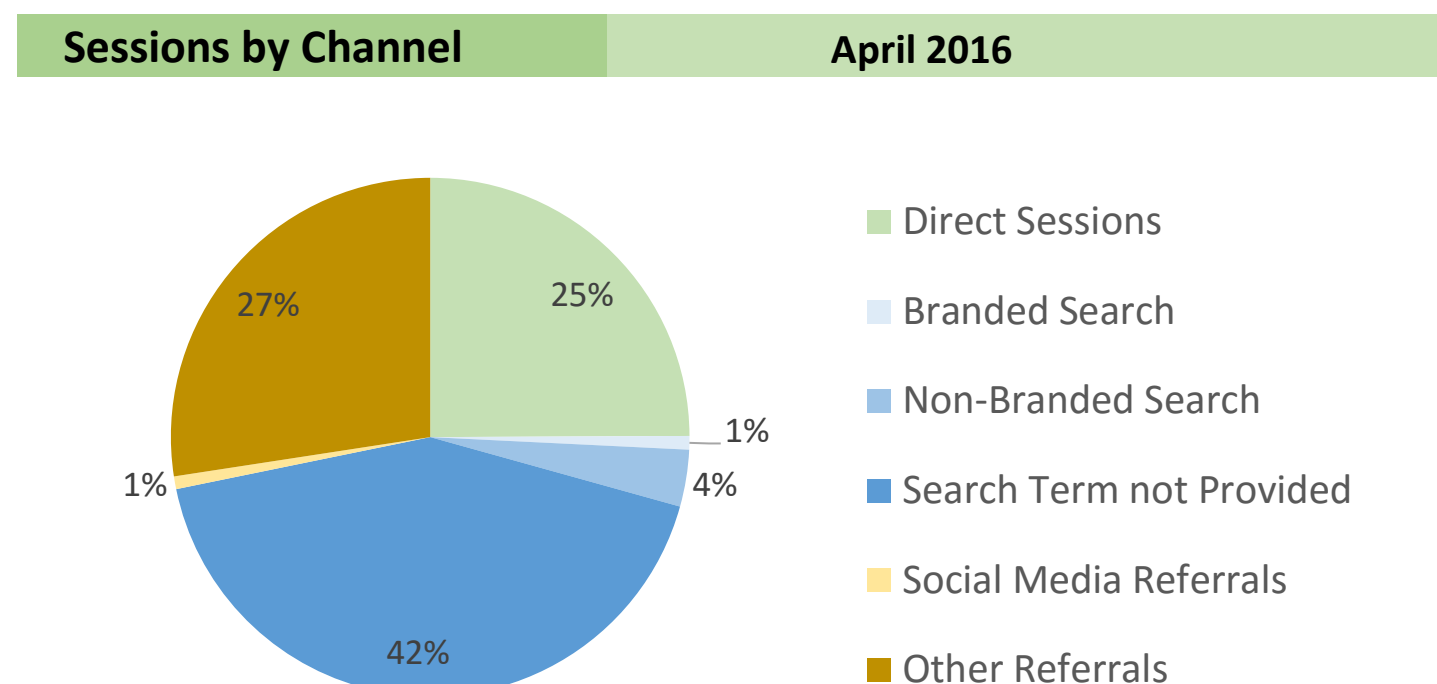


### Referral Channel Metrics

Sessions by Channel	% of all sessions	April 2016	change from prior month		
Direct Sessions	25%	1,962,330	-10,472	▼	-0.5%
Branded Search	1%	66,587	-4,289	▼	-6.1%
Non-Branded Search	4%	278,786	-28,026	▼	-9.1%
Search Term Not Provided	42%	3,342,688	125,712	▲	3.9%
Social Media Referrals	1%	62,525	-3,830	▼	-5.8%
Other Referrals	27%	2,158,710	-38,956	▼	-1.8%
% New Sessions this month		April 2016	change from prior month		
Direct Sessions	33%	71.1%	2.7%	▲	3.9%
Branded Search	0%	21.5%	-0.7%	▼	-3.2%
Non-Branded Search	3%	52.8%	-0.2%	▼	-0.4%
Search Term Not Provided	47%	60.0%	-0.2%	▼	-0.3%
Social Media Referrals	1%	66.6%	-1.2%	▼	-1.8%
Other Referrals	15%	29.4%	1.8%	▲	6.7%



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.

### Navigation

#### Microsites (OneEPA Web)

<b>Bounce Rate: all Microsites</b>	April 2016	38.5%	1.7%	▲	4.7%
<b>3 highest Bounce Rates for MS homepages</b>					
for microsites with at least 1,000 entrances					
/gulfofmexico		69.3%	2.2%	▲	3.3%
/burnwise		64.8%	0.9%	▲	1.3%
/statelocalclimate		64.5%	-0.5%	▼	-0.7%

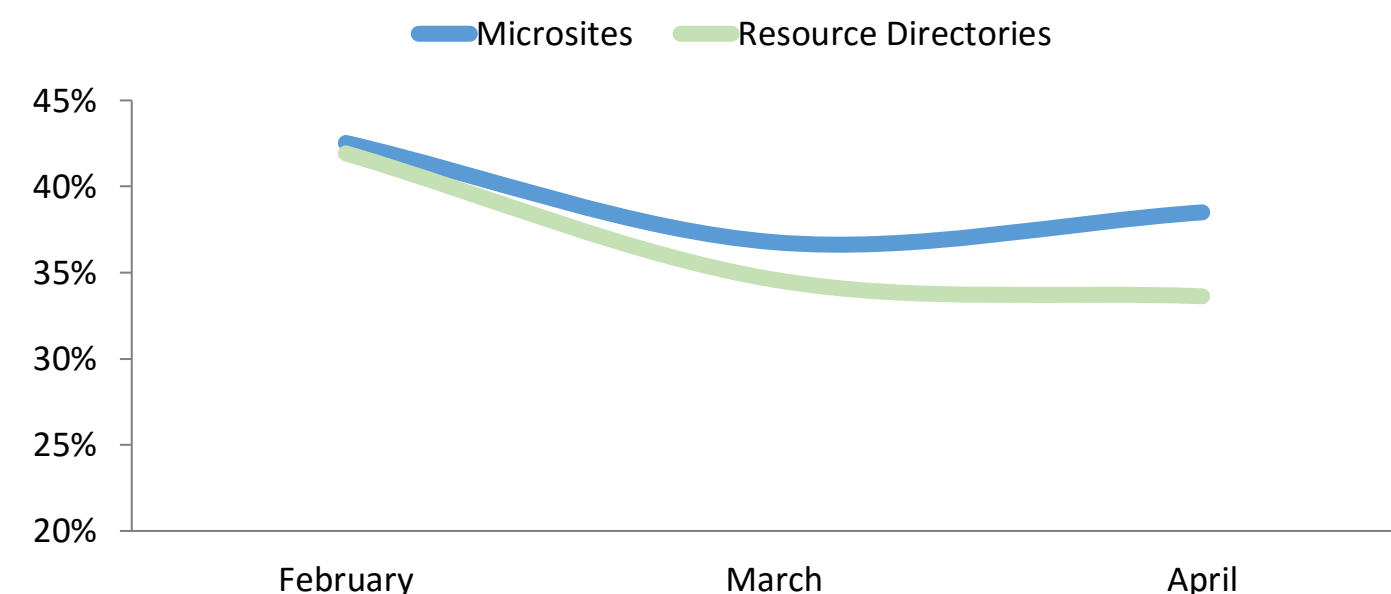
#### Resource Directories (OneEPA Web)

<b>Bounce Rate: all Resource Directories</b>	April 2016	33.6%	-1.0%	▼	-2.8%
<b>3 highest Bounce Rates for RD homepages</b>					
for directories with at least 1,000 entrances					
/hydraulicfracturing		70.8%	-0.8%	▼	-1.1%
/aqs		60.8%	-0.7%	▼	-1.2%
/agriculture		58.7%	0.7%	▲	1.1%

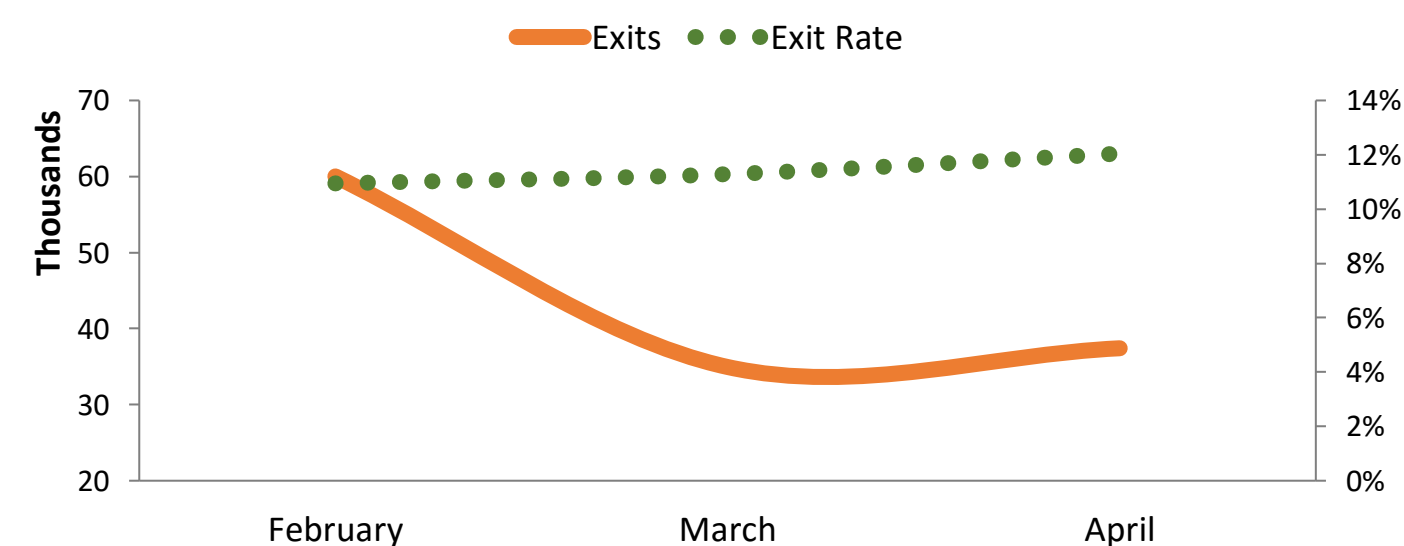
### Exits from Search Results

<b>Number of Exits</b>	April 2016	37,415	2,461	▲	7.0%
<b>Exit Rate = Exits / Views of Search Results</b>		12.0%	0.8%	▲	6.7%

#### Bounce Rate trend for last 3 months



#### Search Exit trend for last 3 months



## Agency Web Traffic: Content Discovery Report

Top 20 Non-Branded Keywords	by sessions	April 2016
energy star		1,577
bed bugs		1,202
earth day		818
climate change		817
ph		624
causes of climate change		564
uv index		552
envirofacts		549
acid rain		520
energystar.gov		501
greenhouse effect		494
air quality index		481
green house effect		470
clean water act		469
greenhouse gases		447
clean air act		444
bedbugs		431
nepa		418
what is acid rain		399
tsca		396

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	April 2016
epa		5,956
environmental protection agency		880
epa echo		751
us epa		565
usepa		558
united states environmental		322
epa locator		239
epa jobs		210
epa region 9		202
epa iris		195
epa tri		181
epa region 6		180
epanet		161
epa rsl		157
epa region 1		151
epa envirofacts		148
epa ppls		148
epa region 10		137
epa region 8		135
epa region 3		132

Top 20 Internal Search Terms	by searches	April 2016
acid rain		1,286
radon		1,188
lead		1,138
superfund		1,081
climate change		820
clean air act		758
asbestos		685
clean water act		678
water		674
air pollution		629
mold		619
hazardous waste		572
recycling		547
rcra		520
mercury		493
ozone		474
pesticides		463
global warming		441
fracking		428
volkswagen		422

Top 20 Non-EPA Referral Pages	by sessions	April 2016
airnow.gov	/index.cfm	125,332
energystar.gov	/about/federal_tax_credits	115,846
airnow.gov	/	71,679
energystar.gov	/index.cfm	70,228
energystar.gov	/products	62,978
energystar.gov	/	59,857
energystar.gov	/rebate-finder	24,934
energystar.gov	/productfinder/	22,911
m.facebook.com	/	15,515
en.wikipedia.org	/	14,325
energystar.gov	/productfinder/product/certified-light-bulbs/results	12,593
energystar.gov	/products/energy_star_most_efficient	12,556
essearch.energystar.gov	/search	12,405
facebook.com	/	11,711
cdc.gov	/zika/pregnancy/protect-yourself.html	11,614
energystar.gov	/productfinder/product/certified-clothes-washers/results	10,512
energystar.gov	/products/appliances/refrigerators	10,342
energystar.gov	/products/appliances/clothes_washers	10,314
energystar.gov	/about/federal_tax_credits/2015_federal_tax_credits	10,165
energystar.gov	/productfinder/product/certified-residential-refrigerators/results	9,542