	▼	-0.5%
Branded Search	2%	177,066	19,107	▲	12.1%
Non-Branded Search	13%	1,105,590	17,856	▲	1.6%
Search Term Not Provided	51%	4,190,338	180,232	▲	4.5%
Social Media Referrals	1%	66,668	3,192	▲	5.0%
Other Referrals	12%	1,012,302	-100,782	▼	-9.1%
% New Sessions this month	% of new Sessions	April 2014	change from prior month		
Direct Sessions	24%	69.6%	-1.0%	▼	-1.4%
Branded Search	1%	33.9%	-1.4%	▼	-4.0%
Non-Branded Search	13%	58.8%	-2.2%	▼	-3.7%
Search Term Not Provided	49%	58.9%	-1.0%	▼	-1.6%
Social Media Referrals	1%	68.9%	-3.3%	▼	-4.6%
Other Referrals	13%	63.8%	-2.6%	▼	-3.9%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites April 2014 33.6% change from prior month -8.3% ▼ -19.7%

3 worst Bounce Rates

for microsites with at least 1,000 entrances

/uswaters	40.1%	1.6%	▲	4.1%
/aboutepa	39.6%	0.8%	▲	2.1%
/lead	33.1%	-0.3%	▼	-0.8%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories April 2014 31.6% change from prior month -0.9% ▼ -2.9%

3 worst Bounce Rates

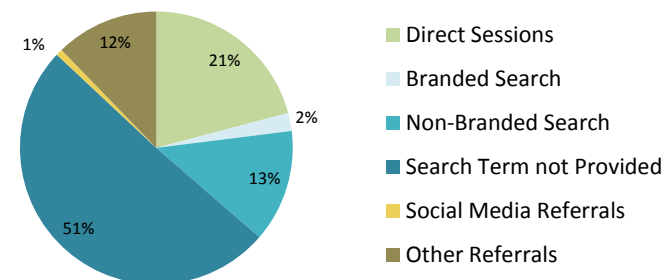
for directories with at least 1,000 entrances

/hydraulicfracturing	68.9%	-0.3%	▼	-0.4%
/fedfac	49.8%	49.8%	▲	0.0%
/hfstudy	42.0%	1.6%	▲	3.9%

Exits from Search Results

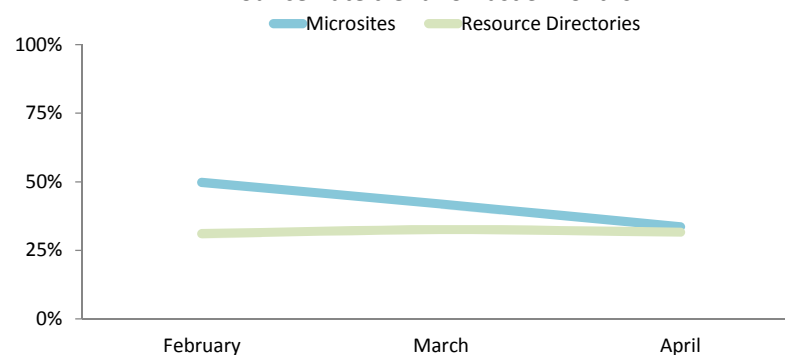
Number of Exits	April 2014	change from prior month		
Exit Rate = Exits / Views of Search Results	70,059	3,147	▲	4.7%
	10.8%	-0.4%	▼	-3.2%

Sessions by Channel April 2014

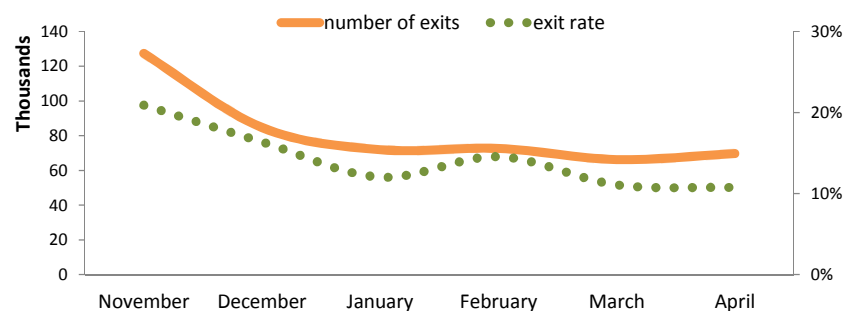


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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 Sessions	April 2014
energy star		5,481
acid rain		5,422
climate change		4,565
earth day		4,410
uv index		3,804
clean air act		3,254
recycle city		2,332
watershed		2,084
greenhouse effect		2,060
what is acid rain		2,012
clean water act		1,944
radon		1,774
radon testing		1,707
airnow		1,586
greenhouse gases		1,419
chinchies		1,350
global warming		1,245
air quality index		1,225
cercla		1,202
ddt		1,186

Branded Search covers Sessions from Users 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 Sessions	April 2014
epa		20,874
environmental protection agency		3,300
epa.gov		2,685
usepa		1,029
us epa		1,006
http://epa.gov/		929
http://www.epa.gov/		919
www.epa.gov		864
http://www.epa.gov/climatechange/kids/index		726
epa echo		645
http://www.epa.gov/climatechange/basics/		625
http://www.epa.gov/climatechange/kids/soluti		470
epanet		407
epa jobs		396
http://www.epa.gov/climatechange/kids/basics		325
http://www.epa.gov/climatechange/		320
http://www.epa.gov/safewater/kids/flash/flash		316
epa website		310
epa locator		309
united states environmental protection agency		308

Top 20 Internal Search Terms	by Searches	April 2014
radon		1,228
lead		996
acid rain		816
climate change		812
asbestos		799
global warming		775
air pollution		699
superfund		614
fracking		609
recycling		602
clean air act		589
mold		585
clean water act		584
water		536
mercury		488
hydraulic fracturing		465
arsenic		434
pesticides		401
earth day		380
water pollution		360

Top 20 Non-EPA Referral Pages	by Sessions	April 2014
energystar.gov	/index.cfm	17,906
forsythco.com	/	12,905
concienciaradio.com	/	10,254
facebook.com	/	8,876
search.tb.ask.com	/search/GGmain.jhtml	7,600
l.facebook.com	/l.php	7,066
m.facebook.com	/	6,430
us.wow.com	/search	5,393
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	5,068
links.govdelivery.com	/track	3,738
fkaa.com	/	3,544
r.duckduckgo.com	/l/	3,540
mcws.org	/home	3,472
google.com	/imgres	3,262
first-school.ws	/theme/h_earth-day.htm	3,199
m.facebook.com	/l.php	3,143
dsireusa.org	/incentives/incentive.cfm	3,110
mrsoshouse.com	/ext/april.html	2,887
cityofmesquite.com	/utilities/	2,721
chesapeakebay.net	/discover/baywatershed	2,623