

Referral Channel Metrics

Sessions by Channel	% of all sessions	January 2015	change from prior month
Direct Sessions	17%	1,279,676	205,219 ▲ 19.1%
Branded Search	2%	122,752	10,905 ▲ 9.7%
Non-Branded Search	11%	797,639	96,671 ▲ 13.8%
Search Term Not Provided	56%	4,214,280	466,506 ▲ 12.4%
Social Media Referrals	1%	63,824	10,334 ▲ 19.3%
Other Referrals	14%	1,047,307	191,522 ▲ 22.4%
% New Sessions this month	% of all new sessions	January 2015	change from prior month
Direct Sessions	19%	69.2%	0.8% ▲ 1.1%
Branded Search	1%	35.5%	0.5% ▲ 1.3%
Non-Branded Search	11%	63.0%	1.2% ▲ 1.9%
Search Term Not Provided	56%	62.7%	2.8% ▲ 4.7%
Social Media Referrals	1%	64.9%	2.5% ▲ 4.1%
Other Referrals	13%	56.6%	1.3% ▲ 2.4%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	January 2015	change from prior month
	31.4%	-0.6% ▼ -1.9%

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

/earthday	62.5%	18.8% ▲ 42.9%
/uswaters	47.1%	8.6% ▲ 22.4%
/aboutepa	38.4%	0.6% ▲ 1.5%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	January 2015	change from prior month
	31.0%	-1.3% ▼ -4.2%

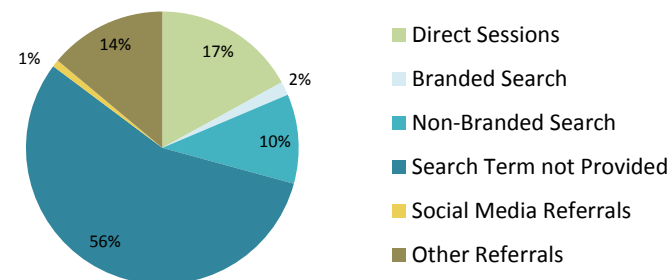
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

/hydraulicfracturing	68.2%	2.9% ▲ 4.5%
/green-chemistry	51.0%	1.0% ▲ 2.0%
/hfstudy	46.1%	5.8% ▲ 14.3%

Exits from Search Results

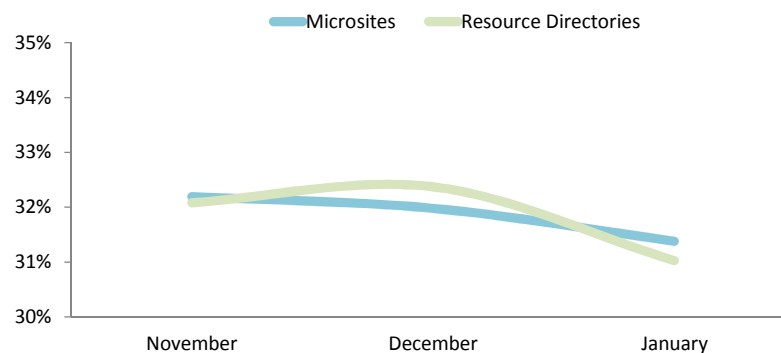
Number of Exits	January 2015	change from prior month
Exit Rate = Exits / Views of Search Results	56,070	7,819 ▲ 16.2%
	10.9%	0.0% ▼ -0.3%

Sessions by Channel January 2015

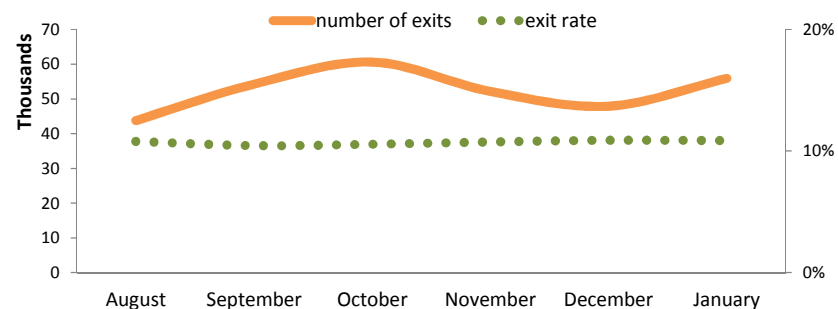


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	January 2015
acid rain		3,922
energy star		2,967
climate change		2,308
greenhouse effect		1,810
watershed		1,662
what is acid rain		1,373
air quality		1,356
airnow		1,340
greenhouse gases		1,298
air quality index		1,282
radon testing		1,270
clean air act		1,237
ph		1,174
recycle city		1,138
clean water act		1,117
radon		1,105
sustainability		1,021
airnow.gov		1,011
biomass energy		995
bed bugs		953

Top 20 Branded Keywords	by Sessions	January 2015
epa		12,028
environmental protection agency		1,774
epa.gov		1,555
http://www.epa.gov/climatechange/kids/index.l		1,001
http://www.epa.gov/climatechange/kids/basics/		840
usepa		795
www.epa.gov		706
us epa		676
http://www.epa.gov/climatechange/science/cau		624
http://www.epa.gov/ogwdw/kids/flash/flash_w		556
http://www.epa.gov/		517
http://www.epa.gov/climatestudents/index.htm		443
epa echo		407
http://www.epa.gov		374
http://www.epa.gov/climatechange/science/futi		351
epa jobs		334
http://www.epa.gov/acidrain/index.html		300
http://www.epa.gov/climatechange/kids/basics/		297
http://www.epa.gov/climatestudents/basics/tod		288
epanet		282

Top 20 Internal Search Terms	by Searches	January 2015
radon		673
lead		625
asbestos		585
climate change		465
acid rain		439
mold		437
global warming		375
water		370
air pollution		367
ozone		361
fracking		331
clean water act		301
mercury		291
superfund		288
pesticides		265
arsenic		251
grants		246
formaldehyde		245
drinking water		242
methane		240

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 Non-EPA Referral Pages	by Sessions	January 2015
links.govdelivery.com	/track	30,877
forsythco.com	/	14,102
m.facebook.com	/	11,861
search.tb.ask.com	/search/GGmain.jhtml	9,931
facebook.com	/	7,065
bing.com	/cr	6,788
concienciaradio.com	/	6,662
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	6,365
heatmor.com	/	6,208
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	5,668
us.wow.com	/search	5,536
yakimacleanair.org	/	4,955
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,765
l.facebook.com	/l.php	4,585
fkaa.com	/	4,357
duckduckgo.com	/	3,933
l.facebook.com	/lsr.php	3,742
dsireusa.org	/incentives/incentive.cfm	3,537
co.okaloosa.fl.us	/wsweb/index.html	3,500
google.org	/publicalerts/alert	3,450