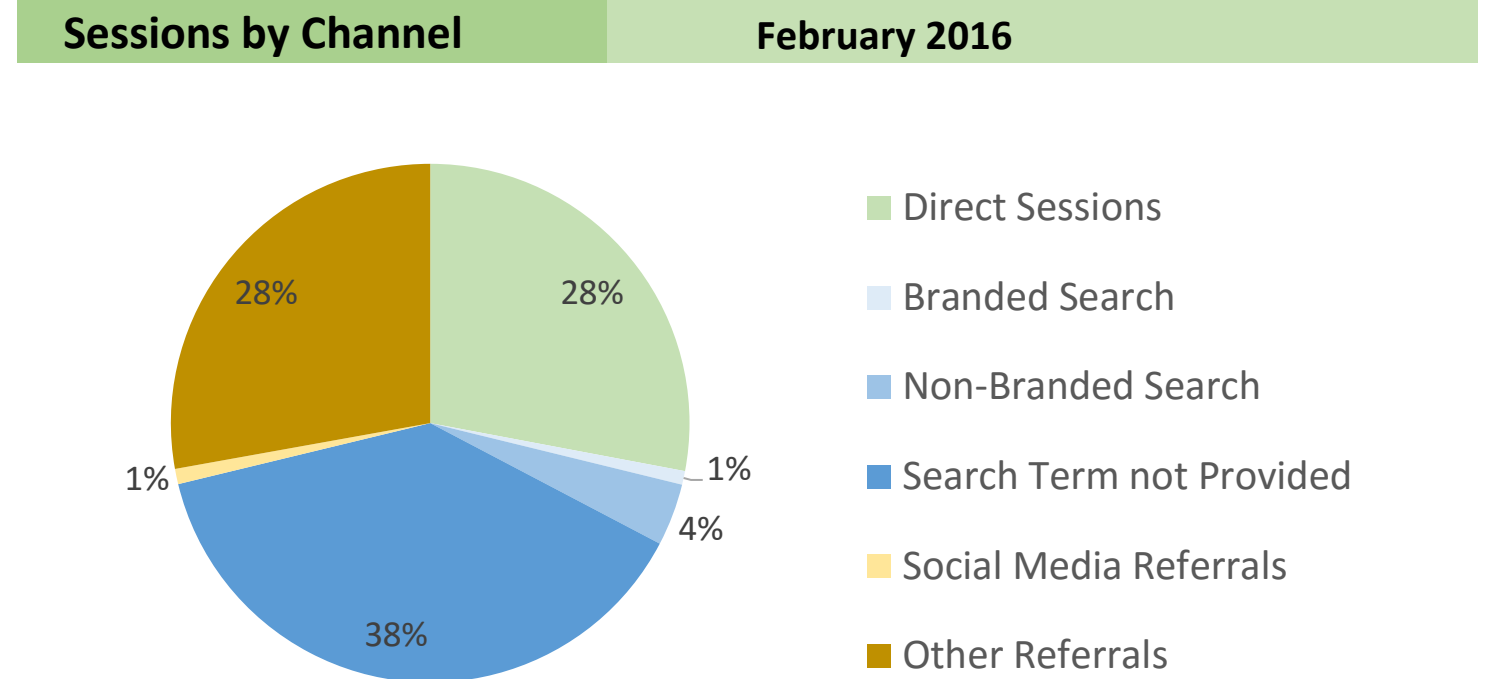


### Referral Channel Metrics

Sessions by Channel	% of all sessions	February 2016	change from prior month		
Direct Sessions	28%	2,198,976	288,057	▲	15.1%
Branded Search	1%	67,031	13,236	▲	24.6%
Non-Branded Search	4%	304,746	49,823	▲	19.5%
Search Term Not Provided	39%	3,029,118	448,685	▲	17.4%
Social Media Referrals	1%	74,826	13,284	▲	21.6%
Other Referrals	28%	2,188,188	382,479	▲	17.5%
% New Sessions this month		February 2016	change from prior month		
Direct Sessions	36%	71.1%	1.3%	▲	1.8%
Branded Search	0%	23.9%	-6.2%	▼	-20.6%
Non-Branded Search	4%	54.5%	-7.2%	▼	-11.6%
Search Term Not Provided	44%	61.8%	-6.6%	▼	-9.7%
Social Media Referrals	1%	77.7%	1.5%	▲	1.9%
Other Referrals	15%	28.5%	-4.0%	▼	-12.2%



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)

Bounce Rate: all Microsites	February 2016	change from prior month		
	42.5%	5.1%	▲	13.7%
3 highest Bounce Rates for MS homepages for microsites with at least 1,000 entrances				
/osa	85.1%	43.5%	▲	104.8%
/endangered-species	83.0%	38.9%	▲	88.4%
/ge-housatonic	80.9%	46.0%	▲	131.7%

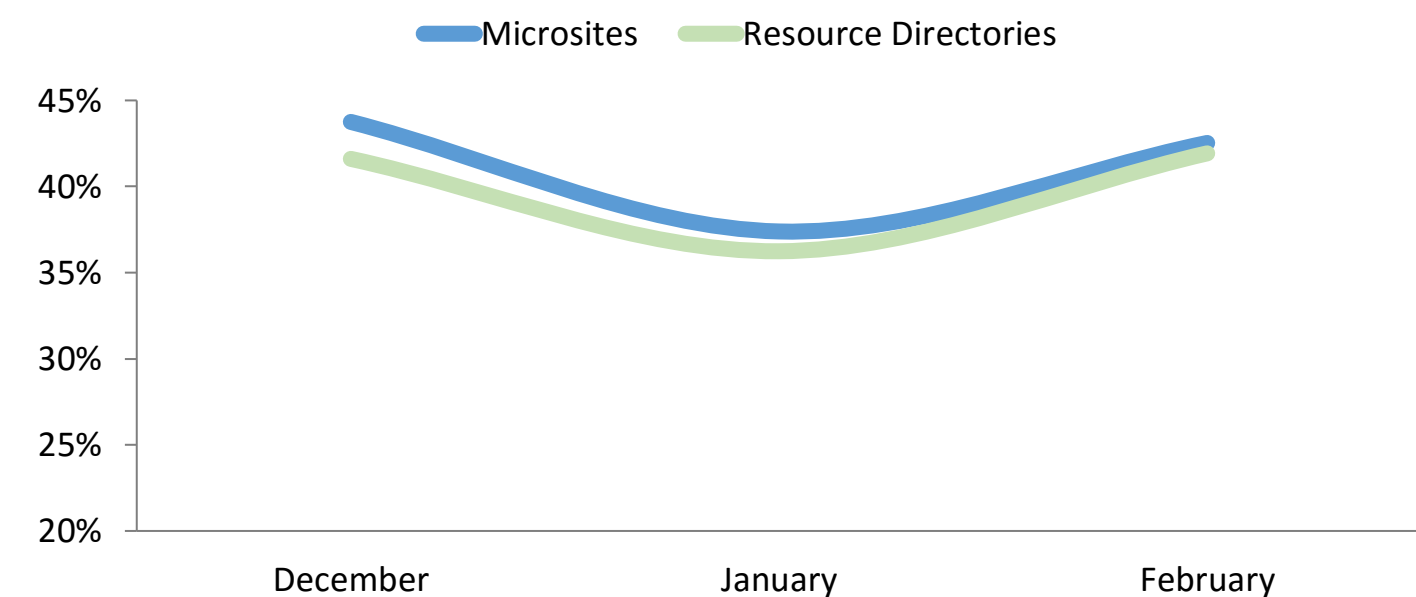
#### Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories	February 2016	change from prior month		
	41.9%	5.7%	▲	15.7%
3 highest Bounce Rates for RD homepages for directories with at least 1,000 entrances				
/alj	90.6%	57.7%	▲	174.9%
/sap	87.8%	47.9%	▲	120.2%
/chemicals-under-tsca	87.3%	39.0%	▲	80.7%

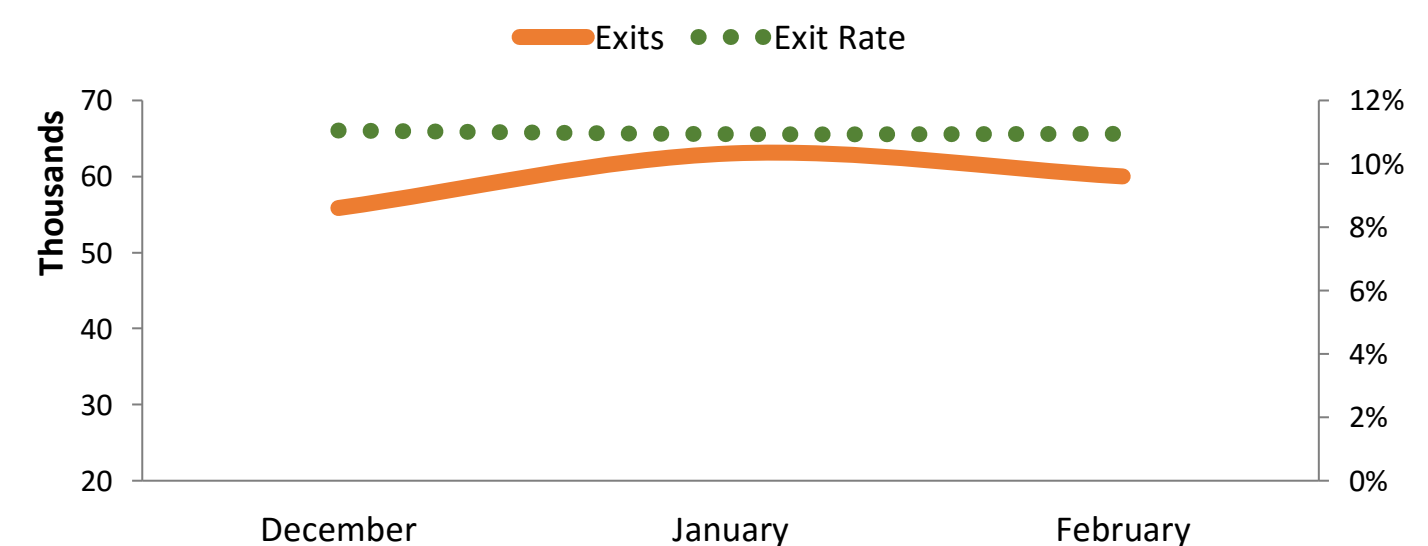
### Exits from Search Results

Number of Exits	February 2016	change from prior month		
	60,010	-3,018	▼	-4.8%
Exit Rate = Exits / Views of Search Results	10.9%	0.0%	▲	0.1%

#### 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	February 2016
energy star		1,715
acid rain		736
tier ii reporting		735
tier 2 reporting		673
green house effect		632
greenhouse effect		610
clean air act		551
clean water act		535
what is acid rain		533
energystar.gov		522
causes of climate change		492
climate change		487
envirofacts		474
bed bugs		462
how to get rid of bed bugs		446
ph		445
tsca		429
greenhouse gases		417
nepa		395
ppls		372

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	February 2016
epa		6,294
environmental protection agency		872
epa echo		758
us epa		516
usepa		467
epa region 6		223
epa locator		221
epa list of lists		209
epa tier ii		189
epa tri		189
epa region 10		178
epa region 5		173
epa clean power plan		172
epa envirofacts		168
united states environmental protection agency		164
epa jobs		158
epa lead		137
epa iris		129
epa region 4		128
epa region 8		127

Top 20 Internal Search Terms	by searches	February 2016
lead		1,335
radon		1,074
asbestos		776
superfund		714
climate change		681
mold		645
tier ii		633
ozone		623
acid rain		573
water		562
clean water act		551
air pollution		520
clean air act		509
wastes conserve		492
rcra		452
pesticides		420
tsca		418
global warming		415
tier 2		408
mercury		401

Top 20 Non-EPA Referral Pages	by sessions	February 2016
energystar.gov	/about/federal_tax_credits	154,092
airnow.gov	/index.cfm	138,903
energystar.gov	/index.cfm	87,311
airnow.gov	/	71,791
energystar.gov	/products	64,759
energystar.gov	/	64,208
energystar.gov	/rebate-finder	32,892
m.facebook.com	/	23,359
energystar.gov	/productfinder/	22,075
cdc.gov	/zika/prevention/index.html	19,413
energystar.gov	/about/federal_tax_credits/2015_federal_tax_credits	16,369
essearch.energystar.gov	/search	15,636
energystar.gov	/productfinder/product/certified-light-bulbs/results	13,306
cdc.gov	/zika/pregnancy/question-answers.html	12,403
energystar.gov	/products/energy_star_most_efficient	12,212
facebook.com	/	12,150
cdc.gov	/zika/prevention/	11,288
energystar.gov	/products/appliances/refrigerators	10,736
energystar.gov	/productfinder/product/certified-residential-refrigerators/results	9,787
energystar.gov	/about/federal_tax_credits/central_air_conditioning	9,433