

Referral Channel Metrics

Sessions by Channel	% of all sessions	February 2015	change from prior month		
Direct Sessions	17%	1,331,938	52,262	▲	4.1%
Branded Search	2%	130,321	7,569	▲	6.2%
Non-Branded Search	10%	807,223	9,584	▲	1.2%
Search Term Not Provided	57%	4,445,304	231,024	▲	5.5%
Social Media Referrals	1%	65,412	1,588	▲	2.5%
Other Referrals	13%	1,034,562	-12,745	▼	-1.2%
% New Sessions this month	% of all new sessions	February 2015	change from prior month		
Direct Sessions	20%	70.0%	0.8%	▲	1.2%
Branded Search	1%	34.8%	-0.7%	▼	-2.0%
Non-Branded Search	10%	61.2%	-1.8%	▼	-2.8%
Search Term Not Provided	56%	60.6%	-2.0%	▼	-3.3%
Social Media Referrals	1%	68.1%	3.2%	▲	4.9%
Other Referrals	12%	54.7%	-1.9%	▼	-3.3%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	February 2015	change from prior month		
	30.4%	-1.0%	▼	-3.1%

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

/earthday	63.3%	0.8%	▲	1.3%
/caaac	57.7%	57.7%	▲	NA
/uswaters	49.0%	1.8%	▲	3.9%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	February 2015	change from prior month		
	31.5%	0.5%	▲	1.7%

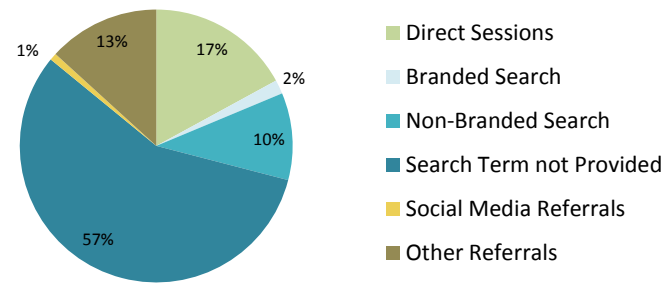
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

/hydraulicfracturing	68.9%	0.6%	▲	0.9%
/learn-issues	57.4%	12.0%	▲	26.4%
/green-chemistry	48.1%	-2.9%	▼	-5.6%

Exits from Search Results

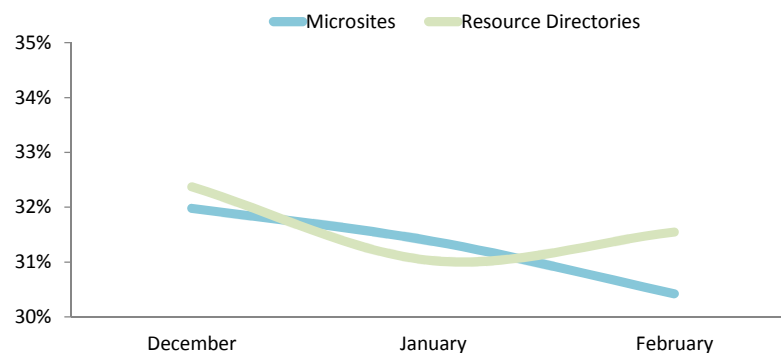
Number of Exits	February 2015	change from prior month		
	51,008	-423	▼	-0.8%
Exit Rate = Exits / Views of Search Results	10.1%	-0.5%	▼	-4.3%

Sessions by Channel February 2015

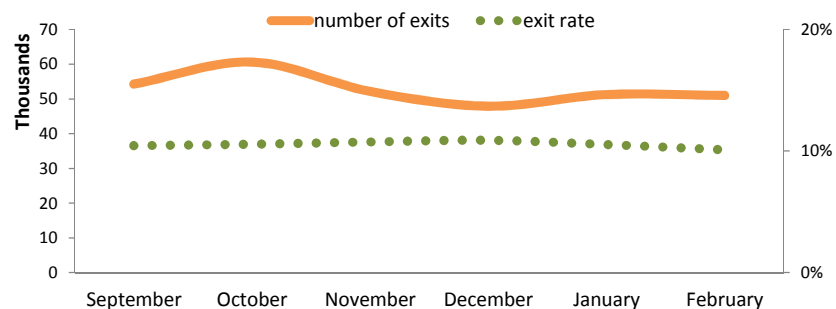


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	February 2015
acid rain		3,905
bed bugs		3,260
energy star		3,126
climate change		2,652
greenhouse effect		1,952
watershed		1,583
what is acid rain		1,459
clean air act		1,369
ph		1,352
greenhouse gases		1,239
radon		1,108
airnow		1,096
radon testing		1,073
clean water act		1,044
sustainability		1,018
air quality index		929
recycle city		898
uv index		801
causes of climate change		773
coal		773

Top 20 Branded Keywords	by Sessions	February 2015
epa		11,294
environmental protection agency		1,767
epa.gov		1,633
http://www.epa.gov/climatestudents/basics/ind		1,245
http://www.epa.gov/climatechange/kids/index.l		1,177
usepa		725
www.epa.gov		711
us epa		673
http://www.epa.gov/recyclecity/		634
http://epa.gov/climatechange/kids/basics/index		540
http://www.epa.gov/climatestudents/		499
http://www.epa.gov/		496
epa echo		480
http://www.epa.gov/climatechange/science/cau		469
http://www.epa.gov/climatechange/		468
epa climate change expedition		415
http://www.epa.gov/climatechange/kids/basics/		411
http://www2.epa.gov/learn-issues		402
http://www.epa.gov/ogwdw/kids/flash/flash_w		399
http://www.epa.gov/climatechange/kids/basics/		374

Top 20 Internal Search Terms	by Searches	February 2015
lead		879
radon		688
acid rain		631
asbestos		596
climate change		560
mold		519
tier ii		506
water		504
superfund		443
global warming		432
air pollution		418
clean water act		409
fracking		405
mercury		398
tier 2		397
clean air act		372
arsenic		359
ozone		357
pesticides		346
recycling		324

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	February 2015
links.govdelivery.com	/track	26,496
forsythco.com	/	15,333
bing.com	/cr	14,714
search.tb.ask.com	/search/GGmain.jhtml	11,220
reddit.com	/	9,545
m.facebook.com	/	8,829
concienciaradio.com	/	6,750
facebook.com	/	6,098
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	6,039
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	5,862
heatmor.com	/	5,688
us.wow.com	/search	5,441
google.org	/publicalerts/alert	5,228
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,670
dshs.state.tx.us	/tiertwo/default.shtm	4,242
l.facebook.com	/lsr.php	4,167
fkaa.com	/	4,130
duckduckgo.com	/	4,123
dsireusa.org	/incentives/incentive.cfm	4,072
l.facebook.com	/l.php	3,954