

Referral Channel Metrics

Sessions by Channel	% of all Sessions	September 2014	change from prior month		
Direct Sessions	18%	1,382,288	298,717	▲	27.6%
Branded Search	2%	117,793	31,274	▲	36.1%
Non-Branded Search	12%	929,120	237,673	▲	34.4%
Search Term Not Provided	55%	4,260,397	974,753	▲	29.7%
Social Media Referrals	1%	72,515	17,018	▲	30.7%
Other Referrals	12%	965,157	140,643	▲	17.1%
% New Sessions this month	% of all new Sessions	September 2014	change from prior month		
Direct Sessions	19%	68.4%	0.5%	▲	0.7%
Branded Search	1%	35.8%	2.8%	▲	8.6%
Non-Branded Search	12%	62.7%	0.2%	▲	0.2%
Search Term Not Provided	54%	61.7%	0.6%	▲	1.0%
Social Media Referrals	1%	65.2%	-2.3%	▼	-3.4%
Other Referrals	13%	63.5%	-0.3%	▼	-0.5%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites September 2014 31.7% 0.7% ▲ 2.2%

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

/p2week	54.4%	54.4%	►	0.0%
/border2020	51.1%	51.1%	►	0.0%
/beaches	43.8%	1.3%	▲	3.0%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories September 2014 32.5% 2.0% ▲ 6.4%

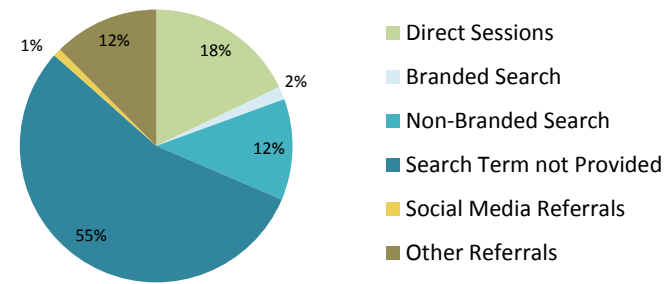
3 highest Bounce Rates for RD homepages
for directories with at least 1,000 entrances

/hydraulicfracturing	63.8%	-0.6%	▼	-0.9%
/learn-issues	62.9%	14.2%	▲	29.0%
/children	51.0%	51.0%	►	0.0%

Exits from Search Results

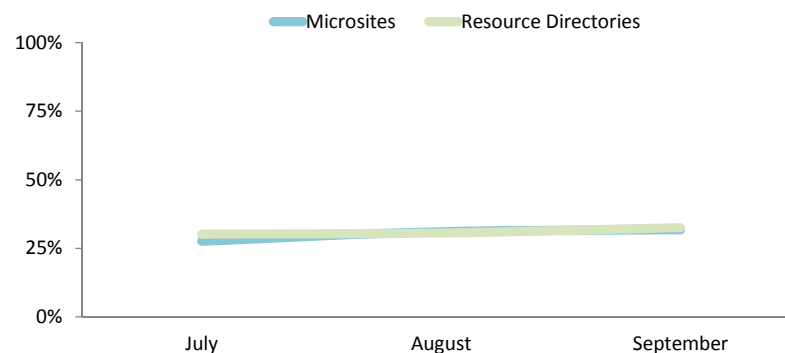
Number of Exits	54,583	10,624	▲	24.2%
Exit Rate = Exits / Views of Search Results	10.5%	-0.3%	▼	-3.2%

Sessions by Channel September 2014

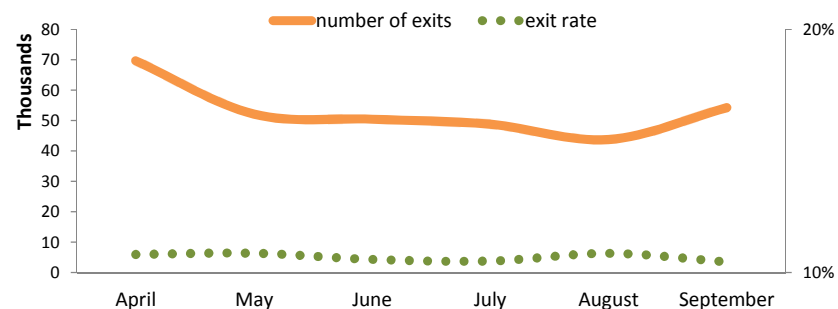


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	September 2014
air quality index		5,227
acid rain		5,135
energy star		3,526
airnow		3,237
climate change		2,555
reno air quality		2,386
clean air act		2,228
air quality		2,173
greenhouse effect		2,055
airnow.gov		1,889
uv index		1,888
clean water act		1,878
chinch		1,747
air quality reno		1,712
watershed		1,702
what is acid rain		1,692
ph		1,616
air now		1,368
sustainability		1,219
radon testing		1,207

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	September 2014
epa		14,212
environmental protection agency		2,363
epa.gov		1,892
usepa		889
www.epa.gov		831
us epa		710
epa echo		515
http://www.epa.gov/		488
http://www.epa.gov/safewater/kids/flash/flash		444
http://www.epa.gov/climatechange/kids/		422
http://www.epa.gov/watersense/our_water/wa		386
epa jobs		362
epanet		329
http://www.epa.gov/climatestudents/basics/to		317
http://www.epa.gov		301
epa locator		254
http://www.epa.gov/climatechange/basics/		245
epa region 6		241
united states environmental protection agency		238
http://www.epa.gov/recyclecity/		219

Top 20 Internal Search Terms	by Searches	September 2014
asbestos		662
lead		648
radon		604
mold		543
clean water act		493
climate change		466
fracking		389
acid rain		372
clean air act		367
water		353
mercury		343
ozone		343
superfund		326
save our species		323
global warming		318
air pollution		304
drinking water		292
arsenic		281
recycling		272
pesticides		269

Top 20 Non-EPA Referral Pages	by Sessions	September 2014
links.govdelivery.com	/track	22,334
kfvs12.com	/weather	21,180
washoecounty.us	/health/aqm/home.html	16,701
forsythco.com	/	13,227
energystar.gov	/index.cfm	10,887
concienciaradio.com	/	9,881
facebook.com	/	8,530
search.tb.ask.com	/search/GGmain.jhtml	8,391
m.facebook.com	/	7,602
l.facebook.com	/l.php	5,851
mcws.org	/home	5,040
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	4,967
heatmor.com	/	4,736
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	4,532
us.wow.com	/search	4,255
placer.ca.gov	/departments/air/currentairquality	4,107
l.facebook.com	/lsr.php	3,725
fkaa.com	/	3,435
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	3,003
cityofmadison.com	/water/	2,840