

## Referral Channel Metrics

Sessions by Channel	% of all Sessions	December 2014	change from prior month		
Direct Sessions	16%	1,074,457	-144,172	▼	-11.8%
Branded Search	2%	111,847	-12,814	▼	-10.3%
Non-Branded Search	11%	700,968	-166,838	▼	-19.2%
Search Term Not Provided	57%	3,747,774	-662,948	▼	-15.0%
Social Media Referrals	1%	53,490	-12,880	▼	-19.4%
Other Referrals	13%	855,785	-105,356	▼	-11.0%
% New Sessions this month	% of New Sessions	December 2014	change from prior month		
Direct Sessions	19%	68.5%	-1.0%	▼	-1.5%
Branded Search	1%	35.0%	-0.8%	▼	-2.3%
Non-Branded Search	11%	61.8%	-1.3%	▼	-2.0%
Search Term Not Provided	57%	59.9%	-0.8%	▼	-1.4%
Social Media Referrals	1%	62.4%	-2.5%	▼	-3.8%
Other Referrals	12%	55.3%	-1.4%	▼	-2.5%

## Navigation

### Microsites (OneEPA Web)

Bounce Rate: all Microsites	December 2014	change from prior month		
	32.0%	-0.2%	▼	-0.5%

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

/bristolbay	51.4%	7.7%	▲	17.6%
/uswaters	43.8%	3.3%	▲	8.1%
/aboutepa	38.5%	1.2%	▲	3.1%

### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	December 2014	change from prior month		
	32.4%	0.2%	▲	0.7%

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

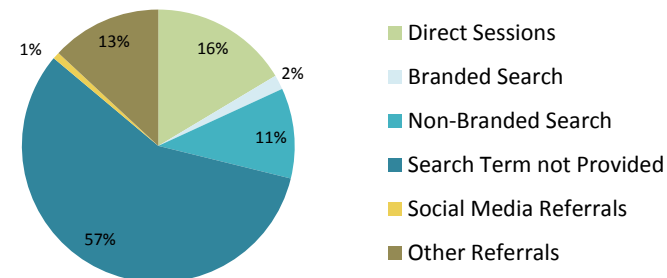
/hydraulicfracturing	65.3%	-0.2%	▼	-0.3%
/green-chemistry	50.4%	-2.7%	▼	-5.0%
/learn-issues	50.0%	3.4%	▲	7.4%

## Exits from Search Results

	December 2014	change from prior month		
Number of Exits	48,251	-4,332	▼	-8.2%
Exit Rate = Exits / Views of Search Results	10.9%	0.1%	▲	1.2%

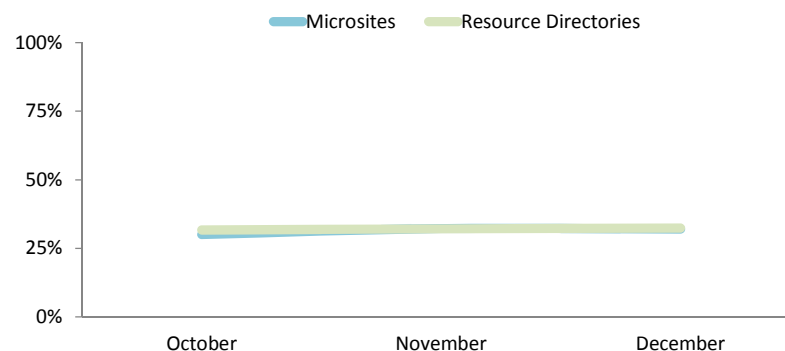
### Sessions by Channel

### December 2014

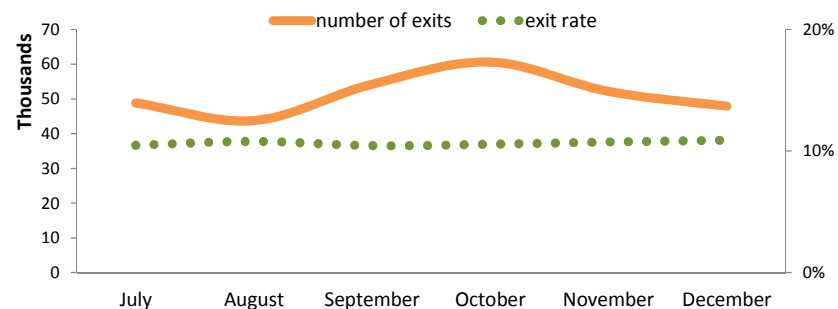


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

### 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	December 2014
acid rain		4,758
energy star		2,518
climate change		2,241
greenhouse effect		1,805
clean air act		1,404
clean water act		1,385
watershed		1,369
greenhouse gases		1,356
what is acid rain		1,244
bed bugs		1,173
ph		1,047
biomass energy		943
airnow		934
sustainability		929
radon		879
air quality index		821
recycle city		809
radon testing		760
causes of climate change		725
nepa		715

Top 20 Branded Keywords	by Sessions	December 2014
epa		10,843
environmental protection agency		1,594
epa.gov		1,475
http://www.epa.gov/ogwdw/kids/flash/flash_w		904
usepa		799
www.epa.gov		607
us epa		603
http://www.epa.gov/cleanenergy/energy-and-yc		490
http://www.epa.gov/cleanenergy/energy-and-yc		469
http://www.epa.gov/cleanenergy/energy-and-yc		462
http://www.epa.gov/		452
http://www.epa.gov/recyclecity/		411
http://www.epa.gov/climatestudents/basics/pa		402
http://www.epa.gov		386
http://www.epa.gov/greenacres/#benefits		385
http://www.epa.gov/climatechange/basics/		370
http://www.epa.gov/climatechange/ghgemission		343
epa echo		327
http://www.epa.gov/climatechange/science/cau		295
http://www.epa.gov/climatestudents/basics/tod		293

Top 20 Internal Search Terms	by Searches	December 2014
lead		626
radon		547
climate change		514
acid rain		511
global warming		481
coal ash		465
asbestos		450
mold		437
superfund		365
fracking		359
air pollution		342
recycling		332
water		321
clean water act		306
hydraulic fracturing		293
ozone		291
mercury		281
pesticides		269
clean air act		264
formaldehyde		246

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	December 2014
links.govdelivery.com /track		24,920
forsythco.com /		12,384
search.tb.ask.com /search/GGmain.jhtml		8,749
bing.com /cr		8,293
concienciaradio.com /		6,820
m.facebook.com /		6,523
facebook.com /		5,457
mrsoshouse.com /ext/dechol.html		5,182
yakimacleanair.org /		5,088
echemportal.org /echemportal/substancesearch/substancesearchresult.action		5,061
heatmor.com /		5,023
cdc.gov /nceh/ehs/publications/bed_bugs_cdc-epa_statement.htm		4,830
l.facebook.com /lsr.php		3,898
fkaa.com /		3,761
us.wow.com /search		3,670
co.okaloosa.fl.us /wsweb/index.html		3,594
l.facebook.com /l.php		3,341
thecraftsmanblog.com /the-7-best-products-to-patch-wood/		2,955
wastewatereducation.org /educationevents_training.html		2,741
mcws.org /home		2,696