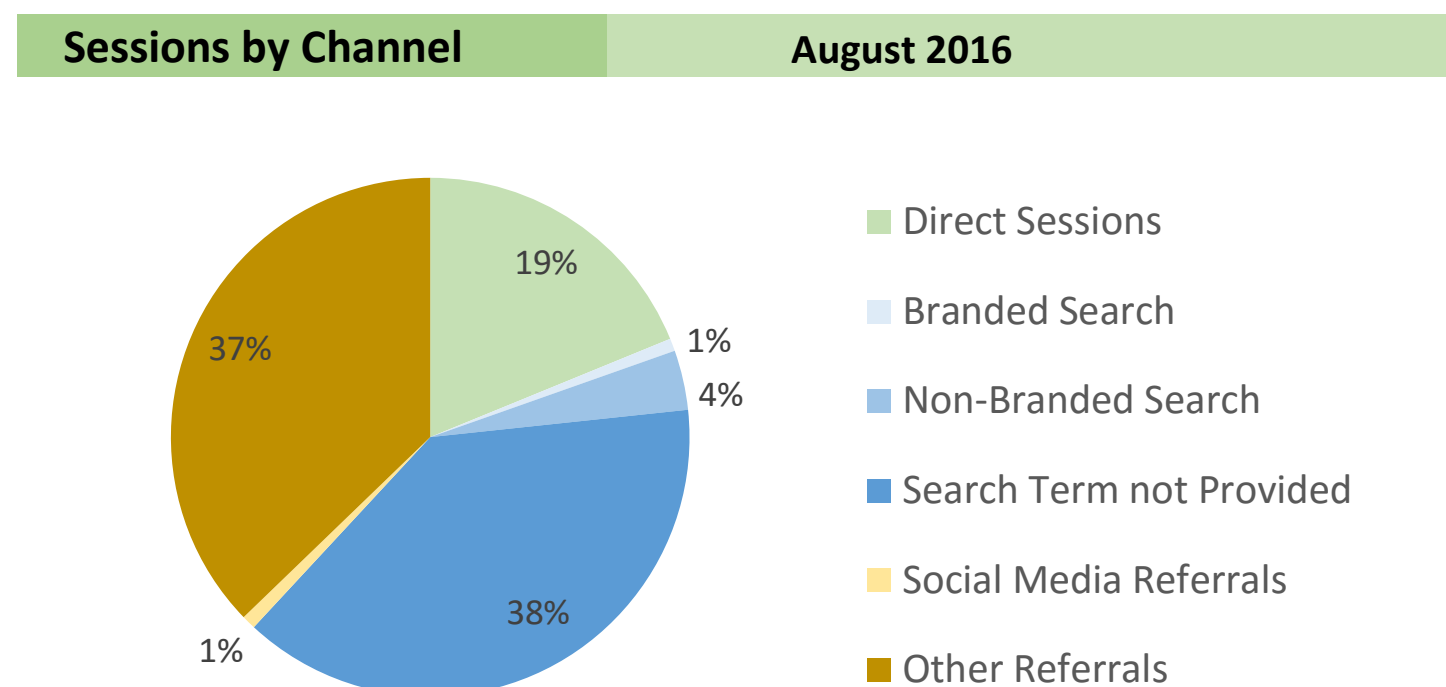


Referral Channel Metrics

Sessions by Channel	% of all sessions	August 2016	change from prior month
Direct Sessions	19%	1,398,499	134,275 ▲ 10.6%
Branded Search	1%	58,251	6,637 ▲ 12.9%
Non-Branded Search	4%	276,490	42,329 ▲ 18.1%
Search Term Not Provided	39%	2,868,446	206,658 ▲ 7.8%
Social Media Referrals	1%	65,220	14,874 ▲ 29.5%
Other Referrals	37%	2,766,527	735,752 ▲ 26.6%
% New Sessions this month		August 2016	change from prior month
Direct Sessions	25%	68.1%	-0.2% ▼ -0.2%
Branded Search	0%	18.8%	-0.1% ▼ -0.4%
Non-Branded Search	4%	53.1%	-0.8% ▼ -1.5%
Search Term Not Provided	46%	60.9%	-1.2% ▼ -1.9%
Social Media Referrals	1%	69.2%	1.5% ▲ 2.2%
Other Referrals	24%	32.5%	7.0% ▲ 27.5%



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 August 2016 36.3% 1.3% ▲ 3.7%

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

/ejscreen	61.9%	-1.1%	▼	-1.8%
/burnwise	60.9%	-1.8%	▼	-2.9%
/lean	56.1%	-2.2%	▼	-3.8%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories August 2016 34.6% 1.8% ▲ 5.6%

3 highest Bounce Rates for RD homepages

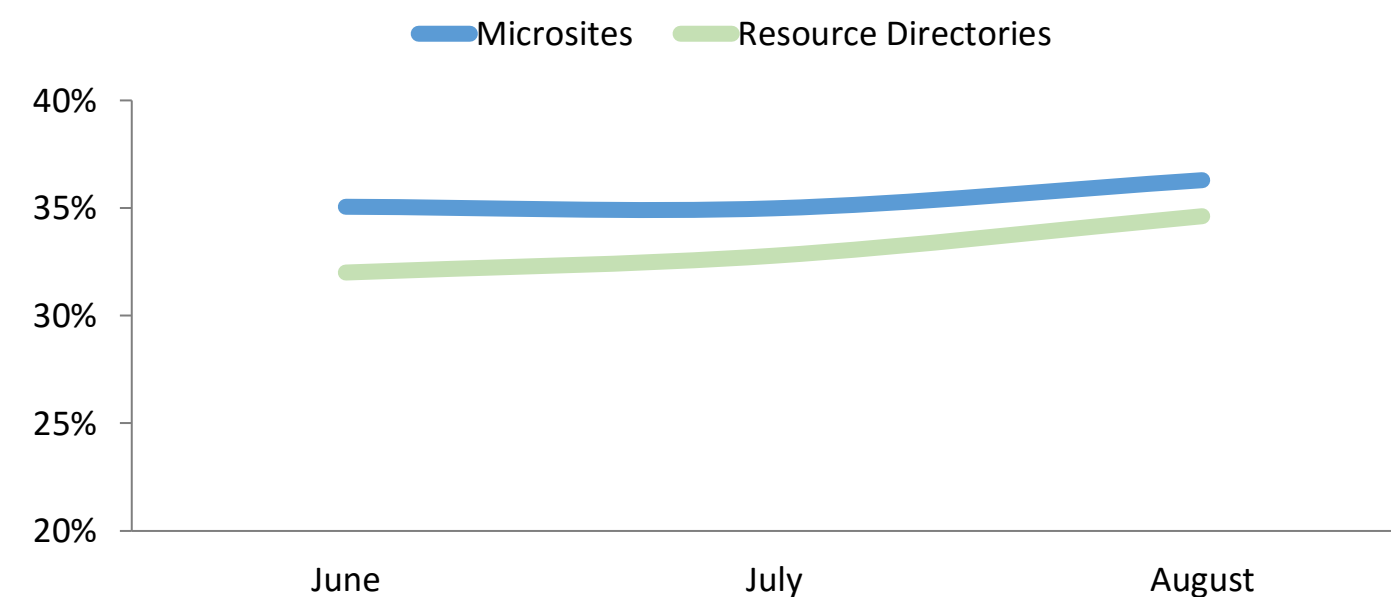
for directories with at least 1,000 entrances

/hydraulicfracturing	67.8%	-3.6%	▼	-5.0%
/tsca-screening-tools	60.0%	1.3%	▲	2.3%
/agriculture	59.9%	0.5%	▲	0.9%

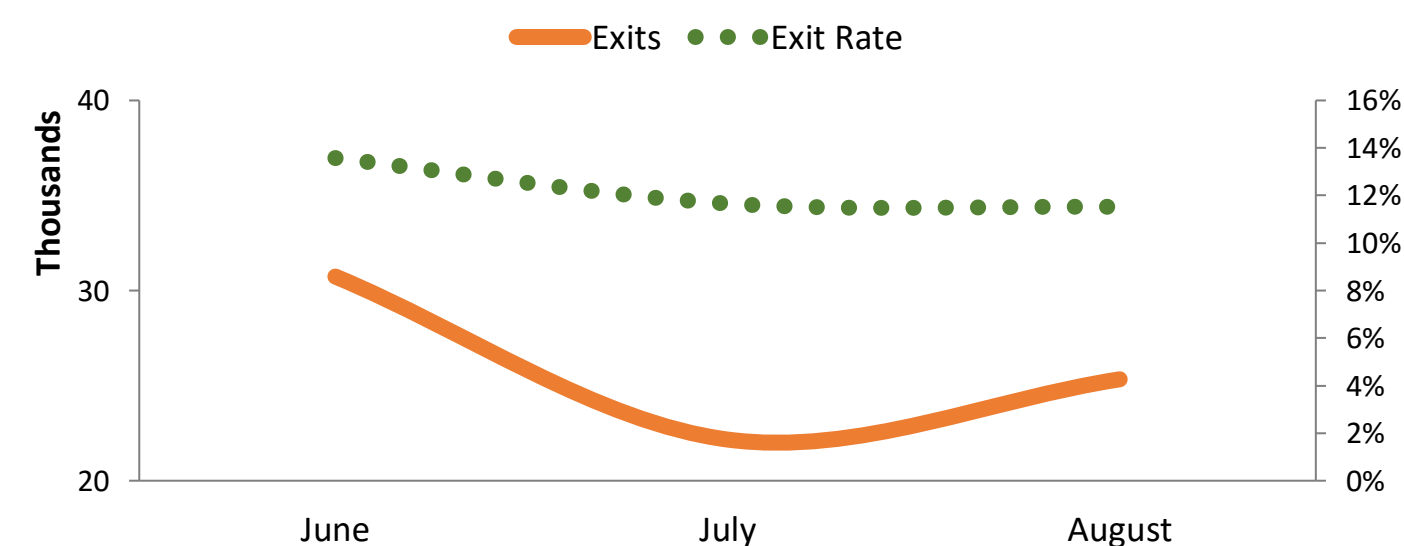
Exits from Search Results

Number of Exits	August 2016	change from prior month
Exit Rate = Exits / Views of Search Results	25,333	3,168 ▲ 14.3%
	11.5%	-0.1% ▼ -1.2%

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	August 2016
bed bugs		1,645
energy star		1,202
causes of climate change		1,156
how to get rid of bed bugs		1,138
air quality index		1,114
discuss four contributory factors to		978
four contributory factors to climate change in the		927
acid rain		882
climate change		748
uv index		726
what is acid rain		634
tsca		566
how to kill bed bugs		557
airnow		541
envirofacts		523
chinchies		513
air quality		451
greenhouse effect		444
ap-42		435
factors that cause climate change		423

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	August 2016
epa		4,581
epa echo		815
environmental protection agency		669
usepa		552
us epa		478
epa scram		331
epa locator		282
epa jobs		193
epa region 6		188
epa region 1		162
epa region 4		158
epa ppls		147
epa region 5		142
epa region 9		138
epa rsl		136
epanet		136
epa envirofacts		135
united states environmental		122
epa iris		120
epa rsls		117

Top 20 Internal Search Terms	by searches	August 2016
radon		777
lead		750
mold		661
tsca		566
asbestos		526
rcra		454
superfund		428
clean water act		389
clean air act		373
water		341
drinking water		328
bed bugs		322
formaldehyde		284
voc		282
cercla		277
spcc		270
jobs		268
ozone		265
pesticides		263
epanet		252

Top 20 Non-EPA Referral Pages	by sessions	August 2016
airnow.gov	/index.cfm	267,233
airnow.gov	/	102,908
energystar.gov	/about/federal_tax_credits	77,813
energystar.gov	/index.cfm	67,801
energystar.gov	/products	58,877
energystar.gov	/	52,209
energystar.gov	/productfinder/	29,025
energystar.gov	/rebate-finder	26,738
m.facebook.com	/	24,730
wpcomwidgets.com	/	16,631
socialtrade.biz	/User/TodayTask.aspx	16,447
energystar.gov	/productfinder/product/certified-light-bulbs/results	14,068
energystar.gov	/products/energy_star_most_efficient	13,223
cdc.gov	/zika/prevention/prevent-mosquito-bites.html	12,191
essearch.energystar.gov	/search	12,084
energystar.gov	/productfinder/product/certified-clothes-washers/results	11,709
dermnetnz.org	/	11,568
facebook.com	/	11,381
energystar.gov	/products/appliances/refrigerators	10,779
links.govdelivery.com	/	10,448