



## Agency Web Traffic: Content Consumption Report

### All Traffic

December 2014

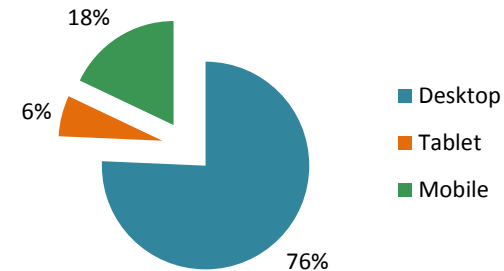
change from prior month

Sessions	6,547,695	-1,107,824	▼	-14.5%
Unique Users	4,603,005	-793,640	▼	-14.7%
Pageviews	18,498,302	-2,715,695	▼	-12.8%
Unique Pageviews	13,353,472	-1,992,618	▼	-13.0%
Downloads	1,095,104	-119,897	▼	-9.9%
Unique Downloads	558,688	-54,151	▼	-8.8%

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

### Sessions by Device

December 2014



### Traffic Segments

Sessions

change from prior month

Pageviews

change from prior month

Downloads

change from prior month

Return Sessions	2,588,284	-360,527	▼	-12.2%	9,013,796	-944,489	▼	-9.5%	679,358	-53,661	▼	-7.3%
Desktop	4,955,874	-854,572	▼	-14.7%	15,506,315	-2,236,234	▼	-12.6%	1,009,154	-100,106	▼	-9.0%
Tablet	416,030	-93,184	▼	-18.3%	952,442	-210,255	▼	-18.1%	31,150	-5,729	▼	-15.5%
Mobile	1,177,060	-152,797	▼	-11.5%	2,039,545	-269,206	▼	-11.7%	54,645	-5,455	▼	-9.1%
Universities & Colleges	414,348	-179,101	▼	-30.2%	1,124,847	-562,253	▼	-33.3%	66,635	-23,997	▼	-26.5%
EPA Employees	157,742	-1,539	▼	-1.0%	742,366	21,373	▲	3.0%	52,838	-3,196	▼	-5.7%

## OneEPA Web vs. Legacy Web

### OneEPAWeb

www2.epa.gov

December 2014

change from prior month

Sessions	889,447	-101,944	▼	-10.3%
Pageviews	2,097,715	-230,611	▼	-9.9%

### Legacy Web

www.epa.gov

December 2014

change from prior month

Sessions	4,147,621	-815,631	▼	-16.4%
Pageviews	9,164,343	-1,693,802	▼	-15.6%

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

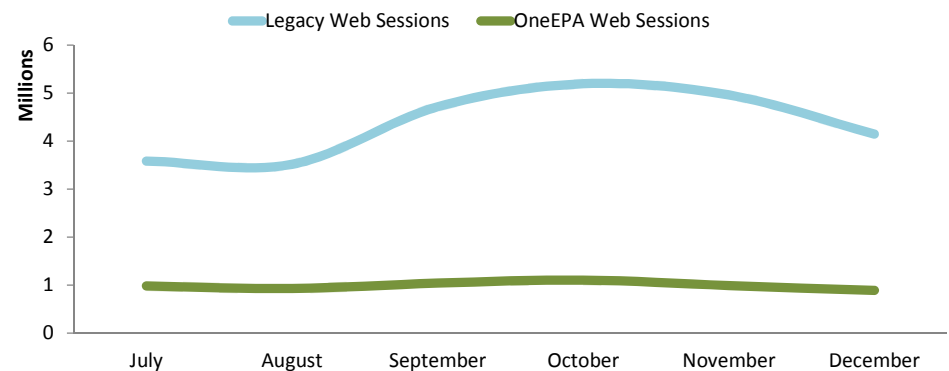
### Other special content

December 2014

change from prior month

Home Page Views	292,321	-28,487	▼	-8.9%
Home Page Banner Clicks	8,198	5,264	▲	179.4%
Press Release Pageviews	77,046	-16,895	▼	-18.0%
Widget Pageviews	332,694	-62,407	▼	-15.8%

### Trend for last 6 months





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Top 20 Page Titles for December 2014	by Pageviews	December 2014
NSCEP Environmental Publications - Document Display pg		542,833
Search results   Search   US EPA		476,462
US Environmental Protection Agency		292,321
ENERGY STAR		141,208
Special Offers and Rebates from ENERGY STAR Partners   EPA EI		120,390
ENERGY STAR Certified Light Bulbs   EPA ENERGY STAR		110,610
Main Map   Recycle City   U.S. EPA		78,629
ENERGY STAR Certified Residential Refrigerators   EPA ENERGY		75,500
AIRNow - Homepage		73,029
All Certified Products   ENERGY STAR Qualified Products		72,298
ENERGY STAR Certified Water Heaters   EPA ENERGY STAR		66,962
U.S. EPA Newsroom - News Releases		65,874
FRS Facility Detail Report   Envirofacts   US EPA		61,829
Federal Tax Credits for Consumer Energy Efficiency   About ENE		59,495
Staff Directory   About EPA   US EPA		59,449
ENERGY STAR Certified Residential Clothes Washers   EPA ENER		56,756
Carbon Dioxide Emissions   Climate Change   US EPA		56,377
Envirofacts Search Results   Envirofacts   US EPA		52,758
Home   Climate Change   US EPA		50,485
Causes of Climate Change   Climate Change   US EPA		49,229

Top 10 Home Page Banner Clicks for December 2014	by Clicks	December 2014
111014-myenvironment-learn-more-typeinbox		1,632
111014-myenvironment-learn-more		1,396
112614-smog-release		714
111014-myenvironment-learn-more-typeinsubmitbutton		695
112614-smog-learn-more		607
112614-smog-read-oped		461
103114-climate-plan-news-release		411
103114-climate-plan-read-plan		334
121514-save-energy-learn-tool		304
121614-ecycling-learn-about		165

Top 10 Widgets for December 2014	by Pageviews	December 2014
Widget   Watersense   US EPA		75,212
Protect Your Family. Look for the Logo.   US EPA		32,011
Widget   Burn Wise   US EPA		31,700
Environmental Tip of the Day   US EPA		28,831
Find Your Watershed		25,233
WYCD EPA		19,882
Find Your Watershed Widget   US EPA		17,120
UV Index Widget		17,053
TRI Explorer Widget		14,975
ECHO Quick Search Widget   Enforcement & Compliance History Online (E		11,379

Top 10 Press Releases and Speeches for December 2014	by Pageviews	December 2014
11/26/2014: EPA Proposes Smog Standards to Safeguard Americans from Air Pollution		2,909
12/19/2014: EPA Announces First National Regulations to Safeguard Disposal of Coal Ash		1,852
12/08/2014: EPA Announces New Energy Star Tool for Homeowners to Save Money, Energy This Winter		1,630
12/10/2014: EPA Rule Promotes Responsible Hazardous Materials Recycling, Protects Communities		1,235
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,		1,159
10/31/2014: EPA Releases Climate Plans on Fifth Anniversary of President Obama's Sustainability Initiative/Plan Builds Capacity to Protect Human Health and the Envir		1,077
12/03/2014: Obama Administration Selects 26 Communities to Develop Local Food Projects, Encourage Economic Expansion/		1,049
12/19/2014: EPA Takes Action to Protect Public from Harmful Lead Exposure		810
12/10/2014: EPA Takes Action to Protect Consumers from Harmful Chemicals that can Cause Reproductive and Developmental Harm		775
12/17/2014: EPA Prevents Harmful Chemicals from Entering the Marketplace		706