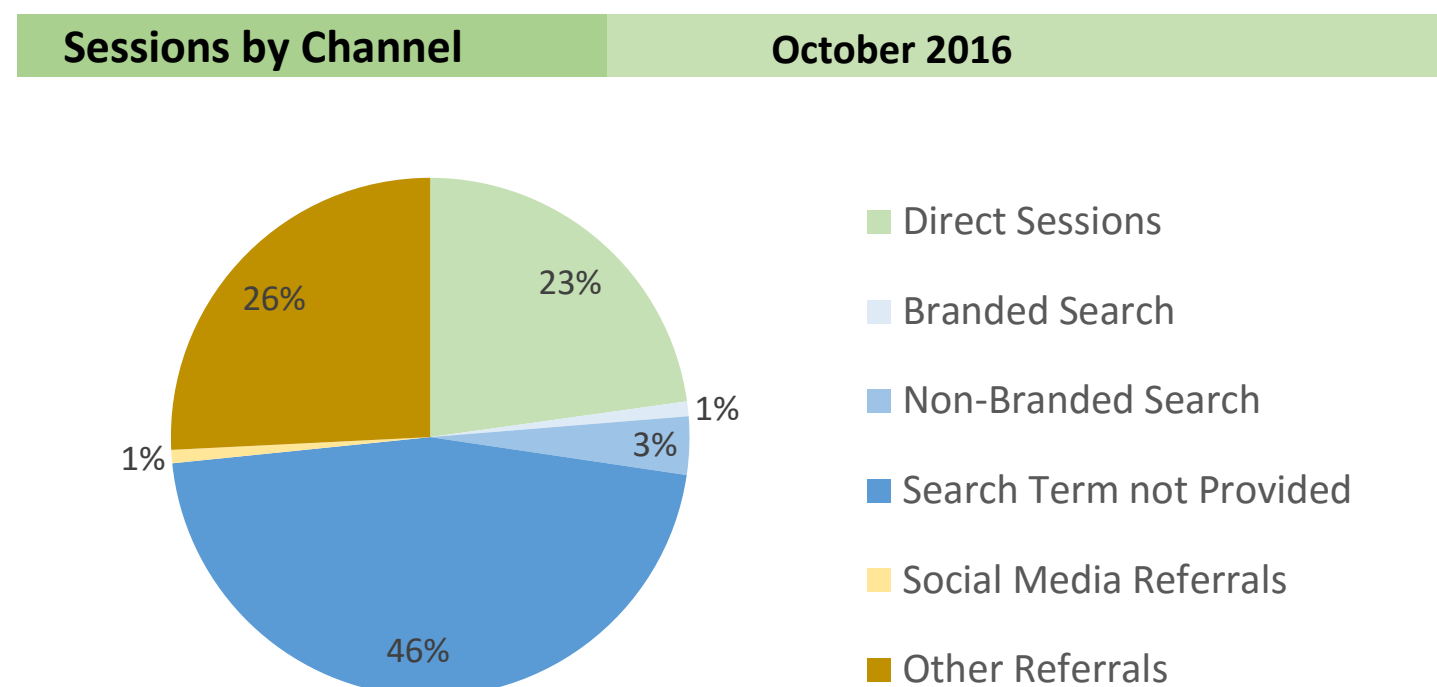


Referral Channel Metrics

Sessions by Channel	% of all sessions	October 2016	change from prior month		
Direct Sessions	23%	1,315,046	53,027	▲	4.2%
Branded Search	1%	53,114	-1,612	▼	-2.9%
Non-Branded Search	4%	208,936	-11,361	▼	-5.2%
Search Term Not Provided	46%	2,656,592	173,561	▲	7.0%
Social Media Referrals	1%	47,815	-3,086	▼	-6.1%
Other Referrals	26%	1,487,478	17,953	▲	1.2%
% New Sessions this month		October 2016	change from prior month		
Direct Sessions	26%	69.5%	0.6%	▲	0.9%
Branded Search	0%	21.0%	1.2%	▲	6.2%
Non-Branded Search	3%	53.7%	1.5%	▲	2.9%
Search Term Not Provided	47%	62.1%	-0.4%	▼	-0.6%
Social Media Referrals	1%	66.9%	-1.8%	▼	-2.6%
Other Referrals	22%	52.0%	-0.1%	▼	-0.3%



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 **October 2016** 37.1% **0.1%** ▲ **0.2%**

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

www.epa.gov/heat-islands	62.5%	9.3%	▲	17.5%
www.epa.gov/burnwise	60.5%	-1.3%	▼	-2.1%
www.epa.gov/ejscreen	58.8%	-6.3%	▼	-9.7%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories **October 2016** 36.1% **0.2%** ▲ **0.5%**

3 highest Bounce Rates for RD homepages

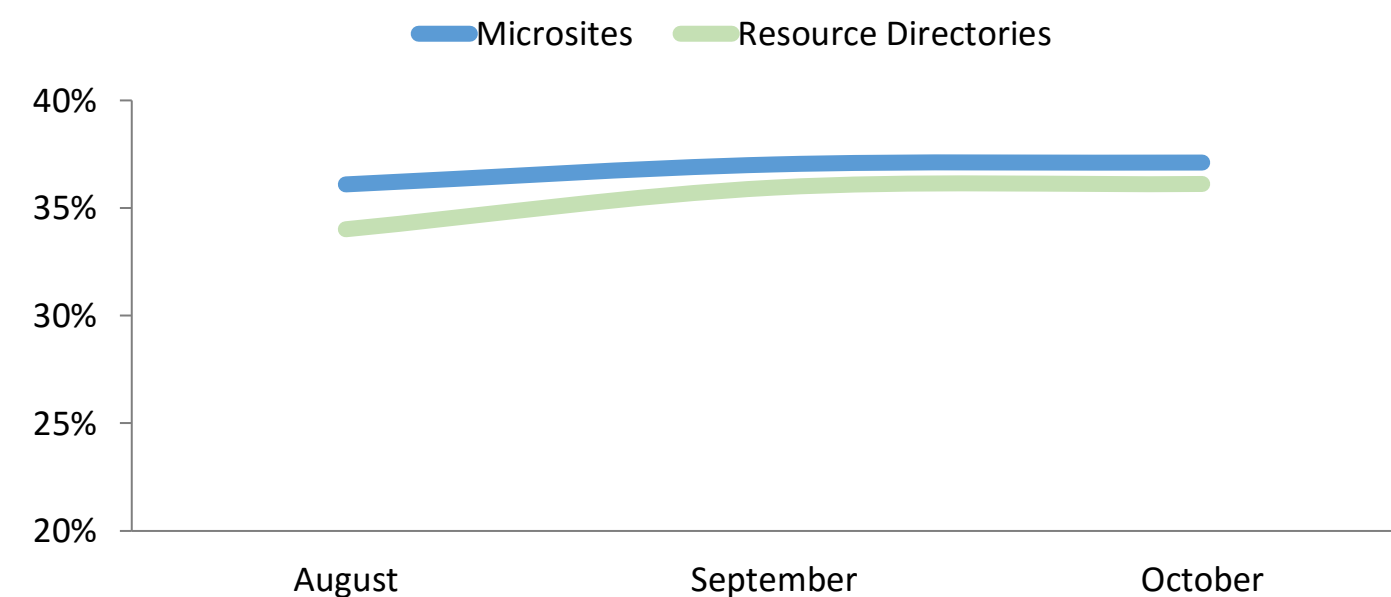
for directories with at least 1,000 entrances

www.epa.gov/hydraulicfracturing	71.4%	-0.4%	▼	-0.6%
www.epa.gov/tsca-screening-tools	61.9%	4.0%	▲	6.8%
www.epa.gov/ems	58.7%	0.3%	▲	0.6%

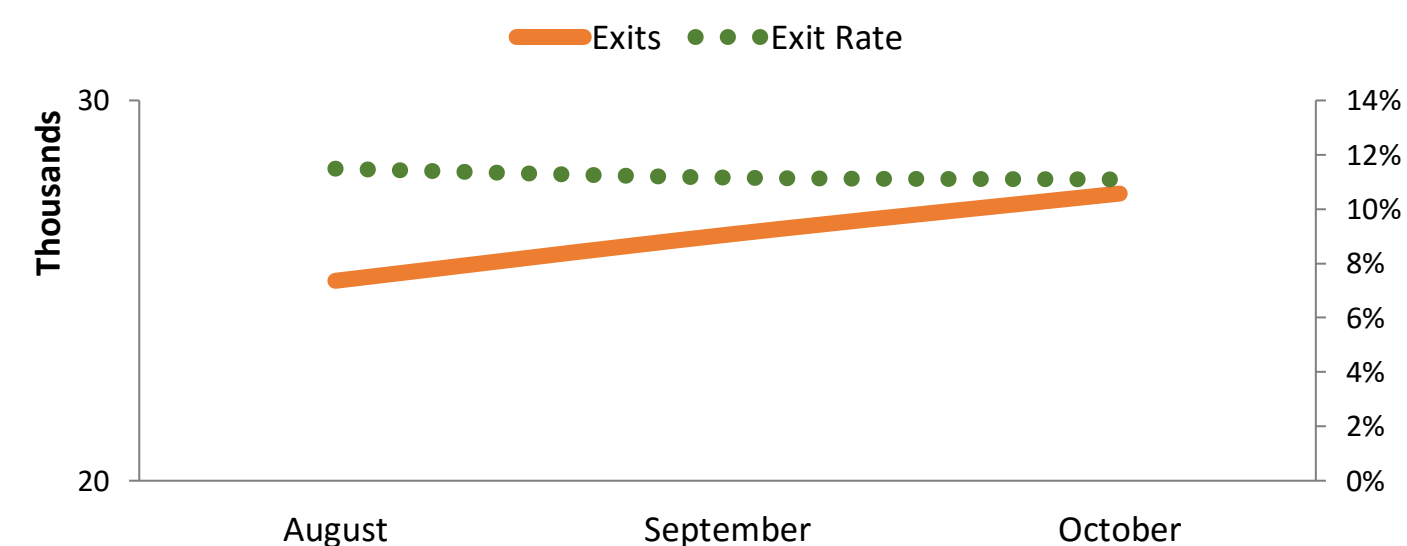
Exits from Search Results

Number of Exits	October 2016	27,551	1,081	▲	4.1%
Exit Rate = Exits / Views of Search Results		11.1%	-0.1%	▼	-0.6%

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	October 2016
acid rain		1,254
bed bugs		1,050
causes of climate change		966
climate change		681
green house effect		655
how to get rid of bed bugs		591
what is acid rain		568
greenhouse effect		533
tsca		409
clean air act		400
greenhouse gases		393
envirofacts		392
chinch		382
clean water act		381
how to kill bed bugs		359
ppls		347
ap-42		330
environmental education		323
npdes		309
bed bug		288

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	October 2016
epa		4,234
environmental protection agency		732
epa echo		686
usepa		515
us epa		430
epa locator		220
epa region 9		185
epa region 5		177
epa iris		175
epa region 6		174
epa jobs		167
epanet		159
united states environmental protection agency		141
epa region 10		137
epa scram		120
epa envirofacts		116
us environmental protection agency		115
epa staff directory		104
epa rsl		102
epa mcl		101

Top 20 Internal Search Terms	by searches	October 2016
radon		961
lead		852
climate change		833
acid rain		784
asbestos		578
mold		562
clean water act		529
superfund		505
water		499
air pollution		450
global warming		432
clean air act		425
tsca		420
ozone		411
recycling		389
climate change what you can do about climate cha		362
epanet		358
rcra		350
fracking		329
drinking water		321

Top 20 Non-EPA Referral Pages	by sessions	October 2016
wpcomwidgets.com	/	34,879
links.govdelivery.com	/	15,482
m.facebook.com	/	13,995
en.wikipedia.org	/	11,699
greenville.k12.sc.us	/simville/	10,820
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	9,948
facebook.com	/	9,525
dermnetnz.org	/topics/eyelid-contact-dermatitis/	9,439
dermnetnz.org	/	9,067
dermnetnz.org	/search/	8,909
dermnetnz.org	/topics/	8,580
dermnetnz.org	/topics/periorificial-dermatitis/	7,370
thecraftsmanblog.com	/no-joanna-thats-not-shiplap/	7,087
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/	7,013
concienciaradio.com	/	6,518
duckduckgo.com	/	6,510
dermnetnz.org	/topics/hand-dermatitis/	5,689
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/	5,550
dermnetnz.org	/topics/angular-cheilitis/	4,891
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/	4,764