

## Referral Channel Metrics

Sessions by Channel	% of all sessions	November 2015	change from prior month		
Direct Sessions	29%	1,847,508	-263,284	▼	-12.5%
Branded Search	1%	61,819	3,325	▲	5.7%
Non-Branded Search	5%	325,143	-47,505	▼	-12.7%
Search Term Not Provided	48%	3,069,045	-451,189	▼	-12.8%
Social Media Referrals	1%	46,471	-12,089	▼	-20.6%
Other Referrals	16%	991,441	-128,231	▼	-11.5%
% New Sessions this month	% of all new sessions	November 2015	change from prior month		
Direct Sessions	34%	70.9%	0.3%	▲	0.4%
Branded Search	0%	23.1%	-2.5%	▼	-9.7%
Non-Branded Search	5%	54.8%	-3.0%	▼	-5.2%
Search Term Not Provided	47%	58.8%	0.4%	▲	0.7%
Social Media Referrals	1%	64.5%	-0.9%	▼	-1.4%
Other Referrals	13%	49.9%	1.1%	▲	2.2%

## Navigation

### Microsites (OneEPA Web)

Bounce Rate: all Microsites	November 2015	change from prior month		
	39.3%	-2.3%	▼	-5.5%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/burnwise	74.9%	4.8%	▲	6.9%
/gulfofmexico	69.6%	1.1%	▲	1.7%
/lean	64.0%	-0.5%	▼	-0.8%

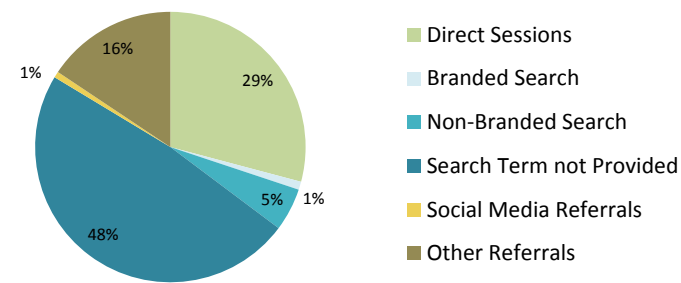
### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	November 2015	change from prior month		
	36.5%	-6.0%	▼	-14.1%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/hydraulicfracturing	67.7%	4.8%	▲	7.7%
/safepestcontrol	59.5%	-3.6%	▼	-5.7%
/agriculture	58.8%	-3.4%	▼	-5.5%

## Exits from Search Results

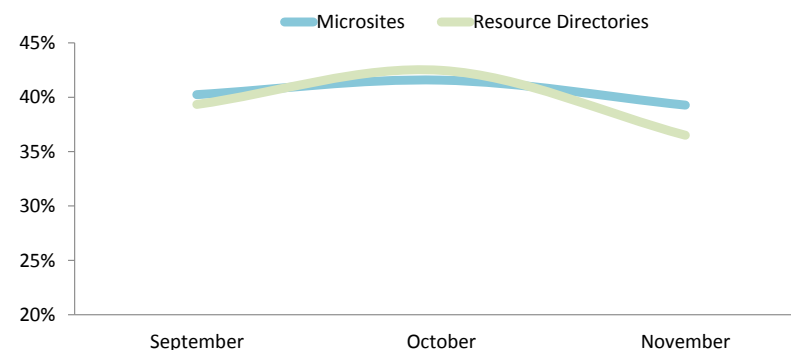
Number of Exits	November 2015	change from prior month		
	59,499	-9,838	▼	-14.2%
Exit Rate = Exits / Views of Search Results	10.7%	0.3%	▲	2.5%

### Sessions by Channel November 2015

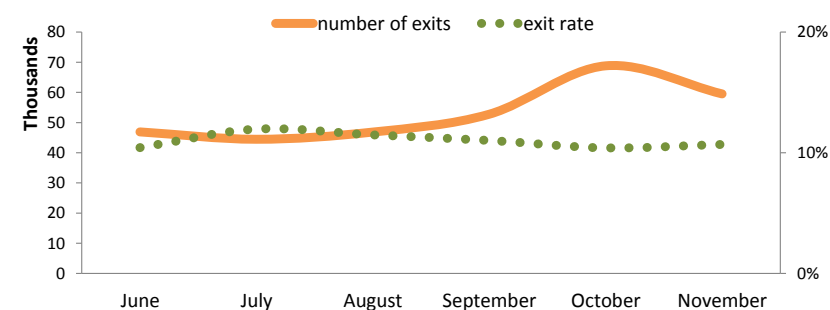


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

### 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	November 2015
energy star		1,646
bed bugs		952
acid rain		882
causes of climate change		842
greenhouse effect		797
climate change		776
how to get rid of bed bugs		774
airnow		701
clean air act		609
green house effect		577
what is acid rain		568
clean water act		567
watershed		549
climate change facts		536
clean power plan		474
greenhouse gases		474
nepa		448
ph		417
xxxxxx		412
chinch		392

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	November 2015
epa		7,337
environmental protection agency		782
epa echo		596
usepa		507
us epa		450
epa clean power plan		300
epa region 6		250
united states environmental protection agency		238
epanet		201
epa iris		175
epa region 9		156
epa jobs		152
epa locator		146
epa region 10		119
epa region 8		118
epa website		109
epa region 5		105
epa directory		102
epa region 4		99
epa environmental justice		96

Top 20 Internal Search Terms	by searches	November 2015
radon		944
lead		763
superfund		702
climate change		678
mold		660
volkswagen		638
acid rain		634
asbestos		555
recycling		550
water		518
clean air act		502
clean water act		484
air pollution		481
global warming		462
pesticides		460
mercury		453
ozone		442
clean power plan		423
voc		375
rcra		370

Top 20 Non-EPA Referral Pages	by sessions	November 2015
forsythco.com	/	13,092
facebook.com	/	11,713
m.facebook.com	/	9,745
duckduckgo.com	/	9,273
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	8,174
echemportal.org	/echemportal/substancesearch/substancesearchresult.action	6,601
concienciaradio.com	/	5,252
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,777
fkaa.com	/	4,752
heatmor.com	/	4,311
int.search.tb.ask.com	/search/GGmain.jhtml	3,870
yakimacleanair.org	/	3,427
chesapeakebay.net	/discover/baywatershed	3,423
thecraftsmanblog.com	/how-to-find-studs-in-a-plaster-wall/	3,306
crownroyalstoves.com	/	2,947
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-2-floors/	2,939
wastewatereducation.org	/educationevents_training.html	2,766
search.tb.ask.com	/search/GGmain.jhtml	2,642
oeenrcan.gc.ca	/pml-lmp/index.cfm	2,635
woodboiler.us	/	2,635