

Referral Channel Metrics

| Sessions by Channel | % of all sessions | December 2015 | change from prior month |
|--------------------------|-------------------|---------------|-------------------------|
| Direct Sessions | 30% | 1,582,318 | -265,190 ▼ -14.4% |
| Branded Search | 1% | 55,969 | -5,850 ▼ -9.5% |
| Non-Branded Search | 5% | 258,710 | -66,433 ▼ -20.4% |
| Search Term Not Provided | 47% | 2,526,087 | -542,958 ▼ -17.7% |
| Social Media Referrals | 1% | 45,934 | -537 ▼ -1.2% |
| Other Referrals | 16% | 856,375 | -135,066 ▼ -13.6% |

| % New Sessions this month | % of all new sessions | December 2015 | change from prior month |
|---------------------------|-----------------------|---------------|-------------------------|
| Direct Sessions | 34% | 69.4% | -1.5% ▼ -2.1% |
| Branded Search | 0% | 21.4% | -1.8% ▼ -7.7% |
| Non-Branded Search | 4% | 52.4% | -2.4% ▼ -4.3% |
| Search Term Not Provided | 47% | 59.0% | 0.2% ▲ 0.4% |
| Social Media Referrals | 1% | 68.5% | 4.0% ▲ 6.1% |
| Other Referrals | 13% | 49.8% | -0.1% ▼ -0.2% |

Navigation

Microsites (OneEPA Web)

| Bounce Rate: all Microsites | December 2015 | change from prior month |
|-----------------------------|---------------|-------------------------|
| | 40.2% | 1.0% ▲ 2.5% |

| 3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances | | | | |
|---|-------|-------|---|-------|
| /burnwise | 74.7% | -0.1% | ▼ | -0.2% |
| /choose-fish-and-shellfish-wisely | 69.7% | 0.1% | ▲ | 0.2% |
| /radiation | 60.6% | 10.5% | ▲ | 16.4% |

Resource Directories (OneEPA Web)

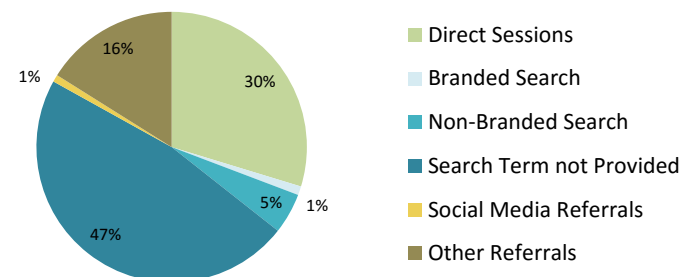
| Bounce Rate: all Resource Directories | December 2015 | change from prior month |
|---------------------------------------|---------------|-------------------------|
| | 40.1% | 3.6% ▲ 9.8% |

| 3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances | | | | |
|--|-------|-------|---|-------|
| /hydraulicfracturing | 74.2% | 6.4% | ▲ | 9.5% |
| /climate-change-water-sector | 71.3% | 12.5% | ▲ | 21.0% |
| /agriculture | 65.6% | 7.8% | ▲ | 13.3% |

Exits from Search Results

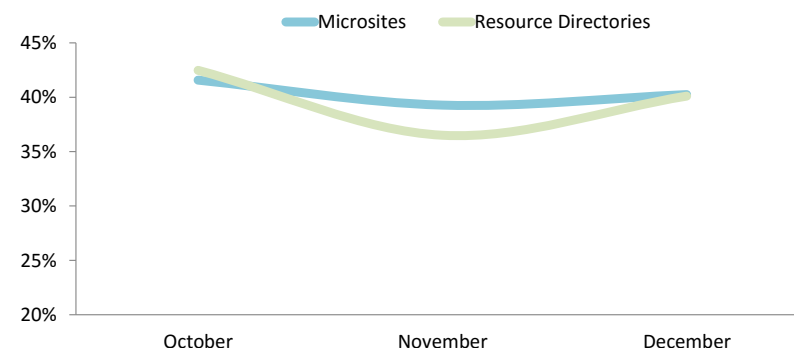
| Number of Exits | December 2015 | change from prior month |
|---|---------------|-------------------------|
| Exit Rate = Exits / Views of Search Results | 50,666 | -8,833 ▼ -14.8% |
| | 10.8% | 0.1% ▲ 1.0% |

Sessions by Channel December 2015

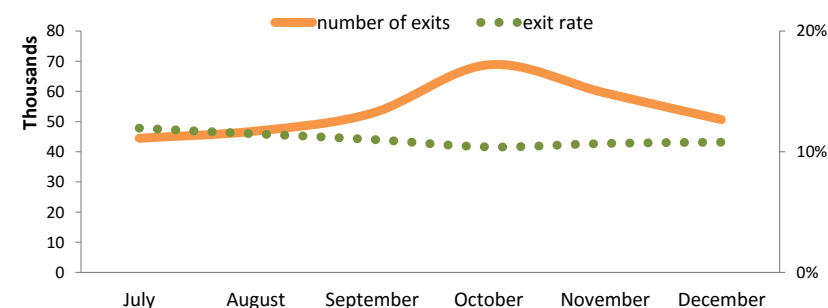


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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 | December 2015 |
|-----------------------------|-------------|---------------|
| energy star | | 1,463 |
| climate change | | 777 |
| bed bugs | | 695 |
| acid rain | | 680 |
| airnow | | 670 |
| climate change facts | | 656 |
| how to get rid of bed bugs | | 652 |
| causes of climate change | | 610 |
| green house effect | | 543 |
| air quality index | | 537 |
| greenhouse effect | | 522 |
| clean air act | | 506 |
| clean water act | | 497 |
| nepa | | 497 |
| greenhouse gases | | 401 |
| what is acid rain | | 398 |
| ph | | 388 |
| tsca | | 332 |
| clean power plan | | 324 |
| npdes | | 316 |

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 | December 2015 |
|---|-------------|---------------|
| epa | | 5,710 |
| environmental protection agency | | 653 |
| epa echo | | 562 |
| usepa | | 453 |
| us epa | | 371 |
| epa clean power plan | | 210 |
| united states environmental protection agency | | 189 |
| epa region 6 | | 187 |
| epa locator | | 177 |
| epa region 10 | | 159 |
| epanet | | 159 |
| epa region 1 | | 138 |
| epa iris | | 136 |
| epa region 7 | | 130 |
| epa region 9 | | 119 |
| epa jobs | | 115 |
| epa region 8 | | 110 |
| epa region 3 | | 104 |
| epa region 4 | | 103 |
| epa ppl | | 101 |

| Top 20 Internal Search Terms | by searches | December 2015 |
|------------------------------|-------------|---------------|
| radon | | 1,011 |
| lead | | 711 |
| mold | | 526 |
| superfund | | 525 |
| asbestos | | 485 |
| climate change | | 480 |
| acid rain | | 469 |
| clean air act | | 447 |
| water | | 431 |
| clean water act | | 423 |
| air pollution | | 412 |
| ozone | | 377 |
| mcl | | 362 |
| drinking water | | 359 |
| global warming | | 333 |
| mercury | | 317 |
| epanet | | 316 |
| rcra | | 311 |
| pesticides | | 303 |
| recycling | | 301 |

| Top 20 Non-EPA Referral Pages | by sessions | December 2015 |
|-------------------------------|--|---------------|
| facebook.com | / | 10,050 |
| m.facebook.com | / | 9,168 |
| duckduckgo.com | / | 7,528 |
| thecraftsmanblog.com | /the-7-best-products-to-patch-wood/ | 6,660 |
| echemportal.org | /echemportal/substancesearch/substancesearchresult.action | 5,796 |
| yakimacleanair.org | / | 5,391 |
| fkaa.com | / | 5,060 |
| reddit.com | /r/worldnews/comments/3vs59l/beijing_has_issued_its_first_ever_red_alert_over/ | 4,717 |
| concienciaradio.com | / | 4,146 |
| thecraftsmanblog.com | /5-worst-mistakes-of-historic-homeowners-part-4-plaster/ | 3,916 |
| thecraftsmanblog.com | /how-to-find-studs-in-a-plaster-wall/ | 3,390 |
| kearnsid.org | / | 3,371 |
| heatmor.com | / | 3,227 |
| mrsoshouse.com | /ext/dechol.html | 3,174 |
| thelibertyman.com | / | 2,996 |
| energy.gov | /savings/residential-renewable-energy-tax-credit | 2,903 |
| int.search.tb.ask.com | /search/GGmain.jhtml | 2,900 |
| crownroyalstoves.com | / | 2,418 |
| search.tb.ask.com | /search/GGmain.jhtml | 2,354 |
| wastewatereducation.org | /educationevents_training.html | 2,251 |