

Referral Channel Metrics

Sessions by Channel	% of all sessions	July 2015	change from prior month
Direct Sessions	29%	1,897,590	458,637 ▲ 31.9%
Branded Search	1%	56,879	-48,892 ▼ -46.2%
Non-Branded Search	6%	397,041	-247,191 ▼ -38.4%
Search Term Not Provided	47%	3,084,795	-1,015,888 ▼ -24.8%
Social Media Referrals	1%	68,936	7,018 ▲ 11.3%
Other Referrals	17%	1,104,852	78,231 ▲ 7.6%
% New Sessions this month	% of all new sessions	July 2015	change from prior month
Direct Sessions	35%	74.1%	2.0% ▲ 2.7%
Branded Search	0%	22.9%	-6.2% ▼ -21.3%
Non-Branded Search	6%	57.3%	-2.6% ▼ -4.3%
Search Term Not Provided	44%	57.1%	-1.9% ▼ -3.2%
Social Media Referrals	1%	68.9%	1.1% ▲ 1.6%
Other Referrals	14%	50.5%	-6.9% ▼ -12.1%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	July 2015	change from prior month
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances		
espanol.epa.gov/	57.3%	-4.6% ▼ -7.4%
/p2	50.7%	-1.7% ▼ -3.3%
/cira	46.0%	3.0% ▲ 6.9%

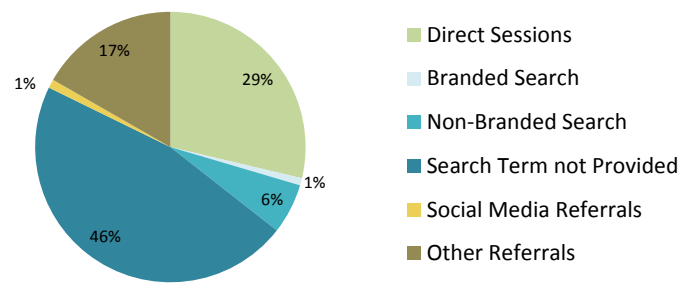
Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	July 2015	change from prior month
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances		
/hydraulicfracturing	61.2%	3.1% ▲ 5.3%
/natural-disasters	53.7%	2.0% ▲ 3.9%
/students	50.9%	1.6% ▲ 3.3%

Exits from Search Results

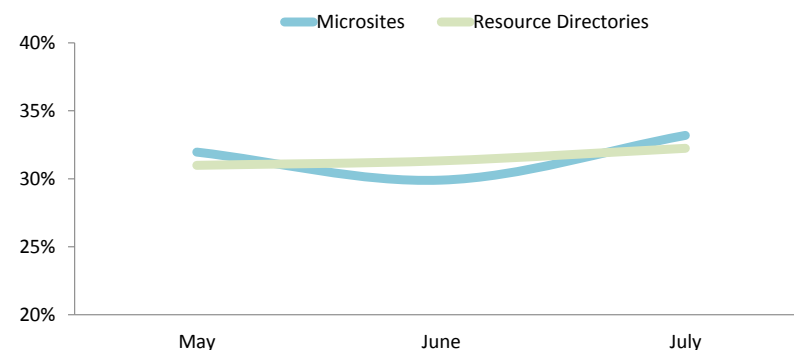
Number of Exits	July 2015	change from prior month
Exit Rate = Exits / Views of Search Results	45,069	-2,195 ▼ -4.6%
	12.0%	1.6% ▲ 14.9%

Sessions by Channel July 2015

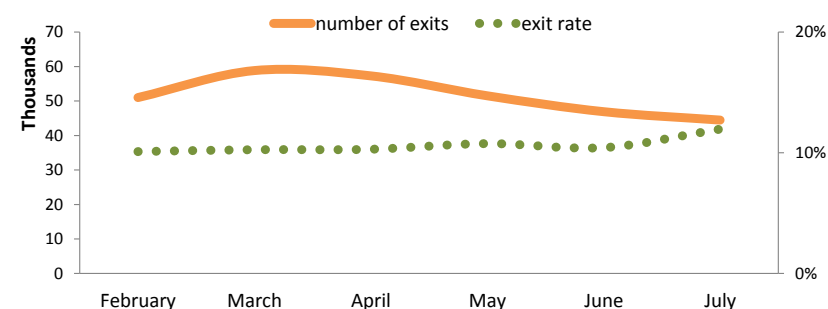


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	July 2015
uv index		3,689
bed bugs		1,850
air quality index		1,639
energy star		1,635
how to get rid of bed bugs		1,030
airnow		947
air quality		691
climate change		658
radon testing		647
uv index for today		641
what is acid rain		601
acid rain		588
ph		577
npdes		517
chinchies		509
clean water act		506
watershed		452
radon		430
clean air act		423
tsca		397

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	July 2015
epa		5,999
environmental protection agency		684
epa echo		559
us epa		509
usepa		508
epa.gov		243
epa jobs		208
epa region 6		170
epa pesticides		158
epa locator		155
epa cdx		143
epa regions		134
united states environmental protection agency		133
epa clean power plan		126
epa region 7		112
epa iris		110
epa region 9		110
epa region 4		108
epa region 5		101
epa uv index		101

Top 20 Internal Search Terms	by searches	July 2015
lead		650
mold		589
asbestos		573
radon		519
spcc		403
tsca		313
bed bugs		283
clean water act		281
jobs		268
water		268
rcra		262
superfund		250
pesticides		239
ozone		234
echo		232
mercury		221
clean air act		220
clean power plan		218
search		214
grants		211

Top 20 Non-EPA Referral Pages	by sessions	July 2015
bing.com	/	64,453
m.facebook.com	/	28,401
forsythco.com	/	14,840
facebook.com	/	12,308
duckduckgo.com	/	11,521
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,215
ci.independence.mo.us	/parksandrec/advenoasis	7,468
noattacks.org	/	7,403
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	7,316
concienciaradio.com	/	6,391
co.okaloosa.fl.us	/ws/online-bill-pay	6,083
links.govdelivery.com	/track	5,233
fkaa.com	/	4,671
int.search.tb.ask.com	/search/GGmain.jhtml	4,653
us.wow.com	/search	4,534
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,069
search.tb.ask.com	/search/GGmain.jhtml	3,915
search.xfinity.com	/	3,434
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-3-siding/	3,403
mrlandlord.com	/lead/	3,205