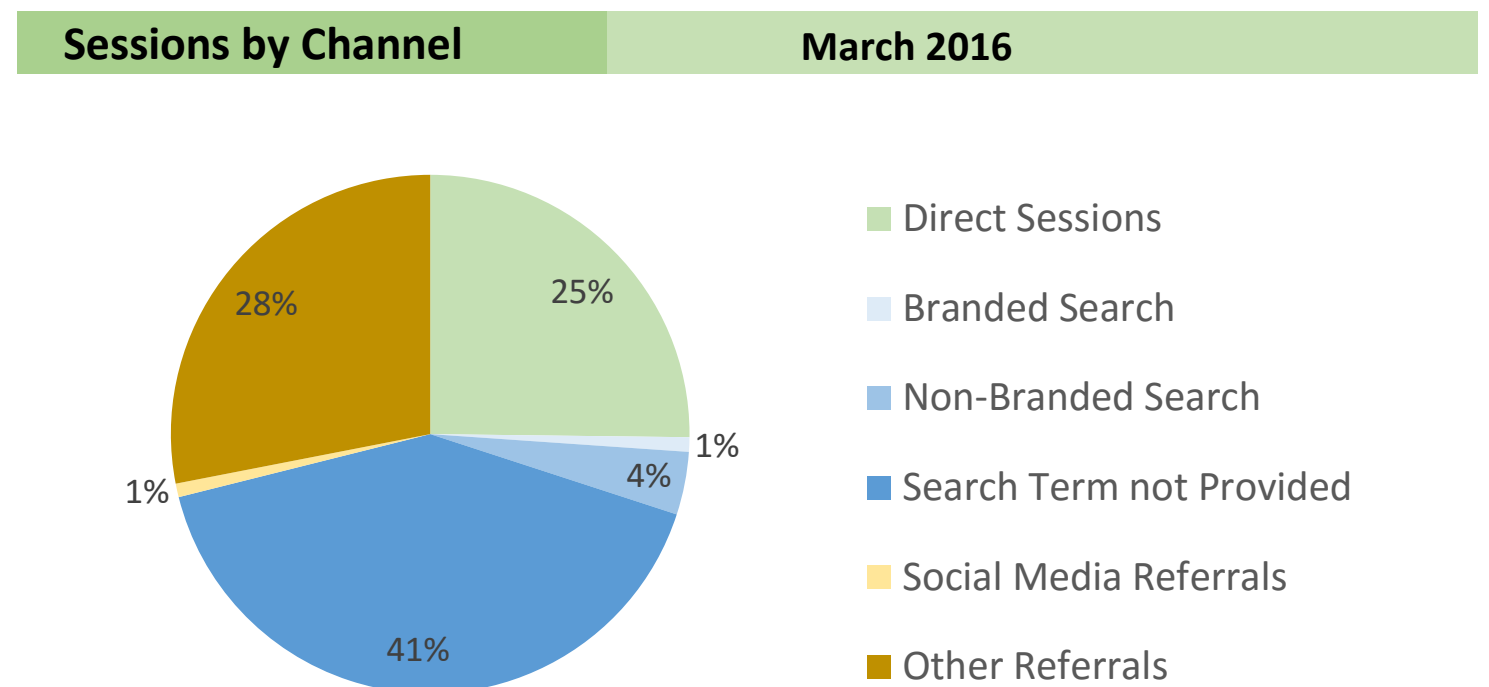


### Referral Channel Metrics

Sessions by Channel	% of all sessions	March 2016	change from prior month		
Direct Sessions	25%	1,972,802	-226,174	▼	-10.3%
Branded Search	1%	70,876	3,845	▲	5.7%
Non-Branded Search	4%	306,812	2,066	▲	0.7%
Search Term Not Provided	41%	3,216,976	187,858	▲	6.2%
Social Media Referrals	1%	66,355	-8,471	▼	-11.3%
Other Referrals	28%	2,197,666	9,478	▲	0.4%
% New Sessions this month		March 2016	change from prior month		
Direct Sessions	33%	68.4%	-2.7%	▼	-3.7%
Branded Search	0%	22.2%	-1.7%	▼	-7.3%
Non-Branded Search	4%	53.1%	-1.4%	▼	-2.6%
Search Term Not Provided	47%	60.1%	-1.7%	▼	-2.7%
Social Media Referrals	1%	67.8%	-9.9%	▼	-12.7%
Other Referrals	15%	27.5%	-0.9%	▼	-3.3%



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** March 2016 36.8% change from prior month -5.8% ▼ -13.5%

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

/gulfofmexico	67.1%	2.3%	▲	3.6%
/statelocalclimate	64.9%	NA	▶	NA
/burnwise	63.9%	2.3%	▲	3.8%

#### Resource Directories (OneEPA Web)

**Bounce Rate: all Resource Directories** March 2016 34.6% change from prior month -7.3% ▼ -17.5%

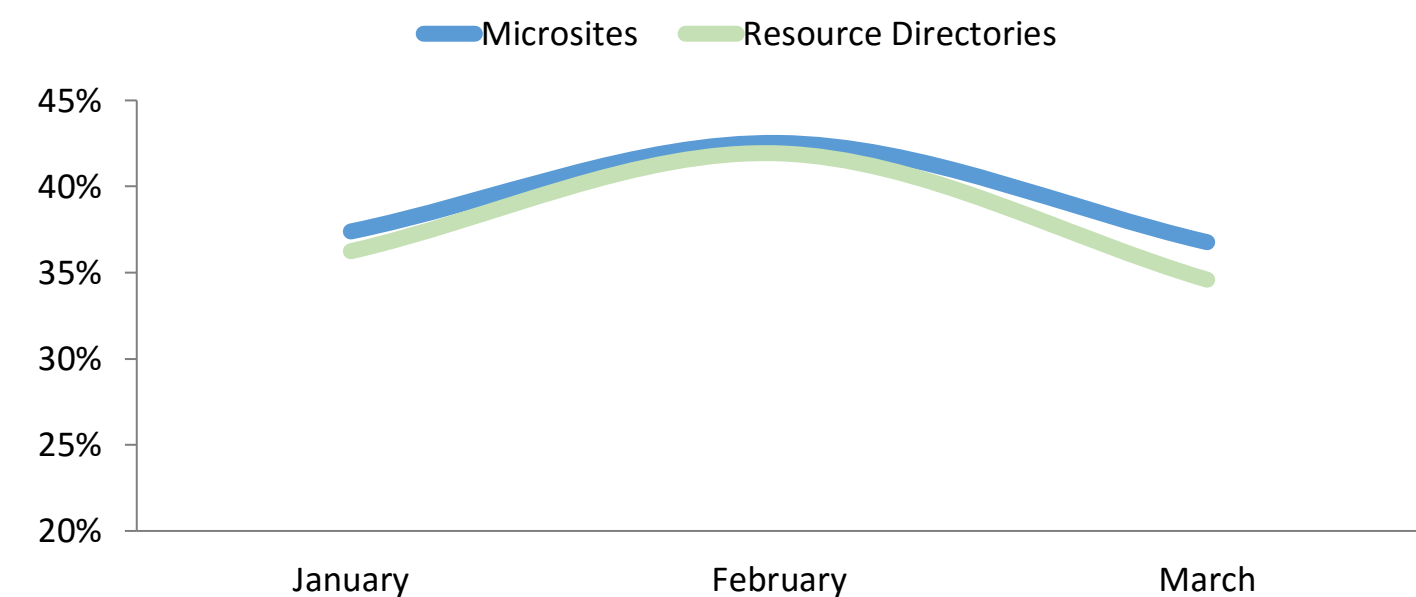
**3 highest Bounce Rates for RD homepages**  
for directories with at least 1,000 entrances

/hydraulicfracturing	71.5%	1.3%	▲	1.9%
/climate-change-water-sector	63.4%	-2.6%	▼	-4.0%
/quality	62.5%	4.6%	▲	8.0%

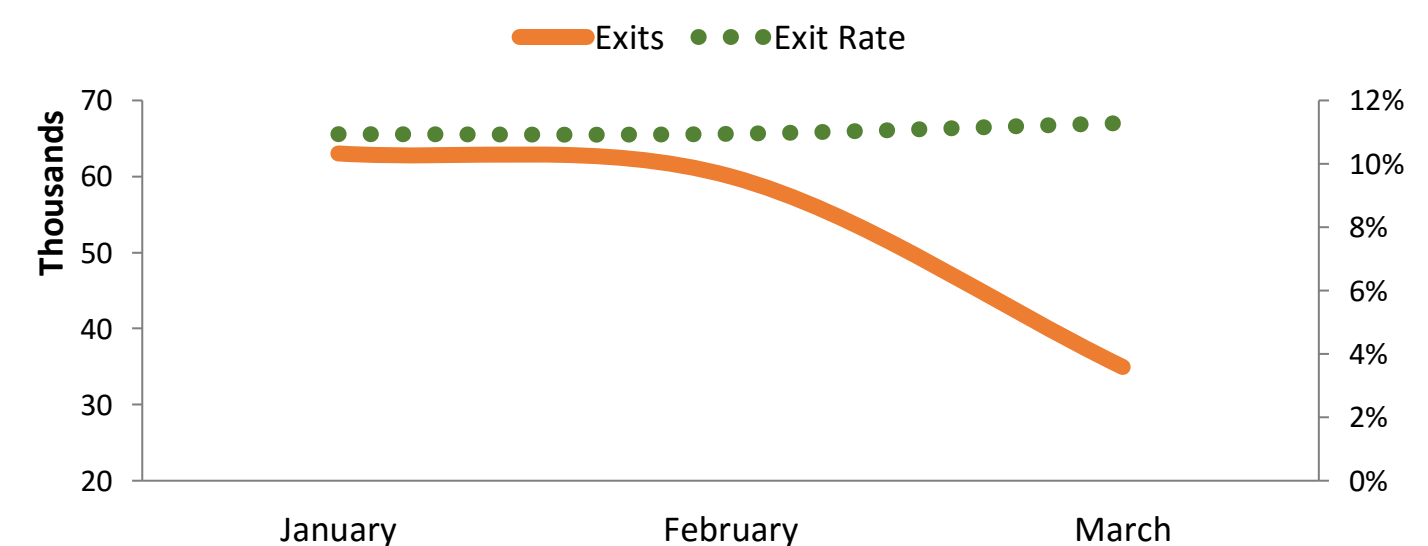
### Exits from Search Results

<b>Number of Exits</b>	March 2016	34,954	-25,056	▼	-41.8%
<b>Exit Rate = Exits / Views of Search Results</b>		11.3%	0.3%	▲	3.1%

#### 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	March 2016
energy star		1,740
acid rain		1,084
bed bugs		1,067
ph		835
climate change		668
greenhouse effect		619
clean water act		591
what is acid rain		588
clean air act		583
envirofacts		582
energystar.gov		577
causes of climate change		563
green house effect		536
xxxxxx		462
ap-42		454
nepa		445
tsca		420
greenhouse gases		404
airnow		379
how to kill bed bugs		373

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	March 2016
epa		6,250
environmental protection agency		913
epa echo		693
us epa		542
usepa		536
united states environmental		246
epa jobs		205
epa iris		200
epa locator		199
epa region 6		185
epa envirofacts		180
epa region 10		169
epa region 7		168
epa region 9		166
epanet		162
epa rsl		160
epa region 1		152
epa region 3		132
epa region 5		132
epa region 8		131

Top 20 Internal Search Terms	by searches	March 2016
lead		1,366
radon		1,122
asbestos		824
superfund		727
acid rain		720
air pollution		671
mold		626
clean air act		603
water		591
clean water act		575
climate change		556
ozone		540
rcra		525
pcb		480
search		447
tsca		447
mercury		437
recycling		429
epanet		423
volkswagen		416

Top 20 Non-EPA Referral Pages	by sessions	March 2016
energystar.gov	/about/federal_tax_credits	140,590
airnow.gov	/index.cfm	116,814
energystar.gov	/index.cfm	90,207
airnow.gov	/	66,039
energystar.gov	/	65,956
energystar.gov	/products	65,394
energystar.gov	/productfinder/	27,336
energystar.gov	/rebate-finder	23,612
m.facebook.com	/	22,010
energystar.gov	/productfinder/product/certified-light-bulbs/results	15,024
energystar.gov	/about/federal_tax_credits/2015_federal_tax_credits	14,737
en.wikipedia.org	/	13,436
facebook.com	/	12,612
essearch.energystar.gov	/search	12,410
energystar.gov	/products/energy_star_most_efficient	12,047
energystar.gov	/productfinder/product/certified-clothes-washers/results	11,406
energystar.gov	/products/appliances/refrigerators	10,993
energystar.gov	/productfinder/product/certified-residential-refrigerators/results	10,235
energystar.gov	/products/appliances/clothes_washers	10,203
energystar.gov	/about/federal_tax_credits/central_air_conditioning	9,461