

Referral Channel Metrics

Sessions by Channel	% of all Sessions	July 2014	change from prior month
Direct Sessions	18%	1,135,959	-108,851 ▼ -8.7%
Branded Search	2%	98,359	-21,086 ▼ -17.7%
Non-Branded Search	11%	691,519	-138,576 ▼ -16.7%
Search Term Not Provided	55%	3,467,577	-196,235 ▼ -5.4%
Social Media Referrals	1%	59,262	-2,496 ▼ -4.0%
Other Referrals	13%	846,972	-14,187 ▼ -1.6%
% New Sessions this month	% of new Sessions	July 2014	change from prior month
Direct Sessions	20%	66.8%	-1.1% ▼ -1.6%
Branded Search	1%	31.4%	-1.7% ▼ -5.3%
Non-Branded Search	11%	60.8%	-0.7% ▼ -1.1%
Search Term Not Provided	54%	59.2%	-0.4% ▼ -0.6%
Social Media Referrals	1%	66.1%	-4.9% ▼ -7.0%
Other Referrals	14%	63.1%	-0.5% ▼ -0.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites July 2014 27.6% 1.1% ▲ 4.1%

3 highest Bounce Rates for MS homepages
for microsites with at least 1,000 Entrances

/aboutepa	37.4%	-1.2% ▼	-3.2%
/lead	35.7%	-0.5% ▼	-1.4%
/uswaters	34.6%	2.4% ▲	6.4%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories July 2014 30.1% -0.8% ▼ -2.7%

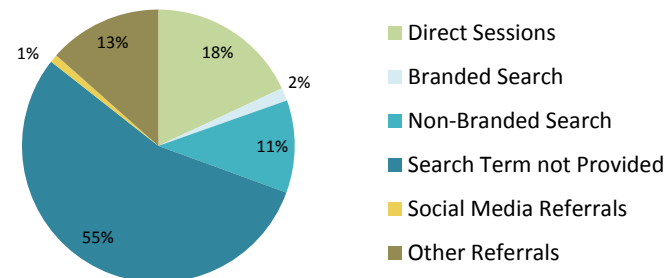
3 highest Bounce Rates for RD homepages
for directories with at least 1,000 Entrances

/hydraulicfracturing	60.7%	-3.8% ▼	-6.6%
/learn-issues	57.0%	-3.1% ▼	-4.2%
/green-chemistry	48.8%	1.3% ▲	2.3%

Exits from Search Results

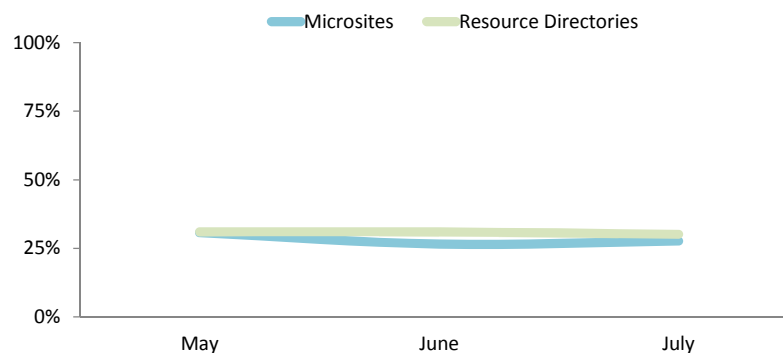
Number of Exits	July 2014	change from prior month
Exit Rate = Exits / Views of Search Results	49,511	-1,274 ▼ -2.5%
	10.5%	0.0% ▼ -0.3%

Sessions by Channel July 2014

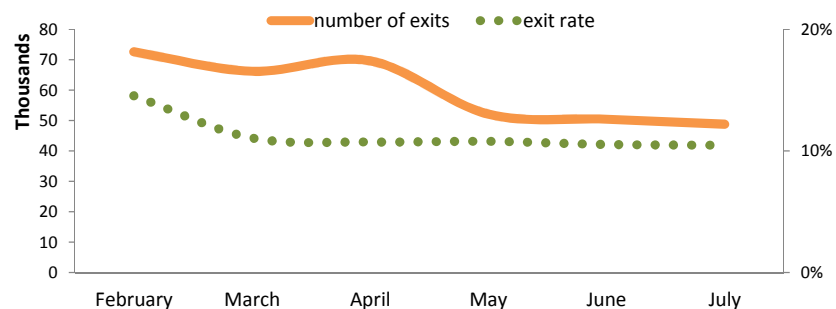


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	July 2014
uv index		6,425
uv index for today		3,081
energy star		3,038
bed bugs		2,593
air quality index		2,525
airnow		2,022
acid rain		2,019
chinchies		1,767
radon		1,323
radon testing		1,292
chinchies de cama		1,134
climate change		1,076
airnow.gov		1,064
mold		1,055
what is acid rain		999
ph		964
air quality		937
clean air act		910
watershed		903
air now		811

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	July 2014
epa		12,299
environmental protection agency		1,677
epa.gov		1,559
usepa		830
us epa		761
http://epa.gov/		453
www.epa.gov		440
epa echo		428
epa jobs		416
http://www.epa.gov/		358
epanet		324
epa region 6		274
epa locator		259
epa clean power plan		255
epa regions		245
united states environmental protection agency		198
epa cdx		159
epa regulations		157
epa region 4		154
us environmental protection agency		153

Top 20 Internal Search Terms	by Searches	July 2014
asbestos		612
lead		602
radon		558
mold		511
fracking		267
ozone		263
superfund		263
climate change		262
jobs		252
mercury		244
clean water act		241
pesticides		240
recycling		239
water		238
lead paint		237
spcc		221
global warming		213
grants		213
drinking water		212
clean air act		206

Top 20 Non-EPA Referral Pages	by Sessions	July 2014
links.govdelivery.com	/track	24,099
forsythco.com	/	13,963
kfvs12.com	/weather	9,939
energystar.gov	/index.cfm	9,444
concienciaradio.com	/	9,040
facebook.com	/	8,375
m.facebook.com	/	7,300
search.tb.ask.com	/search/GGmain.jhtml	7,201
l.facebook.com	/l.php	5,548
mcws.org	/home	5,029
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	4,850
thewaterfilterladyblog.com	/2013/01/28/can-ingredients-in-dasani-bottled-water-kill-you/	4,237
us.wow.com	/search	4,210
fkaa.com	/	4,017
ci.independence.mo.us	/parksandrec/advenoasis.aspx	3,814
ci.independence.mo.us	/parksandrec/AdvenOasis.aspx	2,980
heatmor.com	/	2,430
wastewatereducation.org	/	2,401
randrheating.com	/tax-rebates/	2,258
portal.hud.gov	/hudportal/HUD	2,233