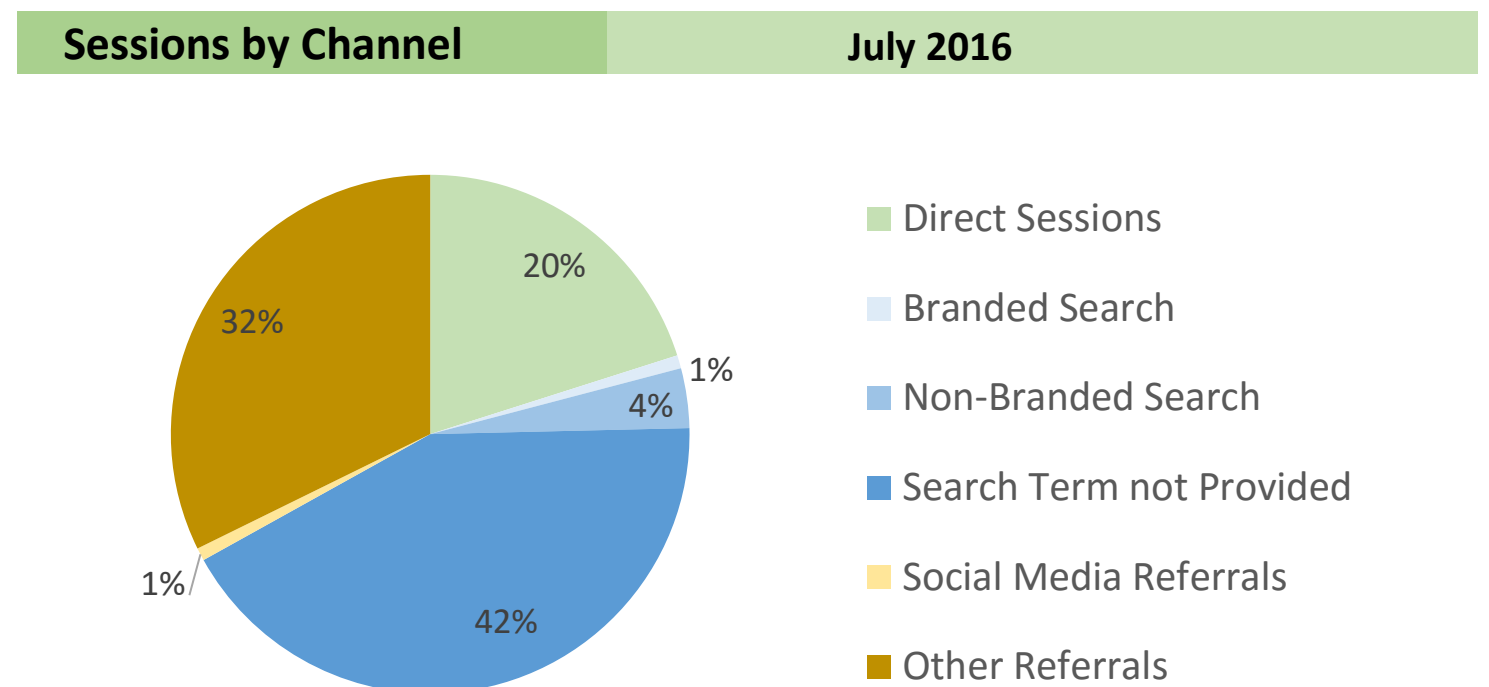


Referral Channel Metrics

Sessions by Channel	% of all sessions	July 2016	change from prior month		
Direct Sessions	20%	1,264,224	-265,342	▼	-17.3%
Branded Search	1%	51,614	-12,267	▼	-19.2%
Non-Branded Search	4%	234,161	-18,768	▼	-7.4%
Search Term Not Provided	42%	2,661,788	-192,966	▼	-6.8%
Social Media Referrals	1%	50,346	-13,771	▼	-21.5%
Other Referrals	32%	2,030,775	-115,182	▼	-5.7%
% New Sessions this month		July 2016	change from prior month		
Direct Sessions	27%	68.2%	0.9%	▲	1.4%
Branded Search	0%	18.9%	0.4%	▲	1.9%
Non-Branded Search	4%	53.9%	3.1%	▲	6.1%
Search Term Not Provided	52%	62.1%	1.0%	▲	1.6%
Social Media Referrals	1%	67.7%	0.5%	▲	0.8%
Other Referrals	16%	25.5%	-0.5%	▼	-2.0%



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

July 2016	35.0%	-0.1%	▼	-0.2%
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3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

/ejscreen	63.0%	28.0%	▲	80.0%
/burnwise	62.7%	-2.3%	▼	-3.5%
/heat-islands	61.3%	0.3%	▲	0.5%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories

July 2016	32.8%	0.8%	▲	2.4%
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3 highest Bounce Rates for RD homepages

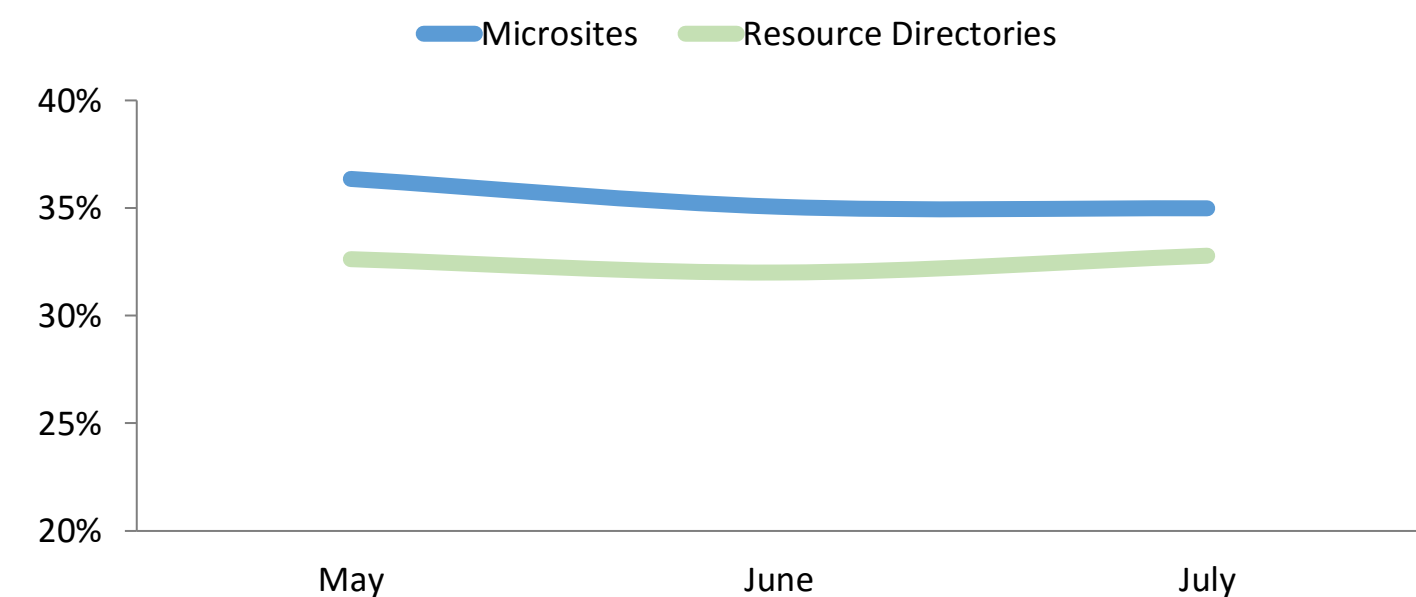
for directories with at least 1,000 entrances

/hydraulicfracturing	71.4%	0.5%	▲	0.7%
/agriculture	60.1%	-2.1%	▼	-3.3%
/aqs	59.4%	-1.2%	▼	-2.1%

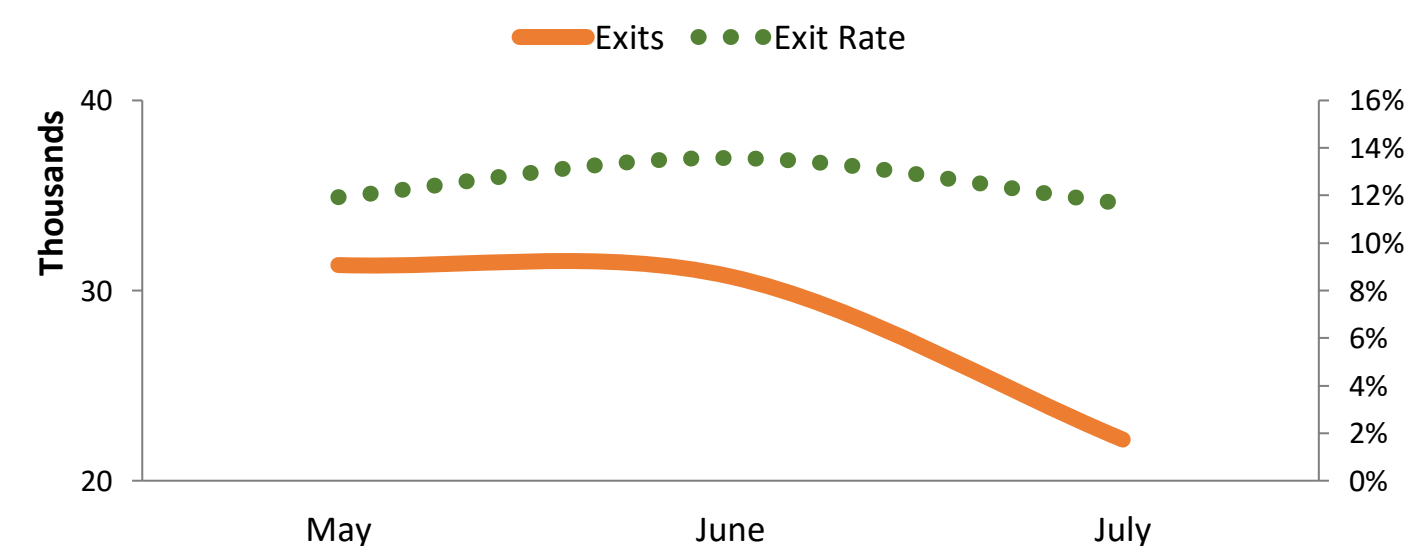
Exits from Search Results

Number of Exits	July 2016	22,165	-8,573	▼	-27.9%
Exit Rate = Exits / Views of Search Results		11.7%	-1.9%	▼	-14.1%

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	July 2016
bed bugs		3,168
how to get rid of bed bugs		1,372
uv index		1,299
energy star		1,096
air quality index		731
acid rain		703
causes of climate change		652
chinchies		625
airnow		558
how to kill bed bugs		508
what is acid rain		491
air quality		489
envirofacts		456
climate change		448
bedbugs		423
tsca		423
ap-42		400
greenhouse effect		378
bed bug		364
clean air act		341

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	July 2016
epa		4,529
epa echo		634
environmental protection agency		547
usepa		483
us epa		475
epa locator		220
epa region 5		164
epa tri		158
epa jobs		149
epa ppls		135
epanet		124
epa iris		122
epa region 6		120
epa rsl		119
united states environmental protection agency		118
epa envirofacts		117
epa region 9		108
epa region 1		106
epa region 4		102
epa rsls		96

Top 20 Internal Search Terms	by searches	July 2016
radon		687
lead		559
tsca		545
mold		534
naled		516
asbestos		436
superfund		340
rcra		299
water		286
bed bugs		285
drinking water		269
search		269
jobs		259
mosquitocontrol naled		252
clean air act		245
clean water act		242
ozone		235
voc		225
echo		222
epanet		222

Top 20 Non-EPA Referral Pages	by sessions	July 2016
airnow.gov	/index.cfm	226,858
airnow.gov	/	99,876
energystar.gov	/about/federal_tax_credits	72,551
energystar.gov	/index.cfm	65,090
energystar.gov	/products	56,992
energystar.gov	/	48,867
energystar.gov	/rebate-finder	28,314
energystar.gov	/productfinder/	25,664
m.facebook.com	/	16,365
energystar.gov	/products/heating_cooling/air_conditioning_room	14,857
energystar.gov	/products/energy_star_most_efficient	13,620
energystar.gov	/productfinder/product/certified-clothes-washers/results	12,638
energystar.gov	/productfinder/product/certified-light-bulbs/results	11,951
energystar.gov	/products/appliances/clothes_washers	11,879
essearch.energystar.gov	/search	11,609
wpcmwidgets.com	/	11,034
energystar.gov	/products/appliances/refrigerators	10,735
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,206
consumerreports.org	/cro/central-air-conditioning/buying-guide.htm	10,018
energystar.gov	/productfinder/product/certified-residential-refrigerators/results	9,908