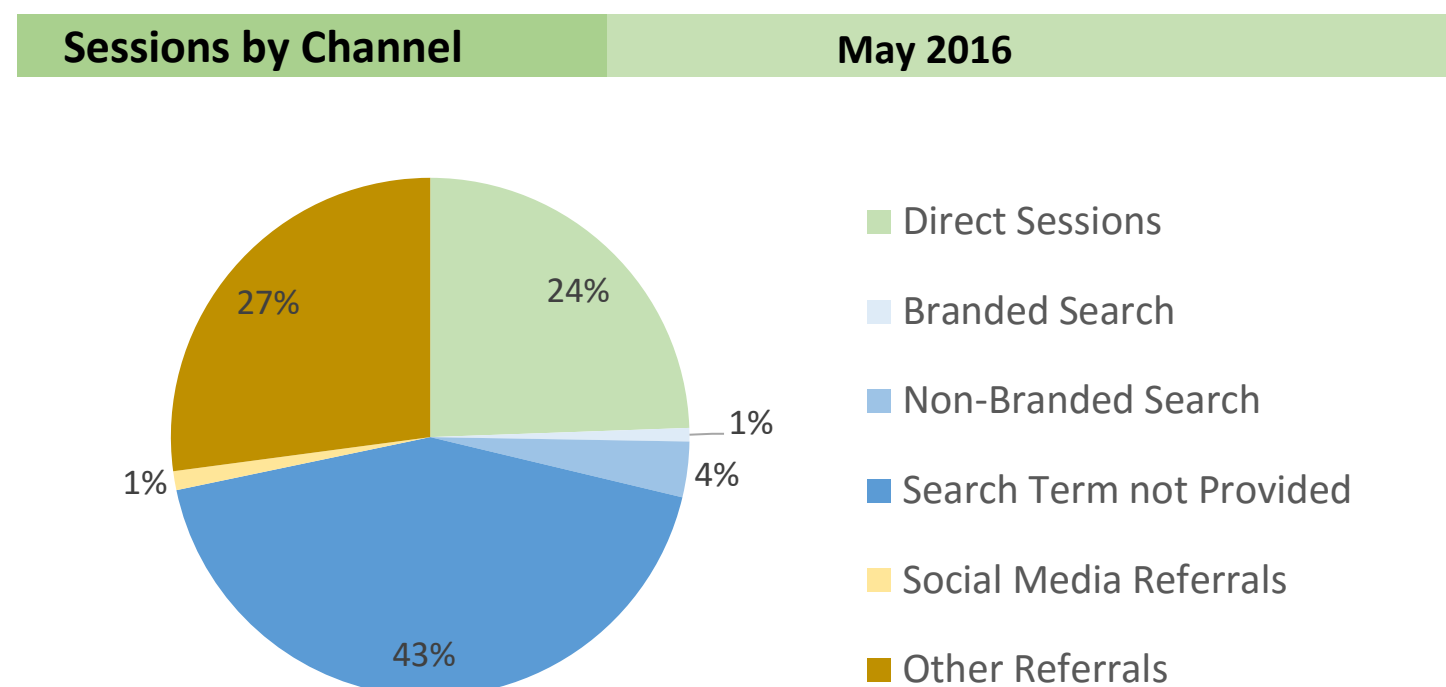


### Referral Channel Metrics

| Sessions by Channel       | % of all sessions | May 2016  | change from prior month |   |       |
|---------------------------|-------------------|-----------|-------------------------|---|-------|
| Direct Sessions           | 24%               | 1,821,622 | -140,708                | ▼ | -7.2% |
| Branded Search            | 1%                | 62,530    | -4,057                  | ▼ | -6.1% |
| Non-Branded Search        | 3%                | 257,950   | -20,836                 | ▼ | -7.5% |
| Search Term Not Provided  | 43%               | 3,204,593 | -138,095                | ▼ | -4.1% |
| Social Media Referrals    | 1%                | 87,851    | 25,326                  | ▲ | 40.5% |
| Other Referrals           | 27%               | 2,020,597 | -138,113                | ▼ | -6.8% |
| % New Sessions this month |                   | May 2016  | change from prior month |   |       |
| Direct Sessions           | 32%               | 70.8%     | -0.3%                   | ▼ | -0.5% |
| Branded Search            | 0%                | 20.3%     | -1.2%                   | ▼ | -5.5% |
| Non-Branded Search        | 3%                | 53.5%     | 0.6%                    | ▲ | 1.2%  |
| Search Term Not Provided  | 49%               | 61.8%     | 1.8%                    | ▲ | 3.0%  |
| Social Media Referrals    | 1%                | 67.3%     | 0.8%                    | ▲ | 1.1%  |
| Other Referrals           | 14%               | 28.7%     | -0.6%                   | ▼ | -2.2% |



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** May 2016 36.4% change from prior month -2.1% ▼ -5.6%

##### 3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

|               |       |       |   |       |
|---------------|-------|-------|---|-------|
| /earthday     | 69.0% | 10.6% | ▲ | 18.2% |
| /gulfofmexico | 66.4% | -2.9% | ▼ | -4.2% |
| /burnwise     | 65.8% | 1.0%  | ▲ | 1.6%  |

#### Resource Directories (OneEPA Web)

**Bounce Rate: all Resource Directories** May 2016 32.6% change from prior month -1.0% ▼ -3.0%

##### 3 highest Bounce Rates for RD homepages

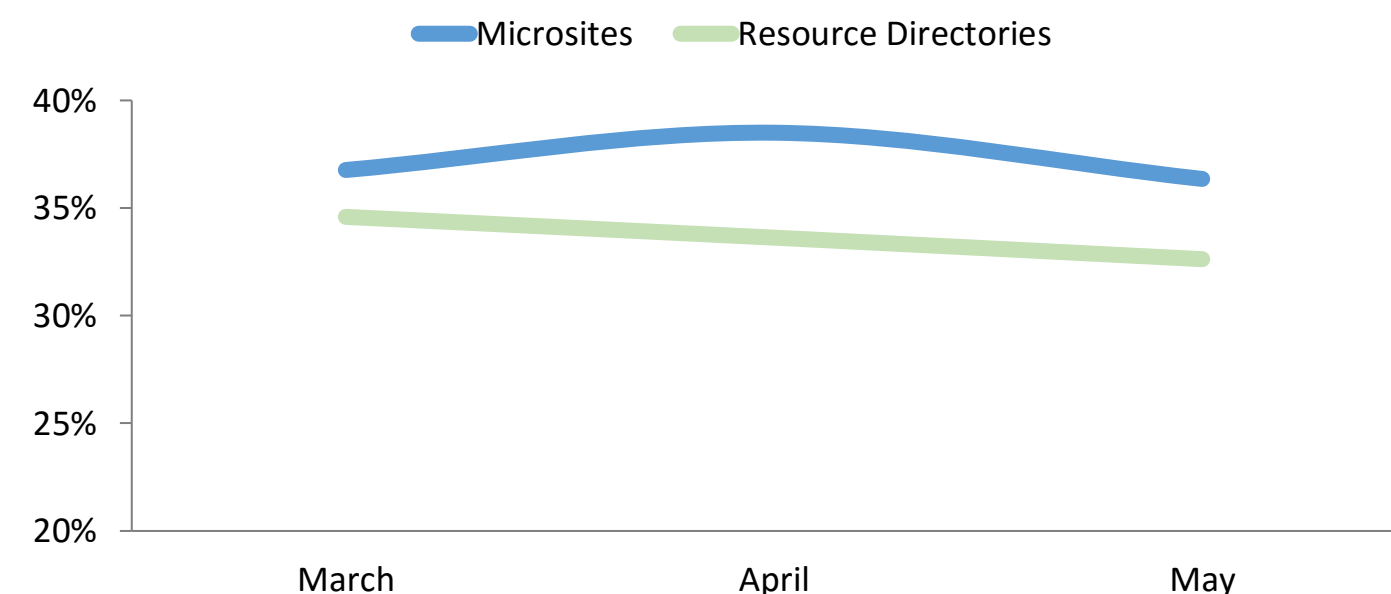
for directories with at least 1,000 entrances

|                      |       |       |   |       |
|----------------------|-------|-------|---|-------|
| /hydraulicfracturing | 72.9% | 2.1%  | ▲ | 3.0%  |
| /flint               | 60.7% | 10.9% | ▲ | 21.9% |
| /aqs                 | 60.6% | -0.2% | ▼ | -0.3% |

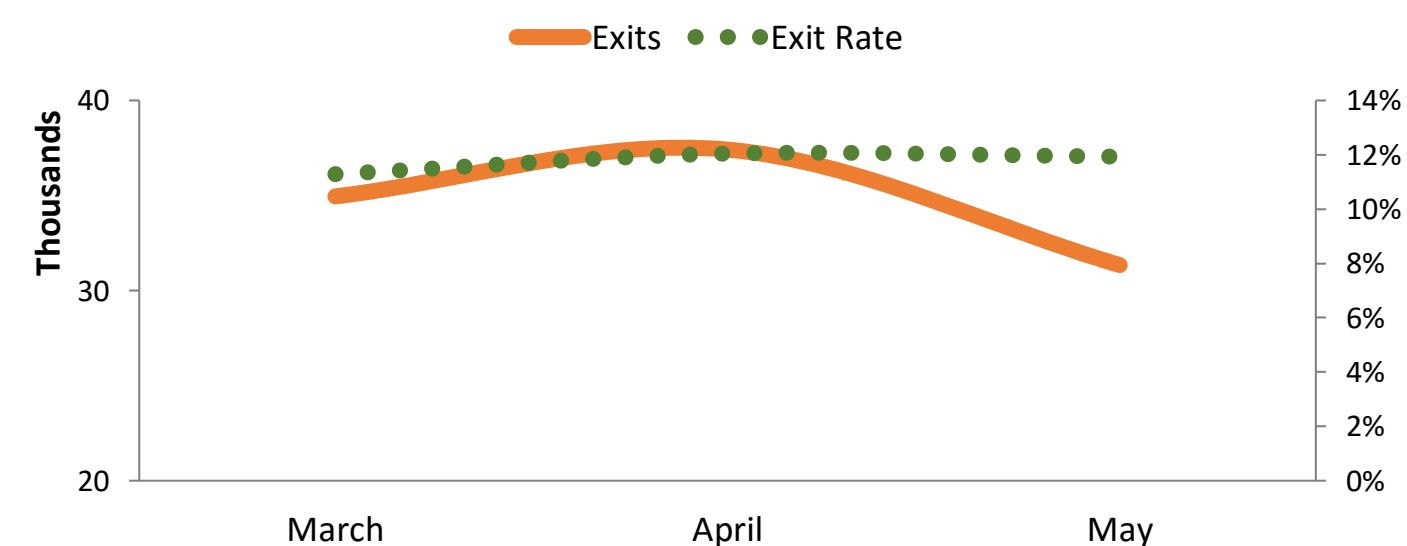
### Exits from Search Results

|  |          |        |        |   |        |
|--|----------|--------|--------|---|--------|
| <b>Number of Exits</b>                             | May 2016 | 31,342 | -6,073 | ▼ | -16.2% |
| <b>Exit Rate = Exits / Views of Search Results</b> |          | 11.9%  | -0.1%  | ▼ | -0.9%  |

#### 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 | May 2016 |
|-----------------------------|-------------|----------|
| energy star                 |             | 1,268    |
| bed bugs                    |             | 1,219    |
| acid rain                   |             | 835      |
| how to get rid of bed bugs  |             | 829      |
| climate change              |             | 689      |
| uv index                    |             | 659      |
| causes of climate change    |             | 641      |
| air quality index           |             | 628      |
| envirofacts                 |             | 575      |
| green house effect          |             | 545      |
| greenhouse effect           |             | 527      |
| chinchies                   |             | 492      |
| energystar.gov              |             | 451      |
| what is acid rain           |             | 442      |
| greenhouse gases            |             | 419      |
| airnow                      |             | 418      |
| ap-42                       |             | 413      |
| tsca                        |             | 413      |
| recycle city                |             | 337      |
| ppls                        |             | 329      |

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 | May 2016 |
|---------------------------------|-------------|----------|
| epa                             |             | 5,550    |
| epa echo                        |             | 764      |
| environmental protection agency |             | 730      |
| usepa                           |             | 545      |
| us epa                          |             | 515      |
| epa locator                     |             | 309      |
| epa tri                         |             | 275      |
| united states environmental     |             | 199      |
| epanet                          |             | 187      |
| epa iris                        |             | 183      |
| epa region 9                    |             | 180      |
| epa jobs                        |             | 171      |
| epa rsl                         |             | 170      |
| epa envirofacts                 |             | 160      |
| epa region 1                    |             | 156      |
| epa region 6                    |             | 155      |
| epa ppls                        |             | 146      |
| epa region 2                    |             | 133      |
| epa region 3                    |             | 130      |
| epa region 8                    |             | 121      |

| Top 20 Internal Search Terms | by searches | May 2016 |
|------------------------------|-------------|----------|
| acid rain                    |             | 1,162    |
| radon                        |             | 981      |
| lead                         |             | 890      |
| search                       |             | 695      |
| climate change               |             | 617      |
| asbestos                     |             | 598      |
| water                        |             | 510      |
| pfoa                         |             | 505      |
| mold                         |             | 482      |
| superfund                    |             | 471      |
| global warming               |             | 435      |
| clean air act                |             | 433      |
| air pollution                |             | 413      |
| tsca                         |             | 404      |
| clean water act              |             | 403      |
| rcra                         |             | 403      |
| glyphosate                   |             | 381      |
| ozone                        |             | 379      |
| tri                          |             | 371      |
| epanet                       |             | 358      |

| Top 20 Non-EPA Referral Pages | by sessions  | May 2016 |
|-------------------------------|--|----------|
| airnow.gov                    | /index.cfm   | 155,951  |
| airnow.gov                    | /  | 81,229   |
| energystar.gov                | /about/federal_tax_credits                               | 69,431   |
| energystar.gov                | /index.cfm   | 63,579   |
| energystar.gov                | /products  | 58,453   |
| energystar.gov                | /  | 50,611   |
| m.facebook.com                | /l.php   | 29,453   |
| energystar.gov                | /rebate-finder   | 26,372   |
| energystar.gov                | /productfinder/  | 20,350   |
| m.facebook.com                | /  | 15,678   |
| energystar.gov                | /products/energy_star_most_efficient                     | 12,738   |
| energystar.gov                | /productfinder/product/certified-light-bulbs/results     | 12,676   |
| en.wikipedia.org              | /  | 12,452   |
| cdc.gov                       | /zika/pregnancy/protect-yourself.html                    | 11,532   |
| essearch.energystar.gov       | /search  | 11,456   |
| energystar.gov                | /products/heating_cooling/air_conditioning_room          | 10,735   |
| facebook.com                  | /  | 10,548   |
| energystar.gov                | /productfinder/product/certified-clothes-washers/results | 10,436   |
| energystar.gov                | /products/appliances/refrigerators                       | 9,906    |
| thecraftsmanblog.com          | /the-7-best-products-to-patch-wood/                      | 9,767    |