

Referral Channel Metrics

Sessions by Channel	% of all sessions	June 2015	change from prior month
Direct Sessions	20%	1,438,953	141,160 ▲ 10.9%
Branded Search	1%	105,771	-44,829 ▼ -29.8%
Non-Branded Search	9%	644,232	-202,664 ▼ -23.9%
Search Term Not Provided	56%	4,100,683	-712,315 ▼ -14.8%
Social Media Referrals	1%	61,918	-5,071 ▼ -7.6%
Other Referrals	14%	1,026,621	-3,814 ▼ -0.4%
% New Sessions this month	% of all new sessions	June 2015	change from prior month
Direct Sessions	23%	72.2%	0.9% ▲ 1.2%
Branded Search	1%	29.2%	-7.9% ▼ -21.4%
Non-Branded Search	9%	59.8%	-2.7% ▼ -4.4%
Search Term Not Provided	54%	58.9%	-2.4% ▼ -3.9%
Social Media Referrals	1%	67.8%	-0.3% ▼ -0.4%
Other Referrals	13%	57.4%	-1.0% ▼ -1.7%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites June 2015 29.8% -2.1% ▼ -6.6%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances	June 2015	change from prior month
/agstar	62.0%	0.3% ▲ 0.5%
/p2	52.4%	-3.3% ▼ -6.0%
/lead	42.8%	-5.5% ▼ -11.4%

Resource Directories (OneEPA Web)

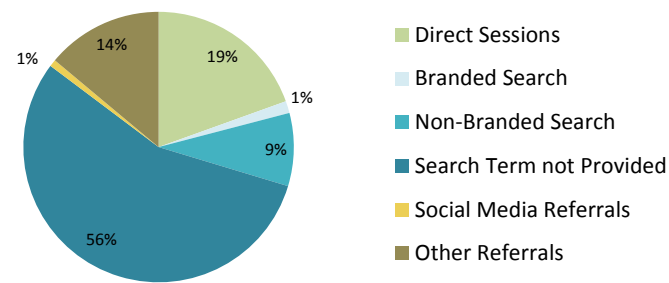
Bounce Rate: all Resource Directories June 2015 31.2% 0.2% ▲ 0.6%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances	June 2015	change from prior month
/hydraulicfracturing	58.0%	-10.4% ▼ -15.2%
/students	51.6%	-0.4% ▼ -0.8%
/green-chemistry	49.6%	1.2% ▲ 2.5%

Exits from Search Results

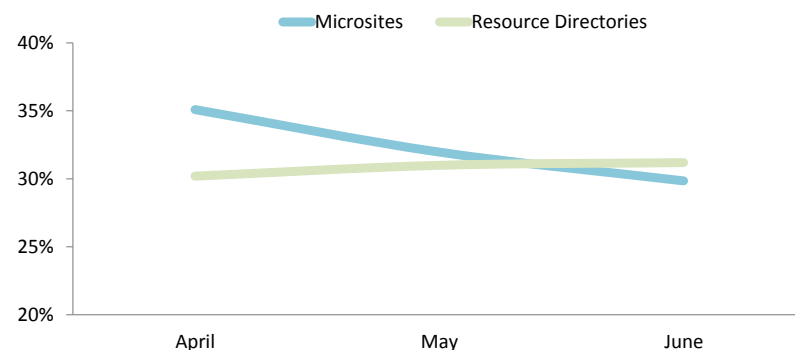
Number of Exits	June 2015	change from prior month
Exit Rate = Exits / Views of Search Results	10.5%	-0.3% ▼ -3.2%

Sessions by Channel June 2015

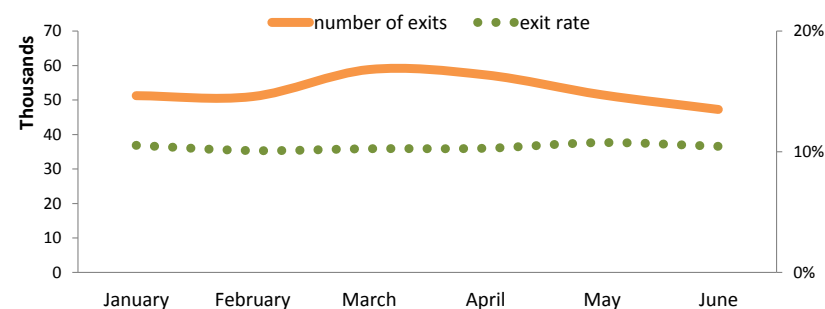


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	June 2015
uv index		4,927
bed bugs		2,935
energy star		2,475
how to get rid of bed bugs		2,438
acid rain		1,517
climate change		1,245
air quality index		1,052
airnow		977
watershed		964
chinchies		959
what is acid rain		936
radon testing		883
clean water act		877
uv index for today		793
clean air act		773
greenhouse gases		743
air quality		716
radon		646
nepa		644
greenhouse effect		638

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	June 2015
epa		9,450
environmental protection agency		1,147
epa.gov		1,100
usepa		710
us epa		693
epa echo		679
epa cdx		663
http://www.epa.gov/climatechange/basics/		487
epa tri		441
http://www.epa.gov/		399
www.epa.gov		397
http://www.epa.gov/recyclecity/		314
epa jobs		288
epa locator		250
http://www3.epa.gov/carbon-footprint-calculator,		234
epa fracking report		228
united states environmental protection agency		225
epa list of lists		207
epa directory		204
http://www.epa.gov/climatechange/kids/basics/ir		201

Top 20 Internal Search Terms	by searches	June 2015
fracking		866
lead		799
tri		754
radon		698
asbestos		641
mold		579
epanet		380
clean water act		355
tsca		347
spcc		342
cdx		336
rcra		326
acid rain		305
clean air act		303
ozone		299
hydraulic fracturing		292
jobs		291
water		278
echo		273
grants		270

Top 20 Non-EPA Referral Pages	by sessions	June 2015
search.yahoo.com	/	17,921
m.facebook.com	/	16,204
forsythco.com	/	15,503
links.govdelivery.com	/track	11,357
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	9,894
msn.com	/en-us/news/us/how-filthy-is-your-neighborhood-this-map-can-tell-you/ar-BBkVqOW	9,783
facebook.com	/	9,107
ci.independence.mo.us	/parksandrec/advenoasis	7,864
concienciaradio.com	/	7,107
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	6,993
duckduckgo.com	/	6,917
co.okaloosa.fl.us	/ws/online-bill-pay	6,615
int.search.tb.ask.com	/search/GGmain.jhtml	5,526
us.wow.com	/search	5,000
popsci.com	/how-filthy-your-neighborhood-map-can-tell-you	4,703
fkaa.com	/	4,497
search.tb.ask.com	/search/GGmain.jhtml	4,429
r.duckduckgo.com	/	4,112
l.facebook.com	/l.php	3,907
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	3,885