

Referral Channel Metrics

Sessions by Channel	% of all sessions	January 2016	change from prior month
Direct Sessions	29%	1,432,842	-149,476 ▼ -9.4%
Branded Search	1%	63,363	7,394 ▲ 13.2%
Non-Branded Search	5%	227,040	-31,670 ▼ -12.2%
Search Term Not Provided	45%	2,215,138	-310,949 ▼ -12.3%
Social Media Referrals	1%	51,653	5,719 ▲ 12.5%
Other Referrals	18%	882,230	25,855 ▲ 3.0%

% New Sessions this month	% of all new sessions	January 2016	change from prior month
Direct Sessions	34%	71.0%	1.5% ▲ 2.2%
Branded Search	0%	21.5%	0.1% ▲ 0.6%
Non-Branded Search	4%	50.8%	-1.6% ▼ -3.1%
Search Term Not Provided	45%	60.9%	1.9% ▲ 3.2%
Social Media Referrals	1%	71.3%	2.8% ▲ 4.1%
Other Referrals	15%	51.0%	1.3% ▲ 2.5%

Navigation

Microsites (OneEPA Web)

Bounce Rate: all Microsites	January 2016	change from prior month
	37.4%	-2.8% ▼ -7.1%

3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances

www.epa.gov/gulfofmexico	67.2%	-5.3% ▼ -7.3%
www.epa.gov/burnwise	63.1%	-0.6% ▼ -1.0%
www.epa.gov/lean	61.2%	0.8% ▲ 1.2%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	January 2016	change from prior month
	36.3%	-3.8% ▼ -9.6%

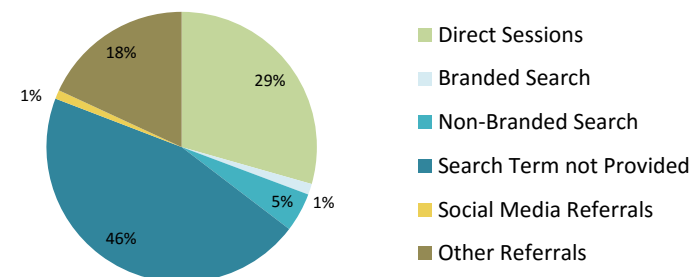
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances

www.epa.gov/hydraulicfracturing	71.3%	-0.7% ▼ -1.0%
www.epa.gov/agriculture	68.2%	2.7% ▲ 4.1%
www.epa.gov/goldkingmine	66.7%	11.4% ▲ 20.7%

Exits from Search Results

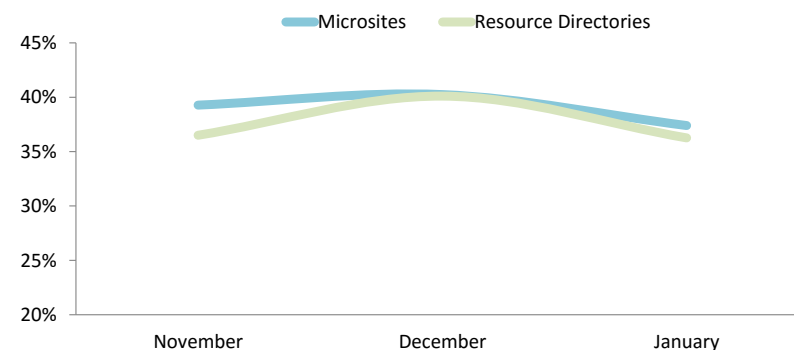
Number of Exits	January 2016	change from prior month
Exit Rate = Exits / Views of Search Results	56,987	6,321 ▲ 12.5%
	10.7%	-0.1% ▼ -1.1%

Sessions by Channel January 2016

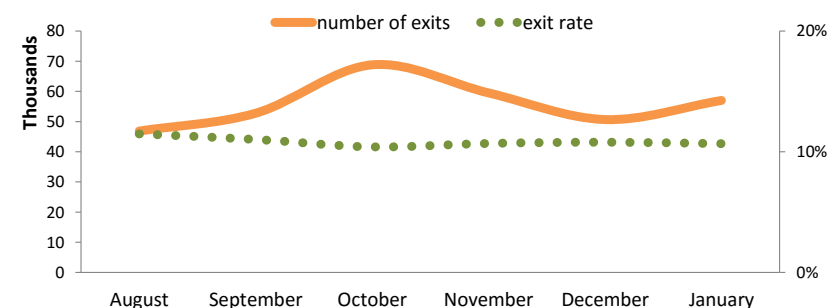


Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

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	January 2016
climate change		662
bed bugs		636
acid rain		623
greenhouse effect		618
green house effect		569
how to get rid of bed bugs		559
causes of climate change		549
nepa		493
clean air act		467
clean water act		462
ph		420
climate change facts		414
tsca		389
what is acid rain		386
recycling		361
envirofacts		360
greenhouse gases		357
ppls		347
tier ii reporting		335
clean power plan		328

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	January 2016
epa		5,733
environmental protection agency		764
epa echo		691
usepa		570
us epa		513
united states environmental protection agency		246
epa locator		234
epa region 6		209
epa jobs		182
epa region 8		171
epa clean power plan		169
epa region 5		162
epa region 1		152
epa region 9		147
epa region 4		132
epa regulations		128
epa scientific integrity policy		126
epa region 2		125
epanet		121
epa id number search		118

Top 20 Internal Search Terms	by searches	January 2016
lead		1,115
radon		989
safewater kids flash flash_watercycle.html		744
asbestos		651
climate change		638
superfund		622
mold		616
water		597
ozone		583
flint		516
clean water act		431
acid rain		401
clean air act		396
tsca		391
drinking water		377
rcra		374
clean power plan		354
pesticides		354
air pollution		351
tier ii		347

Top 20 Non-EPA Referral Pages	by sessions	January 2016
m.facebook.com	/	16,062
facebook.com	/	9,290
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	7,535
echempportal.org	/echempportal/substancesearch/substancesearchresult.action	6,287
duckduckgo.com	/	5,714
yakimacleanair.org	/	5,708
fkaa.com	/	5,378
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	5,298
concienciaradio.com	/	4,475
wtov9.com	/news/local/chemical-leak-reported-in-ohio-river	4,235
heatmor.com	/	4,050
cnn.com	/2016/01/21/health/lead-testing-home-drinking-water/index.html	3,974
thecraftsmanblog.com	/how-to-find-studs-in-a-plaster-wall/	3,790
stwresources.com	/	3,757
crownroyalstoves.com	/	3,689
thelibertyman.com	/	3,634
kearnsid.org	/	3,497
int.search.tb.ask.com	/search/GGmain.jhtml	2,830
salidarec.com	/public-pool/	2,726
cbp.gov	/trade/basic-import-export/importing-car	2,605