

Referral Channel Metrics

Sessions by Channel	% of all sessions	May 2015	change from prior month
Direct Sessions	16%	1,297,792	-154,801 ▼ -10.7%
Branded Search	2%	150,600	-13,706 ▼ -8.3%
Non-Branded Search	10%	846,895	-64,139 ▼ -7.0%
Search Term Not Provided	59%	4,813,000	-471,527 ▼ -8.9%
Social Media Referrals	1%	66,989	-4,221 ▼ -5.9%
Other Referrals	13%	1,030,435	-135,526 ▼ -11.6%
% New Sessions this month	% of all new sessions	May 2015	change from prior month
Direct Sessions	18%	71.3%	0.3% ▲ 0.5%
Branded Search	1%	37.1%	0.1% ▲ 0.3%
Non-Branded Search	10%	62.6%	1.9% ▲ 3.1%
Search Term Not Provided	58%	61.3%	1.5% ▲ 2.5%
Social Media Referrals	1%	68.1%	2.0% ▲ 3.1%
Other Referrals	12%	58.4%	1.0% ▲ 1.7%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites May 2015 32.0% -3.1% ▼ -8.9%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/earthday	61.8%	5.8%	▲	10.3%
/p2	55.6%	6.0%	▲	12.1%
/communities	48.0%	1.7%	▲	3.6%

Resource Directories (OneEPA Web)

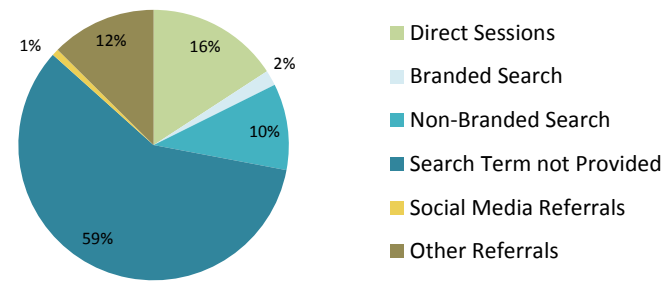
Bounce Rate: all Resource Directories May 2015 31.0% 0.8% ▲ 2.6%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	68.5%	2.0%	▲	3.0%
/green-chemistry	51.8%	1.1%	▲	2.3%
/students	48.3%	3.1%	▲	6.8%

Exits from Search Results

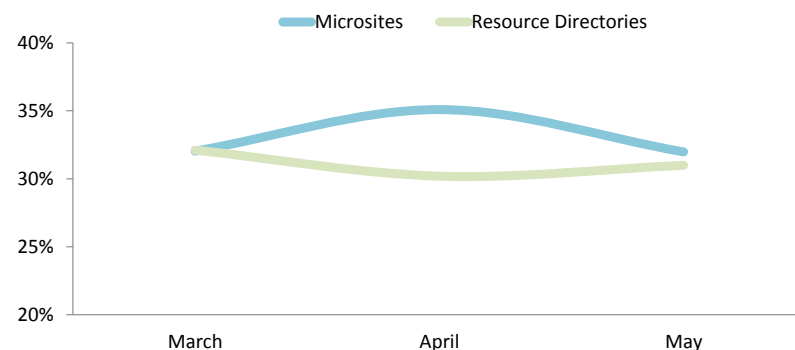
Number of Exits May 2015 52,460 -5,160 ▼ -9.0%
Exit Rate = Exits / Views of Search Results 10.8% 0.5% ▲ 5.0%

Sessions by Channel May 2015

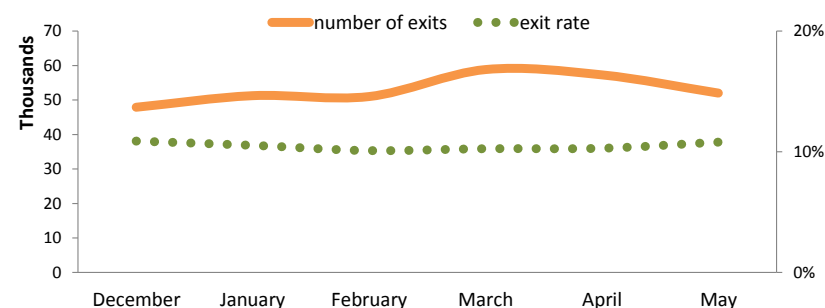


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	May 2015
uv index		4,702
acid rain		3,947
bed bugs		3,663
how to get rid of bed bugs		2,995
energy star		2,731
climate change		2,448
recycle city		2,014
watershed		1,992
what is acid rain		1,595
clean water act		1,437
greenhouse gases		1,221
clean air act		1,183
radon testing		1,066
greenhouse effect		994
sustainability		909
ph		890
love canal		882
how to kill bed bugs		846
airnow		840
radon		812

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	May 2015
epa		11,119
environmental protection agency		1,716
epa.gov		1,677
http://www2.epa.gov/learn-issues		1,305
http://www.epa.gov/climatechange/basics/		1,245
http://www.epa.gov/acidrain/		997
http://www.epa.gov/acidrain/what/index.html		932
http://www.epa.gov/ogwdw/kids/flash/flash_wat		870
http://www.epa.gov/climatestudents/		822
usepa		797
http://www.epa.gov/recyclecity/		719
http://www.epa.gov/		693
www.epa.gov		663
http://www.epa.gov/climatestudents/index.html		653
http://www.epa.gov/climatechange/ghgemissions		645
us epa		641
http://www.epa.gov/acidrain/measure/index.htm		596
http://www.epa.gov/climatechange/kids/		589
http://www.epa.gov/acidrain/effects/index.html		569
http://www.epa.gov/climatechange/		535

Top 20 Internal Search Terms	by searches	May 2015
lead		823
radon		797
lead epa lead safe certification program		753
epanet		745
asbestos		683
acid rain		669
climate change		646
global warming		507
mold		492
water		479
air pollution		469
clean water act		431
clean air act		414
search		402
recycling		394
mercury		355
pesticides		351
tsca		345
ozone		339
superfund		338

Top 20 Non-EPA Referral Pages	by sessions	May 2015
forsythco.com	/	14,548
m.facebook.com	/	13,547
links.govdelivery.com	/track	12,119
search.yahoo.com	/	10,479
search.tb.ask.com	/search/GGmain.jhtml	10,353
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,004
concienciaradio.com	/	6,802
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	6,679
facebook.com	/	6,552
duckduckgo.com	/	6,095
co.okaloosa.fl.us	/ws/online-bill-pay	5,769
us.wow.com	/search	5,310
fkaa.com	/	4,800
l.facebook.com	/l.php	4,731
r.duckduckgo.com	/l/	4,513
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,124
search.myway.com	/search/GGmain.jhtml	3,662
chesapeakebay.net	/discover/baywatershed	3,359
grants.gov	/custom/viewOppDetails.jsp	3,258
noattacks.org	/	3,240