

Referral Channel Metrics

Sessions by Channel	% of all sessions	August 2015	change from prior month
Direct Sessions	28%	2,163,486	265,896 ▲ 14.0%
Branded Search	1%	41,410	-15,469 ▼ -27.2%
Non-Branded Search	5%	417,139	20,098 ▲ 5.1%
Search Term Not Provided	48%	3,727,473	642,678 ▲ 20.8%
Social Media Referrals	1%	113,261	44,325 ▲ 64.3%
Other Referrals	16%	1,257,119	152,267 ▲ 13.8%
% New Sessions this month	% of all new sessions	August 2015	change from prior month
Direct Sessions	33%	69.0%	-5.1% ▼ -6.9%
Branded Search	0%	27.0%	4.1% ▲ 17.7%
Non-Branded Search	5%	58.3%	1.0% ▲ 1.7%
Search Term Not Provided	47%	57.2%	0.2% ▲ 0.3%
Social Media Referrals	2%	65.8%	-3.1% ▼ -4.5%
Other Referrals	13%	48.7%	-1.8% ▼ -3.6%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	August 2015	change from prior month
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3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
espanol.epa.gov/	50.8%	50.8% ▲	NA	
/p2	49.1%	-1.6% ▼	-3.2%	
/toxics-release-inventory-tri-program	43.9%	-2.1% ▼	-4.5%	

Resource Directories (OneEPA Web)

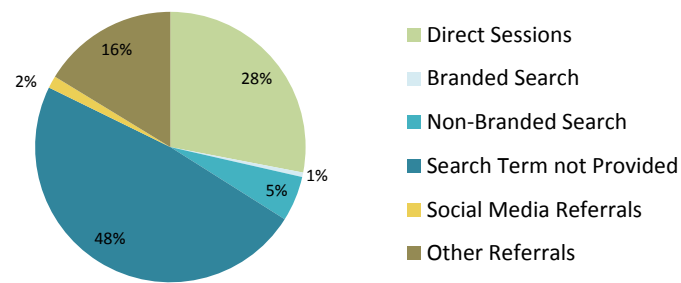
Bounce Rate: all Resource Directories	August 2015	change from prior month
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3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	62.6%	1.4% ▲	2.3%	
/learn-issues	51.3%	51.3% ▲	NA	
/students	50.6%	-0.4% ▼	-0.7%	

Exits from Search Results

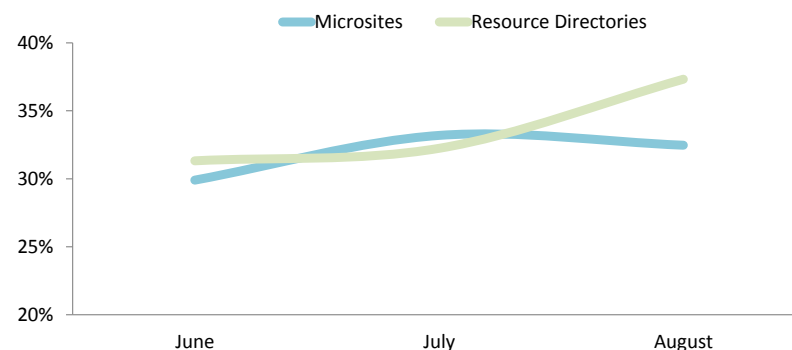
Number of Exits	August 2015	change from prior month
Exit Rate = Exits / Views of Search Results	11.5%	-0.5% ▼ -4.1%

Sessions by Channel August 2015

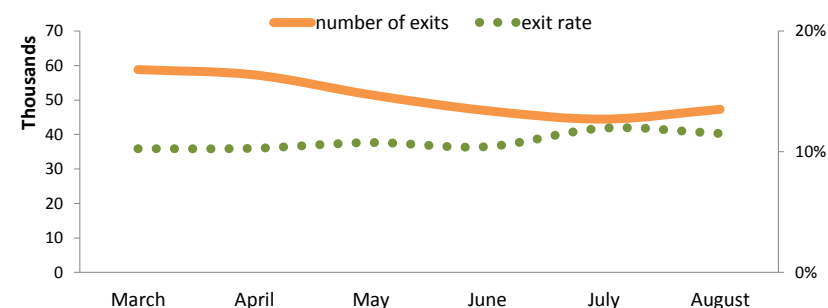


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	August 2015
air quality index		3,878
uv index		2,106
factors that cause climate change		1,798
airnow		1,722
bed bugs		1,693
energy star		1,342
air quality		1,318
what are the effects of climate change in the envirc		1,064
causes of climate change		979
how to get rid of bed bugs		958
how climatic changes affect human beings		915
climate change on humans		893
effects of climate change in the environment		824
climate change		798
clean power plan		759
what is acid rain		752
air now		677
spokane air quality		668
acid rain		652
effect on the environment		651

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	August 2015
epa		5,396
environmental protection agency		635
epa clean power plan		511
us epa		433
usepa		400
epa echo		367
epa jobs		182
epa.gov		159
united states environmental protection agency		113
epa locator		110
epa region 6		102
epa cdx		96
epa region 8		93
epa region 9		85
epa oig		79
epa scrams		75
epa cpp		74
epa usa		74
epa region 5		73
https://registerotp.epa.gov/		70

Top 20 Internal Search Terms	by searches	August 2015
mold		654
lead		649
gold king mine		621
animas river		603
asbestos		597
radon		557
spcc		514
clean power plan		464
clean water act		434
animas		419
clean air act		394
superfund		376
jobs		372
rcra		327
methane		325
tsca		321
water		306
ozone		304
bed bugs		303
search		274

Top 20 Non-EPA Referral Pages	by sessions	August 2015
bing.com	/	97,611
m.facebook.com	/	39,511
facebook.com	/	26,958
forsythco.com	/	16,269
duckduckgo.com	/	14,370
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,534
deq.state.or.us	/aqi/index.aspx	7,992
digitaltrends.com	/home/epa-clean-power-plan-maps-show-the-us-power-plants/	6,931
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	6,536
concienciaradio.com	/	6,423
co.okaloosa.fl.us	/ws/online-bill-pay	6,313
noattacks.org	/	5,276
fkaa.com	/	4,853
int.search.tb.ask.com	/search/GGmain.jhtml	4,546
us.wow.com	/search	4,484
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,347
thelibertyman.com	/	4,153
search.tb.ask.com	/search/GGmain.jhtml	3,933
search.xfinity.com	/	3,766
links.govdelivery.com	/track	3,702