

Referral Channel Metrics

Sessions by Channel	% of all Sessions	November 2014	change from prior month		
Direct Sessions	16%	1,218,629	-158,605	▼	-11.5%
Branded Search	2%	124,661	-16,546	▼	-11.7%
Non-Branded Search	11%	867,806	-58,603	▼	-6.3%
Search Term Not Provided	58%	4,410,722	-208,924	▼	-4.5%
Social Media Referrals	1%	66,370	-11,093	▼	-14.3%
Other Referrals	13%	961,141	-672	▼	-0.1%
% New Sessions this month	% all new Sessions	November 2014	change from prior month		
Direct Sessions	18%	69.5%	0.9%	▲	1.3%
Branded Search	1%	35.9%	-0.1%	▼	-0.4%
Non-Branded Search	12%	63.1%	-0.1%	▼	-0.2%
Search Term Not Provided	57%	60.7%	-0.3%	▼	-0.5%
Social Media Referrals	1%	64.9%	-6.0%	▼	-8.4%
Other Referrals	12%	56.7%	-7.2%	▼	-11.3%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	November 2014	change from prior month		
	32.2%	2.3%	▲	7.7%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/uswaters	43.7%	-0.8%	▼	-1.9%
/aboutepa	40.5%	6.8%	▲	20.3%
/lead	37.3%	1.0%	▲	2.7%

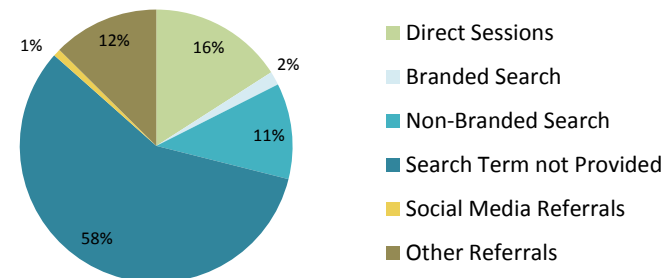
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	November 2014	change from prior month		
	32.1%	0.4%	▲	1.2%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	65.5%	2.0%	▲	3.2%
/learn-issues	53.1%	7.1%	▲	15.5%
/green-chemistry	46.6%	0.3%	▲	0.7%

Exits from Search Results

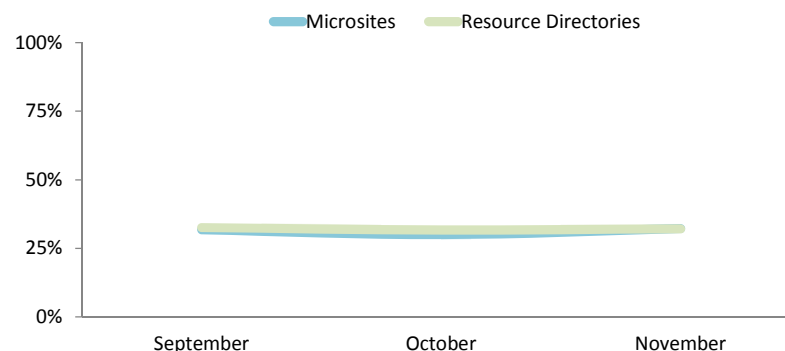
Number of Exits	November 2014	change from prior month		
	52,583	-8,685	▼	-14.2%
Exit Rate = Exits / Views of Search Results	10.8%	0.2%	▲	1.8%

Sessions by Channel November 2014

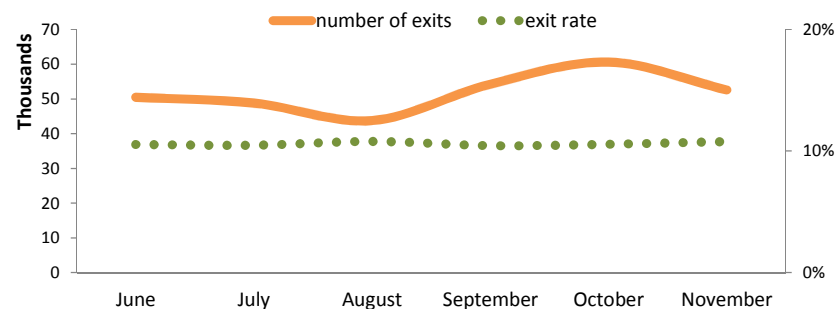


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	November 2014
acid rain		5,612
climate change		2,761
energy star		2,709
greenhouse effect		2,291
watershed		1,741
greenhouse gases		1,735
what is acid rain		1,693
clean air act		1,658
ph		1,531
clean water act		1,259
sustainability		1,234
bed bugs		1,209
radon		1,177
air quality index		1,143
causes of climate change		1,052
airnow		1,044
biomass energy		1,037
radon testing		955
air quality		896
effects of acid rain		876

Top 20 Branded Keywords	by Sessions	November 2014
epa		12,672
environmental protection agency		1,825
epa.gov		1,635
usepa		823
www.epa.gov		756
us epa		674
http://www.epa.gov/climatechange/		561
http://cfpub.epa.gov/surf/locate/index.cfm		459
http://www.epa.gov/climatechange/basics/		441
http://www.epa.gov/climatestudents/basics/tod		414
http://www.epa.gov/climatechange/science/cau		409
http://www.epa.gov/safewater/kids/flash/flash_		397
http://www.epa.gov/climatestudents/index.htm		392
http://www.epa.gov/climatechange/ghgemissio		378
http://www.epa.gov/ogwdw/kids/flash/flash_w		377
epa echo		357
epanet		324
http://www.epa.gov/		323
http://www.epa.gov/acidrain/		322
http://www.epa.gov/climatechange/kids/basics/		311

Top 20 Internal Search Terms	by Searches	November 2014
lead		748
radon		627
climate change		593
global warming		591
acid rain		562
asbestos		544
fracking		510
recycling		451
air pollution		442
water		433
mold		414
superfund		403
hydraulic fracturing		401
mercury		372
ozone		370
arsenic		351
clean water act		349
clean air act		319
pesticides		312
coal		266

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	November 2014
links.govdelivery.com /track		24,406
forsythco.com /		11,595
search.tb.ask.com /search/GGmain.jhtml		10,403
concienciaradio.com /		7,419
facebook.com /		6,697
reddit.com /r/dataisbeautiful/comments/2mx73w/change_in_air_pollution_since_ive_been_in_		6,621
heatmor.com /		6,125
l.facebook.com /lsr.php		5,763
echemportal.org /echemportal/substancesearch/substancesearchresult.action		5,568
thecraftsmanblog.com /the-7-best-products-to-patch-wood/		5,504
m.facebook.com /		5,317
us.wow.com /search		4,370
yakimacleanair.org /		4,265
l.facebook.com /l.php		4,253
cdc.gov /nceh/ehs/publications/bed_bugs_cdc-epa_statement.htm		4,191
thecraftsmanblog.com /5-worst-mistakes-of-historic-homeowners-part-4-plaster/		3,995
mcws.org /home		3,635
duckduckgo.com /		3,301
crownroyalstoves.com /		3,297
fkaa.com /		3,253