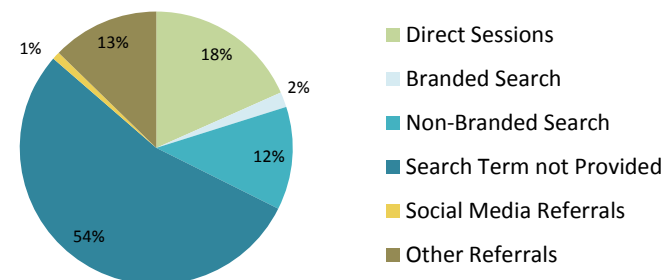


Referral Channel Metrics

Sessions by Channel	% of all Sessions	June 2014	change from prior month
Direct Sessions	18%	1,244,810	-335,082 ▼ -21.2%
Branded Search	2%	119,445	-35,823 ▼ -23.1%
Non-Branded Search	12%	830,095	-251,975 ▼ -23.3%
Search Term Not Provided	54%	3,663,812	-420,406 ▼ -10.3%
Social Media Referrals	1%	61,758	-3,397 ▼ -5.2%
Other Referrals	13%	861,159	-58,020 ▼ -6.3%
% New Sessions this month	% of all new Sessions	June 2014	change from prior month
Direct Sessions	20%	67.8%	-1.8% ▼ -2.6%
Branded Search	1%	33.1%	-2.2% ▼ -6.1%
Non-Branded Search	12%	61.4%	-0.1% ▼ -0.1%
Search Term Not Provided	52%	59.6%	-1.2% ▼ -2.0%
Social Media Referrals	1%	71.1%	-0.8% ▼ -1.2%
Other Referrals	13%	63.6%	-0.6% ▼ -0.9%

Sessions by Channel June 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.

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites June 2014 26.5% change from prior month -4.2% ▼ -13.6%

3 Worst Bounce Rates

for microsites with at least 1,000 Entrances

/about-rtp	43.9%	43.9% ▲	0.0%
/aboutepa	38.6%	-2.6% ▼	-6.3%
/uswaters	37.0%	-3.7% ▼	-9.2%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories June 2014 31.0% change from prior month 0.0% ▼ -0.1%

3 Worst Bounce Rates

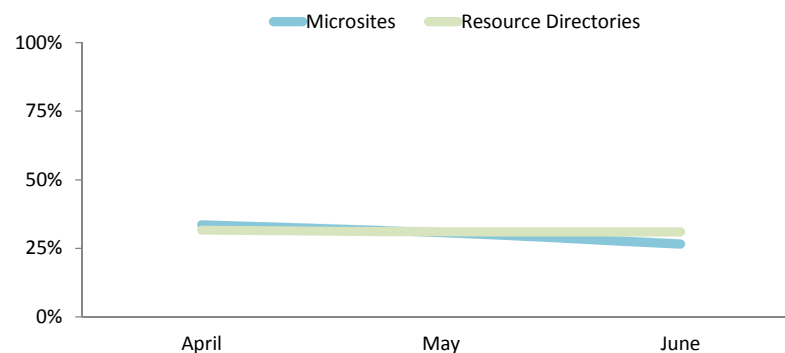
for directories with at least 1,000 Entrances

/hydraulicfracturing	64.5%	-5.0% ▼	-7.1%
/learn-issues	60.1%	26.1% ▲	76.8%
/children	57.5%	57.5% ▲	0.0%

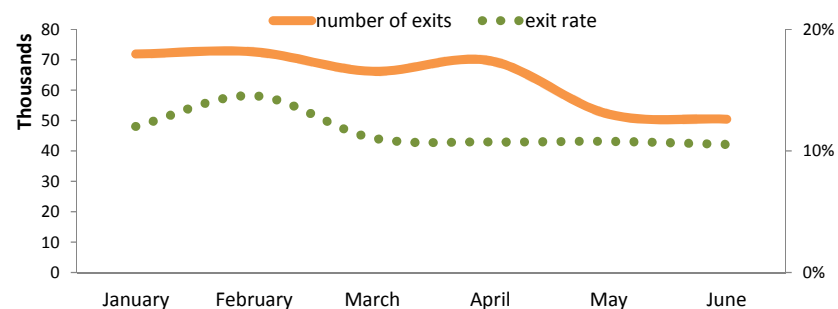
Exits from Search Results

Number of Exits	June 2014	change from prior month
Exit Rate = Exits / Views of Search Results	50,785	-1,705 ▼ -3.2%
	10.6%	-0.3% ▼ -2.4%

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	June 2014
uv index		7,795
acid rain		4,078
energy star		3,036
uv index for today		2,655
what is acid rain		2,043
bed bugs		2,041
climate change		1,944
air quality index		1,843
chinchies		1,702
airnow		1,637
radon		1,457
radon testing		1,418
watershed		1,302
clean air act		1,289
greenhouse effect		1,224
uv rays today		1,191
ph		1,128
chinchies de cama		997
greenhouse gases		987
clean water act		984

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	June 2014
epa		14,792
environmental protection agency		2,072
epa.gov		1,668
usepa		1,010
us epa		897
http://epa.gov/		711
http://www.epa.gov/climatechange/kids/		616
epa echo		608
http://www.epa.gov/		598
www.epa.gov		456
epa jobs		393
epa tri		352
epa cdx		339
epanet		300
epa uv index		290
epa locator		287
http://www.epa.gov/climatechange/basics/		274
http://www.epa.gov/climatechange/kids/basics		270
http://www.epa.gov/climatestudents/		260
epa region 9		241

Top 20 Internal Search Terms	by Searches	June 2014
lead		616
radon		604
asbestos		586
tri		500
mold		438
TRI		341
water		317
fracking		316
global warming		308
acid rain		292
climate change		289
clean water act		283
superfund		267
arsenic		263
cdx		258
mercury		252
jobs		249
clean air act		237
drinking water		228
lead paint		225

Top 20 Non-EPA Referral Pages	by Sessions	June 2014
links.govdelivery.com	/track	28,693
forsythco.com	/	13,165
energystar.gov	/index.cfm	8,893
search.tb.ask.com	/search/GGmain.jhtml	7,140
facebook.com	/	6,814
concienciaradio.com	/	6,474
m.facebook.com	/	5,980
l.facebook.com	/l.php	4,967
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	4,909
us.wow.com	/search	4,691
mcws.org	/home	4,594
fkaa.com	/	4,358
reddit.com	/	4,084
freebieshark.com	/2014/06/free-the-lorax-activity-book-2.html	2,884
ci.independence.mo.us	/parksandrec/advenoasis.aspx	2,797
reddit.com	/r/todayilearned/	2,523
r.duckduckgo.com	/l/	2,409
randrheating.com	/tax-rebates/	2,262
ci.independence.mo.us	/parksandrec/AdvenOasis.aspx	2,234
whitehouse.gov	/climate-change	2,190