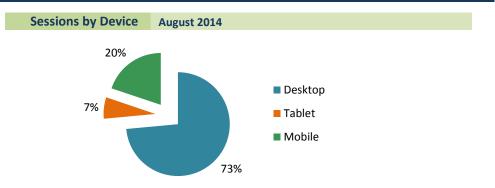


## **Agency Web Traffic: Content Consumption Report**

All Traffic		August 2014	change f	change from prior month		
	Sessions	6,030,640	-272,999		-4.3%	
	Unique Users	4,327,093	196,756		4.8%	
	Pageviews	16,884,014	-1,162,388	<b>T</b>	-6.4%	
	Unique Pageviews	12,286,928	-900,206		-6.8%	
	Downloads	1,099,312	-116,347		-9.6%	
	<b>Unique Downloads</b>	552,636	-55,837		-9.2%	



All Traffic includes epa.gov and related sites like energystar.gov and airnow.gov.

Traffic Segments	Sessions	change from	prior month	Pageviews	change fro	om prior month	Downloads	change from p	rior month
Return Sessions	2,258,699	-206,866 <b>V</b>	-8.4%	8,073,294	-954,375	-10.6%	678,092	-84,125	-11.0%
Desktop	4,430,601	-266,393	-5.7%	13,933,021	-1,141,419	-7.6%	995,234	-115,544	-10.4%
Tablet	399,189	3,562	0.9%	877,950	8,815	1.0%	41,131	1,208	3.0%
Mobile	1,195,821	-12,771 <b>▼</b>	-1.1%	2,073,043	-29,784	-1.4%	57,993	-1,422	-2.4%
Universities & Colleges	202,847	-19,155 <b>V</b>	-8.6%	617,011	-87,719	-12.4%	42,602	-4,495 <b>V</b>	-9.5%
EPA Employees	183,850	-27,276 <b>V</b>	-12.9%	793,080	-122,253	-13.4%	61,401	-12,211	-16.6%

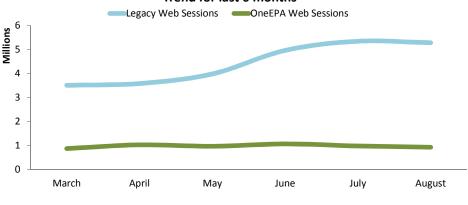
## OneEPA Web vs. Legacy Web

OneEPAWeb www2.epa.gov	August 2014	change from prior month		
Sessions	930,305	-51,433 <b>▼</b> -5.2%		
Pageviews	2,221,341	-163,796 <b>▼</b> -6.9%		
Legacy Web www.epa.gov	August 2014	change from prior month		
Sessions	3,517,566	-68,062 <b>▼</b> -1.9%		
Pageviews	7,614,051	-239,035 <b>▼</b> -3.0%		

Legacy Web www.epa.gov does not include any subdomains (e.g. water.epa.gov)

Other special content	August 2014	change from prior month	
Home Page Views	313,456	-19,567 <b>▼</b> -5.9	%
Home Page Banner Clicks	6,006	-906 ▼ -13.1	%
<b>Press Release Pageviews</b>	65,465	-19,275 <b>▼</b> -22.7	%
Widget Pageviews	413,108	36,478 🔺 9.7	%

## Trend for last 6 months





## **Agency Web Traffic: Content Consumption Report**

Top 20 Page Titles for August 2014 by Pageviews	August 2014	Top 10 Home Page Banner Clicks for August 2014 by Clicks	August 2014		
NSCEP Environmental Publications - Document Display pg	557,962	070814-news-release-waters-us	966		
US Environmental Protection Agency	313,456	070814-gen-info-waters-us	852		
ENERGY STAR	88,612	060614-cpp-more-info-b1	797		
UV Index Search Results   Envirofacts   US EPA	87,941	060614-news-release-cpp-b1	766		
AIRNow - Homepage	83,936	060614-cpp-state-specific-info-b1	655		
ENERGY STAR Certified Residential Refrigerators   EPA ENERGY	75,782	071714-read-release-insect-graphic	291		
ENERGY STAR Certified Light Bulbs   EPA ENERGY STAR	74,656	072514-sensors-in-the-skies-read-blog	265		
UV Index   SunWise   US EPA	71,907	080714-read-release-smart-growth-report	203		
All Certified Products   Products	70,473	072514-sensors-in-the-skies-learn-more	196		
10 consejos útiles para eliminar las chinches de cama   Pesticide	69,824	081214-news-release-peya	157		
Federal Tax Credits for Energy Efficiency : ENERGY STAR	67,760				
ENERGY STAR Certified Water Heaters   EPA ENERGY STAR	67,706	<b>Top 10 Widgets for August 2014</b> by Pageviews	August 2014		
U.S. EPA Newsroom - News Releases	67,005	Widget   Watersense   US EPA	86,303		
Home : ENERGY STAR	65,266	Protect Your Family. Look for the Logo.   US EPA	45,016		
FRS Facility Detail Report   Envirofacts   US EPA	60,854	EF UV Index Widget   US EPA	42,755		
Staff Directory   About EPA   US EPA	59,031	Environmental Tip of the Day   US EPA	36,466		
A Brief Guide to Mold, Moisture, and Your Home   Mold and Mo	54,110	UV Index Widget	24,205		
Envirofacts Search Results   Envirofacts   US EPA	52,740	Widget   Burn Wise   US EPA	19,379		
Search Superfund Site Information   Superfund   US EPA	46,064	Find Your Watershed	18,461		
Consumer Confidence Report   US EPA	45,204	WYCD EPA	17,614		
		Find Your Watershed Widget   US EPA	16,333		
		TRI Explorer Widget	14,599		
Top 10 Press Releases and Speeches for August 2014		by Pageviews	August 2014		
06/02/2014: EPA Proposes First Guidelines to Cut Carbon Pollution from Existing Power Plants/Clean Power Plan is flexible proposal to ensure a healthier environment,					
08/12/2014: White House Council on Environmental Quality and EPA Honor Student Leaders and Exceptional Teachers with Environmental Education Awards					
03/25/2014: EPA and Army Corps of Engineers Clarify Protection for Nation's Streams and Wetlands: Agriculture's Exemptions and Exclusions from Clean Water Act Exp					
07/17/2014: EPA Introduces New Graphic to Help Consumers Make Informed Choices about Insect Repellents					
08/14/2014: EPA Announces \$11 Million in Supplemental Funds to Clean up and Redevelop Contaminated Brownfields Sites Across the Country					
08/21/2014: EPA Report Shows Progress in Reducing Urban Air Toxics Across the United States					
07/21/2014: EPA Warning: Recharging Air Conditioners with Wrong Refrigerant Poses Injury and Fire Risks					
08/07/2014: Federal Report Highlights Five Years of Progress Providing Communities with Affordable Housing, Efficient Transportation and Economic Growth					

601

522

08/28/2014: EPA Releases Three Final Chemical Risk Assessments / Agency identifies health concern from chemical used in paint strippers

06/09/2014: FDA and EPA issue updated draft advice for fish consumption / Advice encourages pregnant women and breastfeeding mothers to eat more fish that are lo