

Referral Channel Metrics

Sessions by Channel	% of all Sessions	May 2014	change from prior month		
Direct Sessions	20%	1,579,892	-149,744	▼	-8.7%
Branded Search	2%	155,268	-21,798	▼	-12.3%
Non-Branded Search	14%	1,082,070	-23,520	▼	-2.1%
Search Term Not Provided	52%	4,084,218	-106,120	▼	-2.5%
Social Media Referrals	1%	65,155	-1,513	▼	-2.3%
Other Referrals	12%	919,179	-93,123	▼	-9.2%
% New Sessions this month	% of all new Sessions	May 2014	change from prior month		
Direct Sessions	22%	69.6%	0.0%	▲	0.1%
Branded Search	1%	35.3%	1.3%	▲	4.0%
Non-Branded Search	13%	61.5%	2.7%	▲	4.5%
Search Term Not Provided	50%	60.8%	1.9%	▲	3.3%
Social Media Referrals	1%	71.9%	3.0%	▲	4.3%
Other Referrals	12%	64.2%	0.5%	▲	0.7%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites May 2014 30.7% change from prior month -2.9% ▼ -8.7%

3 Worst Bounce Rates

for microsites with at least 1,000 Entrances

/aboutepa	41.3%	1.7%	▲	4.3%
/uswaters	40.7%	0.7%	▲	1.7%
/laws-regulations	35.1%	2.5%	▲	7.6%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories May 2014 31.0% change from prior month -0.6% ▼ -1.9%

3 Worst Bounce Rates

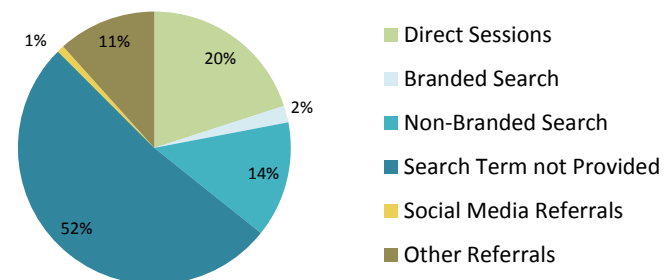
for directories with at least 1,000 Entrances

/hydraulicfracturing	69.5%	0.6%	▲	0.8%
/green-chemistry	47.1%	6.8%	▲	16.8%
/hfstudy	42.1%	0.1%	▲	0.2%

Exits from Search Results

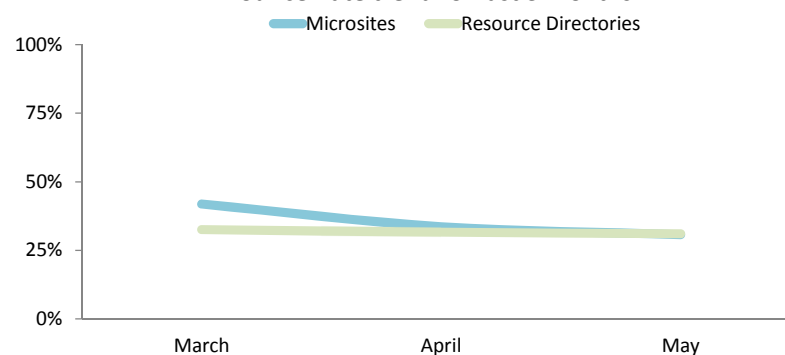
Number of Exits	May 2014	change from prior month		
Exit Rate = Exits / Views of Search Results	52,490	-17,569	▼	-25.1%
	10.8%	0.1%	▲	0.5%

Sessions by Channel May 2014

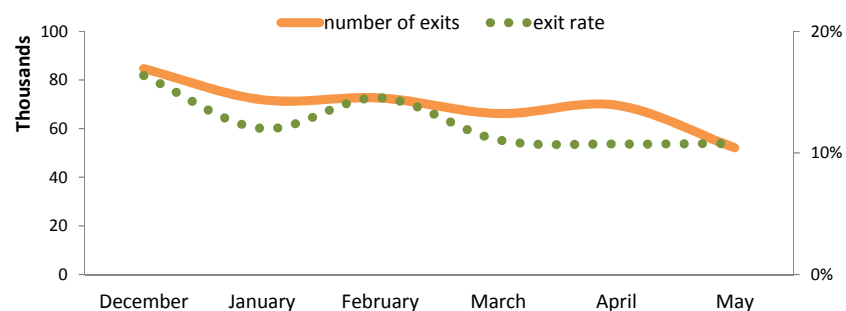


Branded Search covers Sessions from Users who arrived at an EPA site after searching for "EPA" or "Environmental Protection Agency," or a phrase that included those terms.

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	May 2014
acid rain		7,036
uv index		6,731
climate change		4,760
energy star		4,370
recycle city		2,516
clean air act		2,480
what is acid rain		2,424
air quality index		2,209
greenhouse effect		2,098
clean water act		1,976
watershed		1,956
uv index for today		1,857
bed bugs		1,804
airnow		1,789
radon testing		1,600
greenhouse gases		1,582
radon		1,579
chinchies		1,428
ph		1,311
climate change facts		1,263

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	May 2014
epa		16,683
environmental protection agency		2,806
epa.gov		2,172
http://www.epa.gov/		1,098
usepa		940
us epa		817
http://epa.gov/		797
http://www.epa.gov/climatechange/kids/index		771
www.epa.gov		751
epa echo		615
http://www.epa.gov/students/games.html		492
http://www.epa.gov/climatechange/		463
http://www.epa.gov/climatechange/ghgemissic		438
http://www.epa.gov/climatechange/science/ca		418
epa jobs		416
http://www.epa.gov/climatechange/basics/		375
http://www.epa.gov/climatechange/kids/basics		365
http://www.epa.gov/acidrain/index.html		348
epanet		335
http://www.epa.gov/watersense/kids/index.ht		321

Top 20 Internal Search Terms	by Searches	May 2014
lead		760
radon		654
asbestos		558
acid rain		556
mold		504
global warming		492
climate change		477
air pollution		448
water		447
fracking		400
mercury		389
recycling		349
clean water act		344
superfund		337
pesticides		294
clean air act		266
arsenic		262
ozone		262
water pollution		249
hydraulic fracturing		236

Top 20 Non-EPA Referral Pages	by Sessions	May 2014
forsythco.com	/	13,576
links.govdelivery.com	/track	11,365
energystar.gov	/index.cfm	9,201
m.facebook.com	/	8,884
facebook.com	/	8,186
search.tb.ask.com	/search/GGmain.jhtml	7,387
l.facebook.com	/l.php	5,907
what-if.xkcd.com	/	5,308
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	5,119
us.wow.com	/search	4,828
mcws.org	/home	4,119
r.duckduckgo.com	/l/	4,049
fkaa.com	/	4,016
cityofmesquite.com	/utilities/	3,287
m.facebook.com	/l.php	3,118
katu.com	/news/investigators/Cancer-birth-defects-asthma-Your-neighborhood-is-impacting-yc	2,881
hitleap.com	/traffic-exchange	2,821
what-if.xkcd.com	/96/	2,601
google.com	/imgres	2,593
couponclipinista.com	/2014/05/free-lorax-activity-book-free-spiderman-activity-book/	2,431