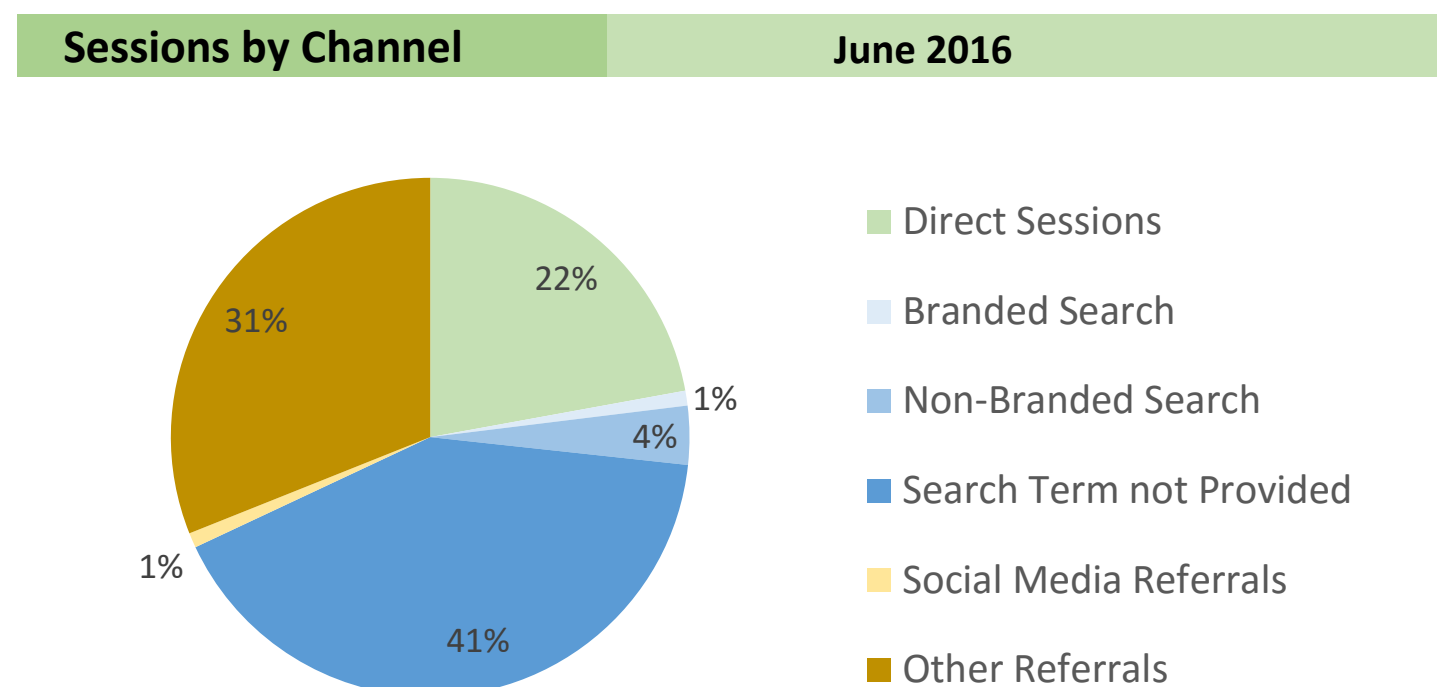


Referral Channel Metrics

Sessions by Channel	% of all sessions	June 2016	change from prior month		
Direct Sessions	22%	1,529,566	-292,056	▼	-16.0%
Branded Search	1%	63,881	1,351	▲	2.2%
Non-Branded Search	4%	252,929	-5,021	▼	-1.9%
Search Term Not Provided	41%	2,854,754	-349,839	▼	-10.9%
Social Media Referrals	1%	64,117	-23,734	▼	-27.0%
Other Referrals	31%	2,145,957	125,360	▲	5.8%
% New Sessions this month		June 2016	change from prior month		
Direct Sessions	29%	67.3%	-3.5%	▼	-5.0%
Branded Search	0%	18.5%	-1.8%	▼	-8.8%
Non-Branded Search	4%	50.8%	-2.7%	▼	-5.1%
Search Term Not Provided	50%	61.1%	-0.6%	▼	-1.0%
Social Media Referrals	1%	67.2%	-0.2%	▼	-0.2%
Other Referrals	16%	26.0%	-2.8%	▼	-9.6%



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

June 2016	35.1%	change from prior month	-1.3%	▼	-3.6%
-----------	-------	-------------------------	-------	---	-------

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

/burnwise	64.9%	-0.9%	▼	-1.3%
/heat-islands	61.0%	1.8%	▲	3.1%
/nep	57.4%	0.7%	▲	1.3%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories

June 2016	32.0%	change from prior month	-0.6%	▼	-1.9%
-----------	-------	-------------------------	-------	---	-------

3 highest Bounce Rates for RD homepages

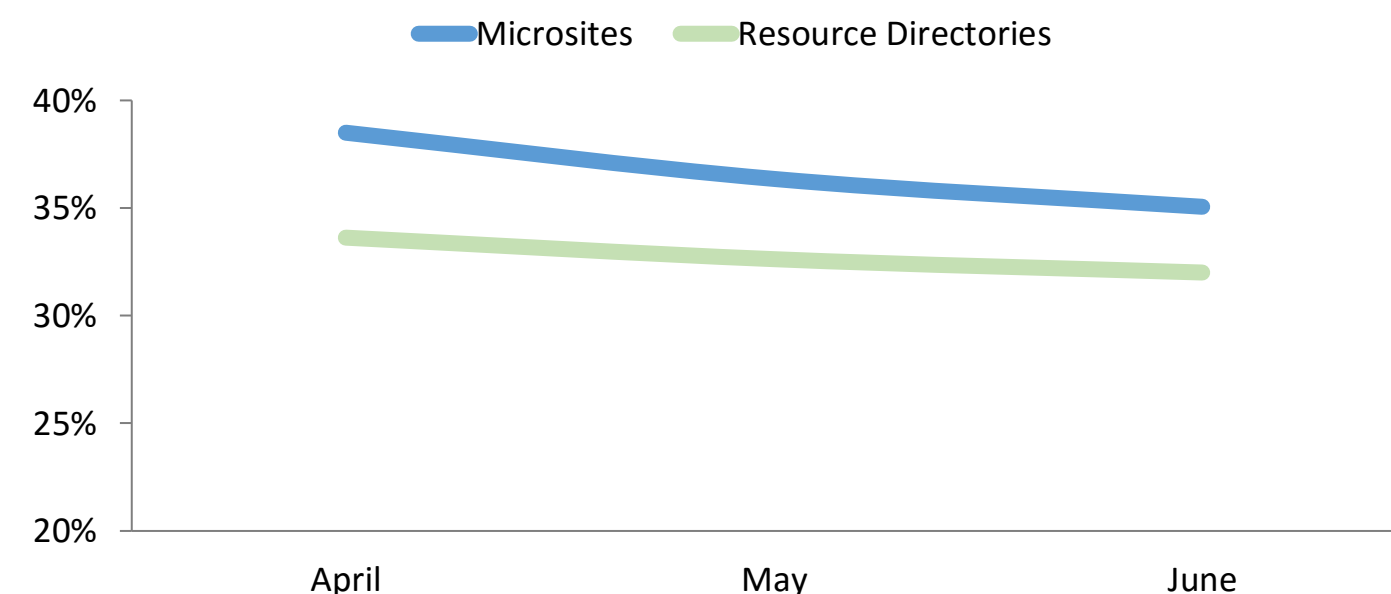
for directories with at least 1,000 entrances

/hydraulicfracturing	70.9%	-2.0%	▼	-2.8%
/agriculture	62.2%	1.5%	▲	2.5%
/aqs	60.6%	0.0%	▲	0.1%

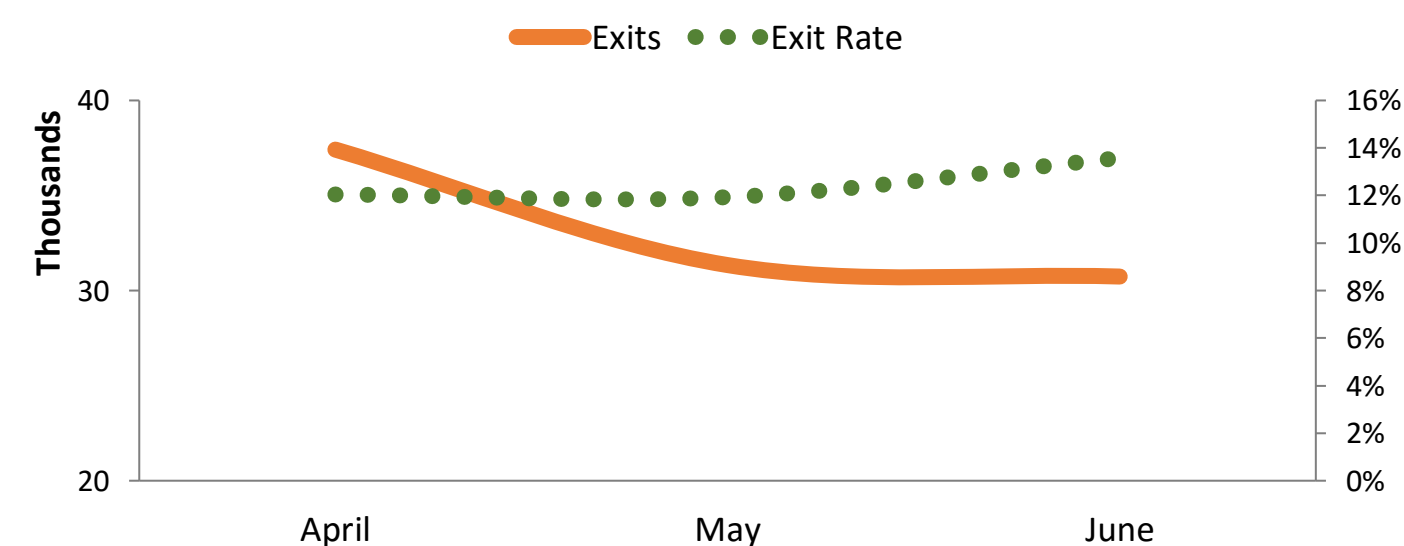
Exits from Search Results

Number of Exits	June 2016	30,738	change from prior month	-604	▼	-1.9%
Exit Rate = Exits / Views of Search Results		13.6%		1.6%	▲	13.8%

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	June 2016
bed bugs		1,872
how to get rid of bed bugs		1,257
energy star		1,206
uv index		968
air quality index		756
acid rain		674
causes of climate change		662
ap-42		624
airnow		591
envirofacts		560
tsca		557
chinchies		552
air quality		507
climate change		498
energystar.gov		443
how to kill bed bugs		429
greenhouse effect		427
airnow.gov		407
green house effect		393
what is acid rain		385

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	June 2016
epa		5,537
epa echo		829
environmental protection agency		570
epa tri		558
usepa		535
us epa		528
united states environmental protection agency		273
epa locator		263
epa iris		192
epa region 9		180
epa ppls		175
epa region 5		163
epanet		161
epa region 1		159
epa jobs		156
epa envirofacts		149
epa rsl		140
epa region 6		139
epa list of lists		137
epa rmp		135

Top 20 Internal Search Terms	by searches	June 2016
radon		816
lead		810
tri		736
tsca		604
asbestos		537
mold		481
rcra		375
search		352
superfund		334
water		333
acid rain		314
climate change		299
voc		295
bed bugs		291
ozone		289
drinking water		283
jobs		282
epanet		277
pfoa		267
mercury		266

Top 20 Non-EPA Referral Pages	by sessions	June 2016
airnow.gov	/index.cfm	215,748
airnow.gov	/	92,290
energystar.gov	/about/federal_tax_credits	82,696
energystar.gov	/index.cfm	67,214
energystar.gov	/products	62,504
energystar.gov	/	51,827
energystar.gov	/rebate-finder	28,755
energystar.gov	/productfinder/	25,317
energystar.gov	/products/heating_cooling/air_conditioning_room	17,887
m.facebook.com	/	15,745
energystar.gov	/productfinder/product/certified-light-bulbs/results	13,503
m.facebook.com	/l.php	13,204
energystar.gov	/products/energy_star_most_efficient	12,739
ci.independence.mo.us	/parksandrec/advenoasis	12,414
essearch.energystar.gov	/search	12,336
energystar.gov	/productfinder/product/certified-clothes-washers/results	11,899
consumerreports.org	/cro/central-air-conditioning/buying-guide.htm	11,874
energystar.gov	/productfinder/product/certified-light-fixtures/results	11,448
energystar.gov	/productfinder/product/certified-residential-refrigerators/results	10,099
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,044