

Referral Channel Metrics

Sessions by Channel	% of all sessions	October 2015	change from prior month
Direct Sessions	29%	2,110,792	-184,450 ▼ -8.0%
Branded Search	1%	58,494	21,431 ▲ 57.8%
Non-Branded Search	5%	372,648	1,816 ▲ 0.5%
Search Term Not Provided	49%	3,520,234	-461,591 ▼ -11.6%
Social Media Referrals	1%	58,560	-23,449 ▼ -28.6%
Other Referrals	15%	1,119,672	-61,265 ▼ -5.2%
% New Sessions this month	% of all new sessions	October 2015	change from prior month
Direct Sessions	34%	70.6%	-0.9% ▼ -1.2%
Branded Search	0%	25.6%	-3.8% ▼ -13.0%
Non-Branded Search	5%	57.8%	-4.2% ▼ -6.7%
Search Term Not Provided	47%	58.4%	-2.9% ▼ -4.8%
Social Media Referrals	1%	65.4%	-6.3% ▼ -8.8%
Other Referrals	13%	48.8%	-2.4% ▼ -4.8%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	October 2015	change from prior month
	41.6%	1.3% ▲ 3.3%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances	October 2015	change from prior month
/burnwise	70.1%	26.6% ▲ 61.2%
/lean-government	69.2%	69.2% ▲ NA
/gulfofmexico	68.5%	1.5% ▲ 2.2%

Resource Directories (OneEPA Web)

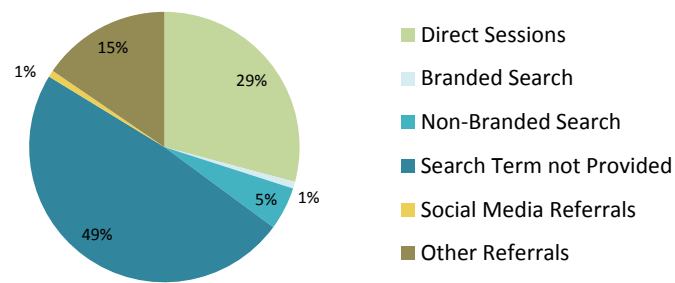
Bounce Rate: all Resource Directories	October 2015	change from prior month
	42.5%	3.1% ▲ 8.0%

3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances	October 2015	change from prior month
/smm	70.7%	70.7% ▲ NA
/quality	65.0%	65.0% ▲ NA
/safepestcontrol	63.1%	22.2% ▲ 54.3%

Exits from Search Results

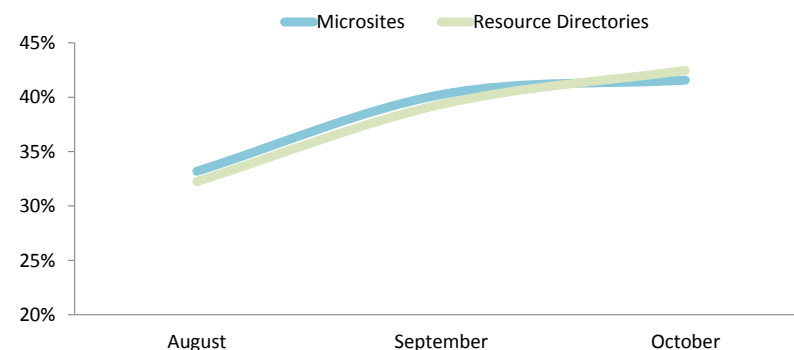
Number of Exits	October 2015	change from prior month
Exit Rate = Exits / Views of Search Results	69,337	16,162 ▲ 30.4%
	10.4%	-0.6% ▼ -5.5%

Sessions by Channel

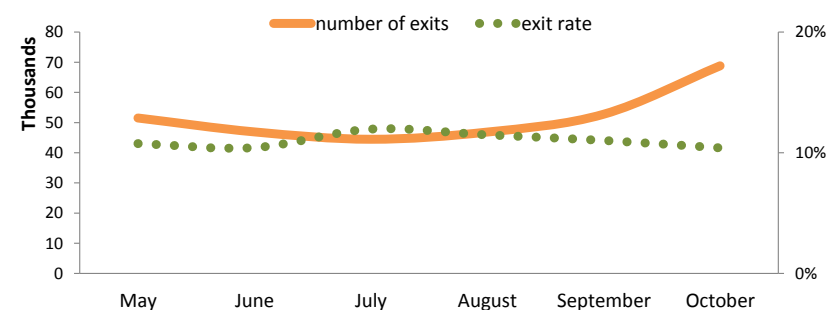


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	October 2015
energy star		1,589
bed bugs		1,470
boise air quality		982
air quality index		912
acid rain		901
airnow		896
how to get rid of bed bugs		891
climate change		822
causes of climate change		706
uv index		686
air quality boise		685
what is acid rain		644
air quality		630
greenhouse effect		586
clean air act		563
clean water act		544
ph		512
clean power plan		489
watershed		482
greenhouse gases		453

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	October 2015
epa		7,075
environmental protection agency		805
usepa		543
epa echo		459
us epa		459
epa clean power plan		262
united states environmental protection agency		198
epa hpvis		173
epanet		165
epa region 6		164
epa iris		147
epa locator		140
epa jobs		137
epa region 4		129
epa region 9		121
epa website		121
us environmental protection agency		117
epa region 3		113
epa region 10		106
epa directory		94

Top 20 Internal Search Terms	by searches	October 2015
radon		983
lead		981
acid rain		916
ozone		867
volkswagen		806
climate change		803
superfund		801
asbestos		769
mold		735
voc		641
clean water act		634
air pollution		576
pesticides		548
clean power plan		544
water		542
clean air act		535
recycling		508
global warming		501
superfund sites		476
sites production files signpost index.html		451

Top 20 Non-EPA Referral Pages	by sessions	October 2015
forsythco.com	/	13,994
facebook.com	/	13,805
m.facebook.com	/	13,437
duckduckgo.com	/	10,663
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	9,370
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	7,282
concienciaradio.com	/	5,700
heatmor.com	/	5,040
fkaa.com	/	4,851
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,630
int.search.tb.ask.com	/search/GGmain.jhtml	4,220
search.tb.ask.com	/search/GGmain.jhtml	3,367
us.wow.com	/search	3,319
crownroyalstoves.com	/	3,317
chesapeakebay.net	/discover/baywatershed	3,276
bing.com	/	3,154
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-2-floors/	3,077
thelibraryman.com	/	3,073
thecraftsmanblog.com	/how-to-find-studs-in-a-plaster-wall/	2,979
thecraftsmanblog.com	/how-to-repair-old-windows/	2,966