

Referral Channel Metrics

Sessions by Channel	% of all Sessions	August 2014	change from prior month
Direct Sessions	18%	1,083,571	-52,388 ▼ -4.6%
Branded Search	1%	86,519	-11,840 ▼ -12.0%
Non-Branded Search	11%	691,447	-72 ▼ 0.0%
Search Term Not Provided	55%	3,285,644	-181,933 ▼ -5.2%
Social Media Referrals	1%	55,497	-3,765 ▼ -6.4%
Other Referrals	14%	824,514	-22,458 ▼ -2.7%
% New Sessions this month	% of all new Sessions	August 2014	change from prior month
Direct Sessions	20%	68.0%	1.2% ▲ 1.8%
Branded Search	1%	33.0%	1.6% ▲ 5.1%
Non-Branded Search	11%	62.5%	1.7% ▲ 2.9%
Search Term Not Provided	53%	61.2%	1.9% ▲ 3.3%
Social Media Referrals	1%	67.5%	1.4% ▲ 2.1%
Other Referrals	14%	63.8%	0.7% ▲ 1.1%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites		31.1%	3.4%	▲	12.5%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances					
/beaches	42.6%	42.6%	▶	0.0%	
/aboutepa	38.0%	-0.4%	▼	-1.0%	
/uswaters	37.6%	3.2%	▲	9.3%	

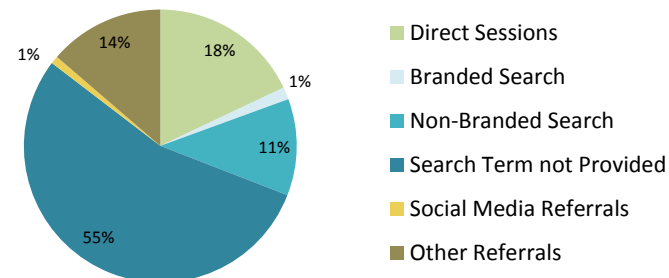
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	30.6%	0.4%	▲	1.4%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	64.4%	4.1%	▲	6.8%
/learn-issues	48.8%	-8.8%	▼	-15.2%
/ingredients-used-pesticide-products	44.2%	44.2%	▶	0.0%

Exits from Search Results

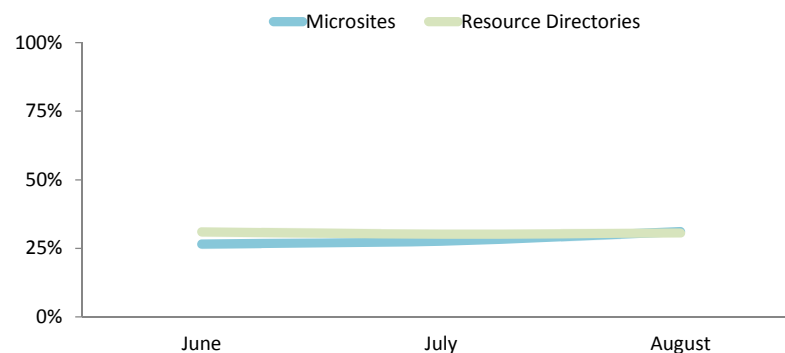
Number of Exits	43,959	-5,552	▼	-11.2%
Exit Rate = Exits / Views of Search Results	10.8%	0.3%	▲	2.7%

Sessions by Channel August 2014

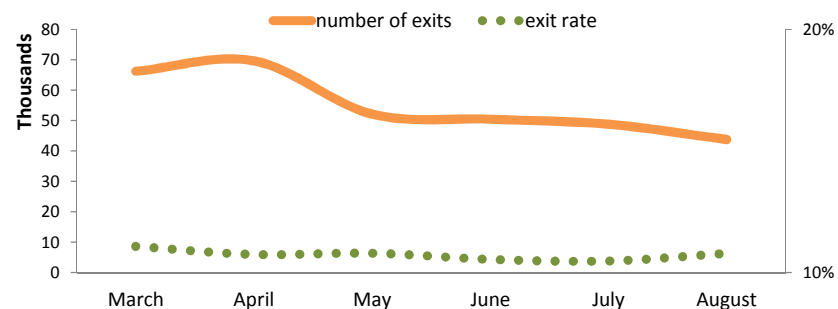


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	August 2014
uv index		4,239
energy star		2,913
acid rain		2,805
air quality index		2,083
uv index for today		1,918
chinchies		1,824
airnow		1,806
radon testing		1,210
radon		1,183
ph		1,182
chinchies de cama		1,179
greenhouse effect		1,111
clean air act		1,106
what is acid rain		1,073
climate change		1,064
bed bugs		1,062
clean water act		1,018
mold		904
air quality		887
watershed		855

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	August 2014
epa		10,875
environmental protection agency		1,682
epa.gov		1,465
usepa		819
us epa		656
www.epa.gov		496
epa echo		419
epa jobs		359
http://www.epa.gov		261
epa region 6		247
epa locator		245
epanet		232
http://epa.gov/		221
epa clean power plan		219
epa regions		208
http://www.epa.gov/		205
united states environmental protection agency		160
us environmental protection agency		150
epa region 10		146
epa air quality		144

Top 20 Internal Search Terms	by Searches	August 2014
asbestos		509
mold		494
lead		492
radon		479
clean water act		283
superfund		269
jobs		232
acid rain		219
mercury		219
water		216
drinking water		215
spcc		212
climate change		200
clean air act		191
lead paint		191
RCRA		187
stormwater		185
ozone		182
fracking		181
air pollution		179

Top 20 Non-EPA Referral Pages	by Sessions	August 2014
kfvs12.com	/weather	23,831
links.govdelivery.com	/track	18,288
forsythco.com	/	13,916
concienciaradio.com	/	9,650
energystar.gov	/index.cfm	8,618
m.facebook.com	/	8,404
facebook.com	/	7,162
search.tb.ask.com	/search/GGmain.jhtml	7,036
mcws.org	/home	5,546
l.facebook.com	/l.php	5,072
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	4,690
us.wow.com	/search	4,311
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	3,936
fkaa.com	/	3,761
heatmor.com	/	3,682
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	3,283
cityofmadison.com	/water/	2,796
m.facebook.com	/l.php	2,616
wastewatereducation.org	/	2,478
portal.hud.gov	/hudportal/HUD	2,159