

Referral Channel Metrics

Sessions by Channel	% of all sessions	September 2015	change from prior month
Direct Sessions	29%	2,295,242	131,756 ▲ 6.1%
Branded Search	0%	37,063	-4,347 ▼ -10.5%
Non-Branded Search	5%	370,832	-46,307 ▼ -11.1%
Search Term Not Provided	50%	3,981,825	254,352 ▲ 6.8%
Social Media Referrals	1%	82,009	-31,252 ▼ -27.6%
Other Referrals	15%	1,180,937	-76,182 ▼ -6.1%
% New Sessions this month	% of all new sessions	September 2015	change from prior month
Direct Sessions	33%	71.5%	2.5% ▲ 3.6%
Branded Search	0%	29.4%	2.4% ▲ 9.1%
Non-Branded Search	5%	62.0%	3.7% ▲ 6.4%
Search Term Not Provided	49%	61.3%	4.1% ▲ 7.2%
Social Media Referrals	1%	71.7%	5.9% ▲ 9.0%
Other Referrals	12%	51.2%	2.5% ▲ 5.2%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	September 2015	change from prior month
-----------------------------	----------------	-------------------------

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/indoorairplus	68.2%	68.2%	▲	NA
/pesticide-worker-safety	67.6%	18.6%	▲	37.9%
/gulfofmexico	67.0%	23.1%	▲	52.6%

Resource Directories (OneEPA Web)

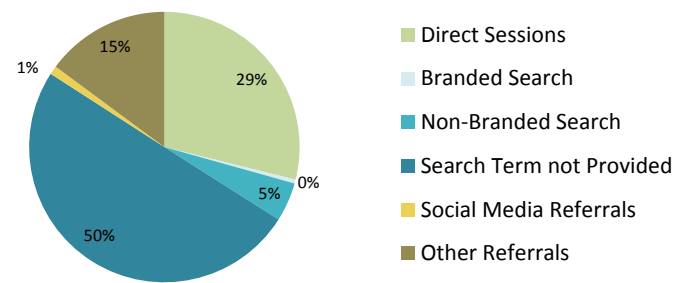
Bounce Rate: all Resource Directories	September 2015	change from prior month
---------------------------------------	----------------	-------------------------

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/agriculture	66.7%	4.1%	▲	6.6%
/tribal	64.9%	13.6%	▲	26.5%
/hydraulicfracturing	64.4%	13.9%	▲	27.5%

Exits from Search Results

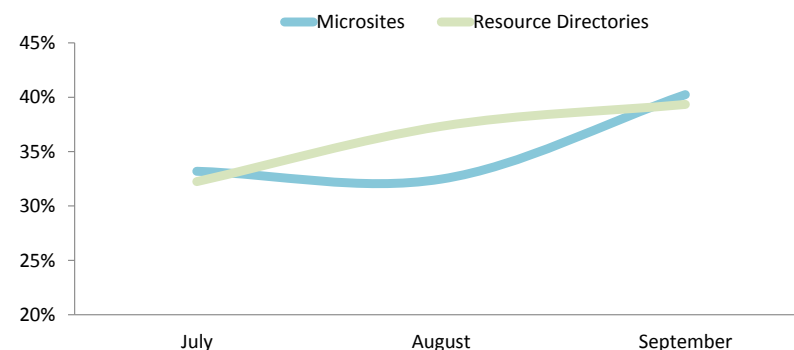
September 2015	change from prior month
Number of Exits	53,175 6,102 ▲ 13.0%
Exit Rate = Exits / Views of Search Results	11.0% -0.4% ▼ -3.9%

Sessions by Channel September 2015

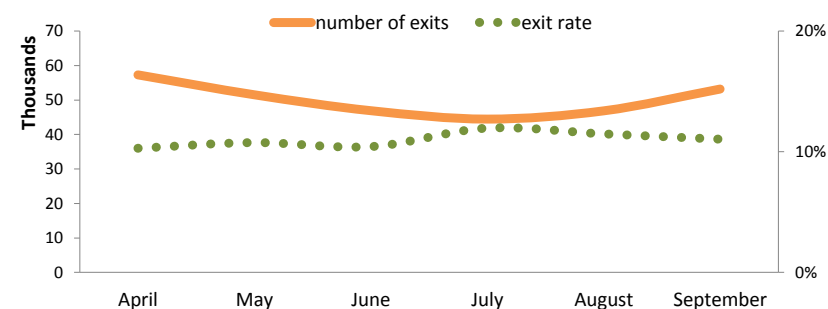


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	September 2015
air quality index		1,708
bed bugs		1,598
airnow		1,270
energy star		1,253
uv index		1,126
how to get rid of bed bugs		1,053
climate change		764
acid rain		722
factors that cause climate change		722
air quality		718
what is acid rain		660
chinchies		554
ph		519
how climatic changes affect human beings		493
causes of climate change		451
air now		450
clean air act		417
greenhouse effect		412
watershed		411
what are the effects of climate change in the envirc		386

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	September 2015
epa		5,363
environmental protection agency		548
us epa		441
usepa		367
epa echo		292
epa clean power plan		176
epa jobs		136
us epa global warming site		108
http://www.epa.gov/		106
epa.gov		105
epa usa		102
united states environmental protection agency		101
epa cdx		92
epanet		89
epa iris		87
us environmental protection agency		87
epa region 6		82
epa locator		79
epa us		75
epa envirofacts		74

Top 20 Internal Search Terms	by searches	September 2015
volkswagen		2,464
vw		1,282
lead		709
radon		709
clean water act		675
mold		629
asbestos		619
sites production files signpost index.html		617
water		545
ozone		544
acid rain		543
clean air act		540
air pollution		513
climate change		459
superfund		447
ozone good up high		436
rcra		429
recycling		398
tsca		380
search		356

Top 20 Non-EPA Referral Pages	by sessions	September 2015
m.facebook.com	/	27,386
facebook.com	/	17,694
forsythco.com	/	14,627
duckduckgo.com	/	12,675
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,655
huffingtonpost.com	/entry/chris-christie-town-hall-climate_55e7243be4b0b7a9633b2889	8,579
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	6,916
bing.com	/	6,836
co.okaloosa.fl.us	/ws/online-bill-pay	6,732
haze.gov.sg	/haze-updates/air-cleaning-devices	6,525
concienciaradio.com	/	6,345
fkaa.com	/	5,504
int.search.tb.ask.com	/search/GGmain.jhtml	4,637
jalopnik.com	/your-guide-to-dieselgate-volkswagens-diesel-cheating-c-1731857018	4,503
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,208
thelibertyman.com	/	4,089
heatmor.com	/	3,942
us.wow.com	/search	3,900
search.tb.ask.com	/search/GGmain.jhtml	3,835
forums.tdiclub.com	/showthread.php	3,776