

Referral Channel Metrics

Sessions by Channel	% of all sessions	April 2015	change from prior month		
Direct Sessions	16%	1,452,593	-58,827	▼	-3.9%
Branded Search	2%	164,306	7,106	▲	4.5%
Non-Branded Search	10%	911,034	-23,853	▼	-2.6%
Search Term Not Provided	58%	5,284,527	43,579	▲	0.8%
Social Media Referrals	1%	71,210	2,251	▲	3.3%
Other Referrals	13%	1,165,961	-1,367	▼	-0.1%
% New Sessions this month	% of all new sessions	April 2015	change from prior month		
Direct Sessions	19%	71.0%	0.8%	▲	1.1%
Branded Search	1%	37.0%	2.4%	▲	7.0%
Non-Branded Search	10%	60.7%	0.2%	▲	0.3%
Search Term Not Provided	57%	59.9%	-0.3%	▼	-0.6%
Social Media Referrals	1%	66.1%	2.5%	▲	4.0%
Other Referrals	12%	57.4%	1.7%	▲	3.0%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites April 2015 35.1% change from prior month 3.1% ▲ 9.5%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/earthday	56.0%	-1.3%	▼	-2.3%
/cleanwaterrule	49.6%	-3.1%	▼	-6.0%
/saferchoice	46.4%	-6.4%	▼	-12.1%

Resource Directories (OneEPA Web)

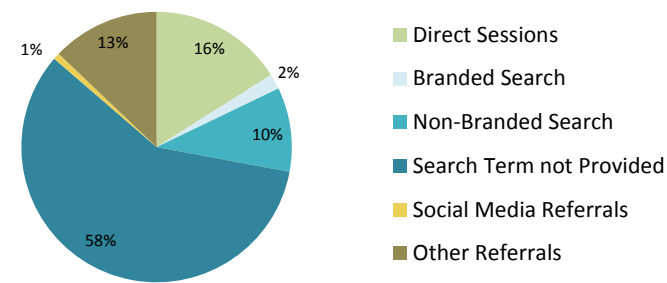
Bounce Rate: all Resource Directories April 2015 30.2% change from prior month -1.9% ▼ -6.0%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	66.5%	-1.6%	▼	-2.4%
/green-chemistry	50.7%	-8.0%	▼	-13.6%
/students	45.2%	45.2%	▲	NA

Exits from Search Results

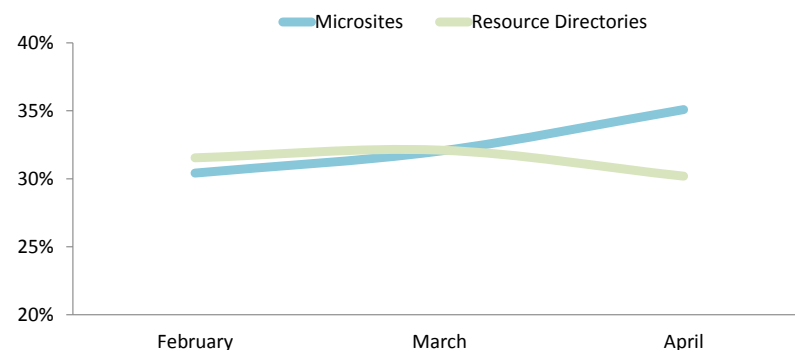
Number of Exits April 2015 57,620 change from prior month -1,803 ▼ -3.0%
Exit Rate = Exits / Views of Search Results 10.3% 0.0% ▲ 0.2%

Sessions by Channel April 2015

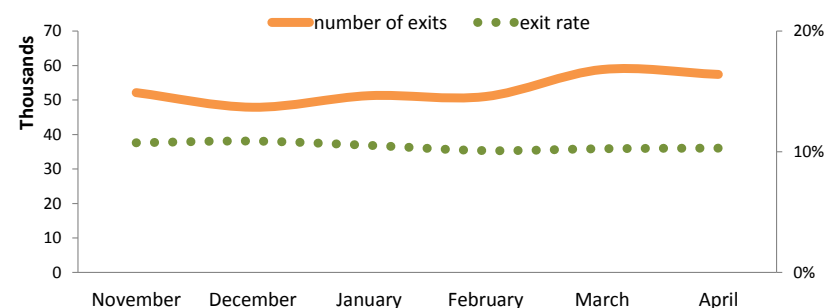


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	April 2015
acid rain		4,356
bed bugs		3,961
uv index		3,119
energy star		3,086
climate change		2,925
how to get rid of bed bugs		2,234
recycle city		2,181
watershed		2,162
clean air act		2,036
ph		1,718
clean water act		1,634
methyl bromide		1,579
what is acid rain		1,545
earth day		1,490
radon testing		1,316
greenhouse effect		1,246
greenhouse gases		1,244
sustainability		1,085
radon		1,043
air quality index		1,009

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	April 2015
epa		14,082
environmental protection agency		2,165
epa.gov		1,888
http://www.epa.gov/climatestudents/		904
http://www3.epa.gov/recyclecity/index.htm		844
www.epa.gov		840
usepa		812
http://www.epa.gov/		788
http://www.epa.gov/climatechange/basics/		765
us epa		670
http://www.epa.gov/climatestudents/index.html		669
http://www.epa.gov/climatechange/kids/index.ht		602
http://www.epa.gov/climatechange/		582
http://water.epa.gov/drink/contaminants/basicinf		574
http://www.epa.gov/watersense/our_water/wate		564
http://www.epa.gov/climatechange/kids/basics/ir		533
http://www.epa.gov/climatechange/ghgemissions		517
epa echo		512
http://www.epa.gov/climatechange/students/scie		495
http://www.epa.gov/recyclecity/		482

Top 20 Internal Search Terms	by searches	April 2015
lead		1,083
radon		987
acid rain		892
climate change		776
air pollution		769
asbestos		759
superfund		690
clean water act		654
clean air act		643
global warming		639
water		608
fracking		579
recycling		555
mold		549
water pollution		529
pesticides		482
mercury		472
ozone		412
earth day		406
rcra		396

Top 20 Non-EPA Referral Pages	by sessions	April 2015
links.govdelivery.com	/track	23,291
forsythco.com	/	13,912
m.facebook.com	/	13,833
search.tb.ask.com	/search/GGmain.jhtml	11,665
first-school.ws	/theme/h_earth-day.htm	9,558
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	9,216
facebook.com	/	8,895
m.19actionnews.com	/19actionnews/db_330498/contentdetail.htm	7,805
concienciaradio.com	/	7,075
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	7,043
r.duckduckgo.com	/l/	6,190
duckduckgo.com	/	5,822
l.facebook.com	/l.php	5,496
msn.com	/en-us/health/medical/14-seemingly-harmless-things-you-eat-drink-and-use-all-the-tim	5,192
bing.com	/cr	5,093
us.wow.com	/search	4,915
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,524
fkaa.com	/	4,315
grants.gov	/custom/viewOppDetails.jsp	3,954
l.facebook.com	/lsr.php	3,954