

Referral Channel Metrics

Sessions by Channel	% of all sessions	March 2015	change from prior month
Direct Sessions	17%	1,511,420	179,482 ▲ 13.5%
Branded Search	2%	157,200	26,879 ▲ 20.6%
Non-Branded Search	10%	934,887	127,664 ▲ 15.8%
Search Term Not Provided	58%	5,240,948	795,644 ▲ 17.9%
Social Media Referrals	1%	68,959	3,547 ▲ 5.4%
Other Referrals	13%	1,167,329	132,767 ▲ 12.8%
% New Sessions this month	% of all new sessions	March 2015	change from prior month
Direct Sessions	19%	70.2%	0.2% ▲ 0.3%
Branded Search	1%	34.6%	-0.2% ▼ -0.6%
Non-Branded Search	10%	60.5%	-0.7% ▼ -1.1%
Search Term Not Provided	57%	60.2%	-0.4% ▼ -0.7%
Social Media Referrals	1%	63.5%	-4.6% ▼ -6.7%
Other Referrals	12%	55.8%	1.1% ▲ 2.0%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites March 2015 32.1% 1.7% ▲ 5.4%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/earthday	57.4%	-6.0%	▼	-9.5%
/saferchoice	53.0%	53.0%	▲	NA
/cleanwaterrule	46.5%	-1.4%	▼	-2.9%

Resource Directories (OneEPA Web)

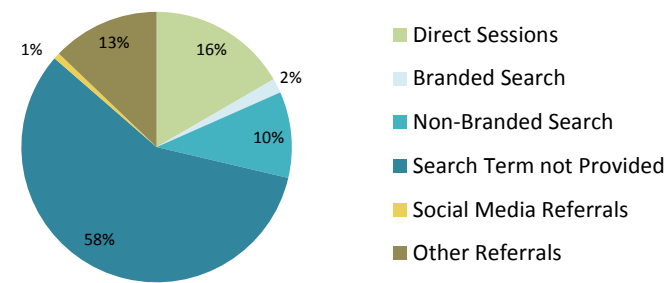
Bounce Rate: all Resource Directories March 2015 32.1% 0.5% ▲ 1.7%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	67.7%	-1.1%	▼	-1.6%
/rad	58.8%	7.1%	▲	13.6%
/green-chemistry	51.5%	3.3%	▲	6.9%

Exits from Search Results

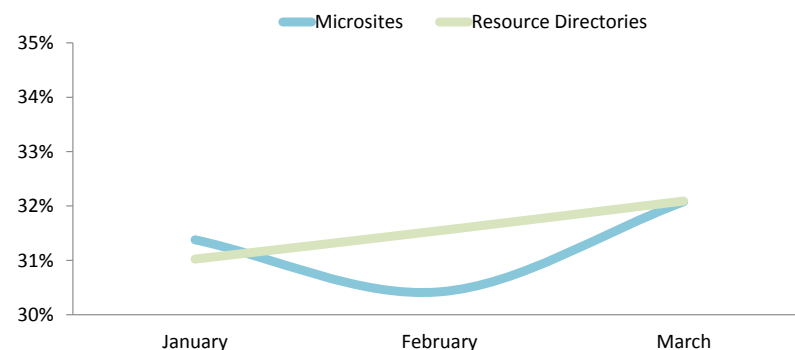
Number of Exits	March 2015	change from prior month
Exit Rate = Exits / Views of Search Results	59,423	8,415 ▲ 16.5%
	10.3%	0.2% ▲ 1.9%

Sessions by Channel March 2015

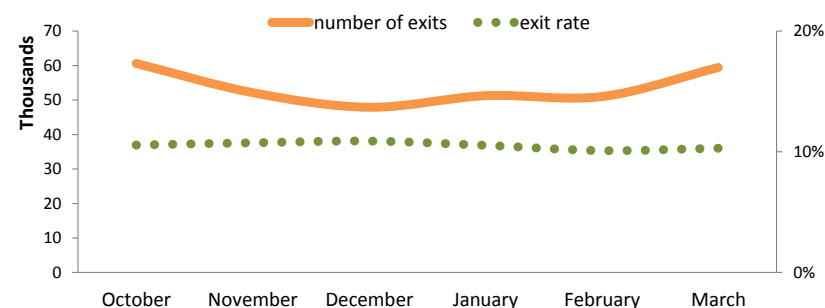


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	March 2015
bed bugs		6,011
acid rain		4,304
energy star		3,644
climate change		3,472
uv index		1,991
watershed		1,779
clean air act		1,731
greenhouse effect		1,672
what is acid rain		1,672
clean water act		1,583
ph		1,583
greenhouse gases		1,566
radon testing		1,226
recycle city		1,152
sustainability		1,125
airnow		1,088
radon		1,003
air quality index		990
causes of climate change		860
coal		859

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 Branded Keywords	by sessions	March 2015
epa		13,528
environmental protection agency		2,228
epa.gov		1,726
http://www.epa.gov/climatechange/basics/		879
usepa		844
http://www.epa.gov/		827
us epa		805
www.epa.gov		780
http://www.epa.gov/climatestudents/		714
http://www.epa.gov/ogwdw/kids/flash/flash_wat		701
http://www.epa.gov/acidrain/what/index.html		586
http://www.epa.gov/climatechange/		574
http://www.epa.gov/climatechange/ghgemissions		530
http://www.epa.gov/climatechange/science/caus		498
http://www.epa.gov/climatechange/kids/index.ht		469
epa echo		449
http://www.epa.gov/safewater/kids/flash/flash_v		442
http://www.epa.gov/acidrain/effects/index.html		429
http://www.epa.gov/climatestudents/basics/toda		405
http://www.epa.gov/acidrain/		396

Top 20 Internal Search Terms	by searches	March 2015
lead		1,002
radon		844
acid rain		807
asbestos		796
climate change		718
clean water act		637
formaldehyde		631
clean air act		620
superfund		586
mold		573
global warming		570
air pollution		563
water		538
ozone		458
mercury		451
recycling		446
fracking		445
arsenic		436
pesticides		404
rcra		395

Top 20 Non-EPA Referral Pages	by sessions	March 2015
links.govdelivery.com	/track	23,181
forsythco.com	/	15,292
bing.com	/cr	14,608
search.tb.ask.com	/search/GGmain.jhtml	14,309
what-if.xkcd.com	/	13,450
m.facebook.com	/	12,838
concienciaradio.com	/	9,126
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	7,967
facebook.com	/	7,398
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	6,764
us.wow.com	/search	5,993
l.facebook.com	/lsr.php	5,270
l.facebook.com	/l.php	5,169
finance.yahoo.com	/news/6-most-overlooked-income-tax-145755867.html	5,095
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,870
what-if.xkcd.com	/132/	4,830
duckduckgo.com	/	4,719
fkaa.com	/	4,550
heatmor.com	/	3,868
chesapeakebay.net	/discover/baywatershed	2,935