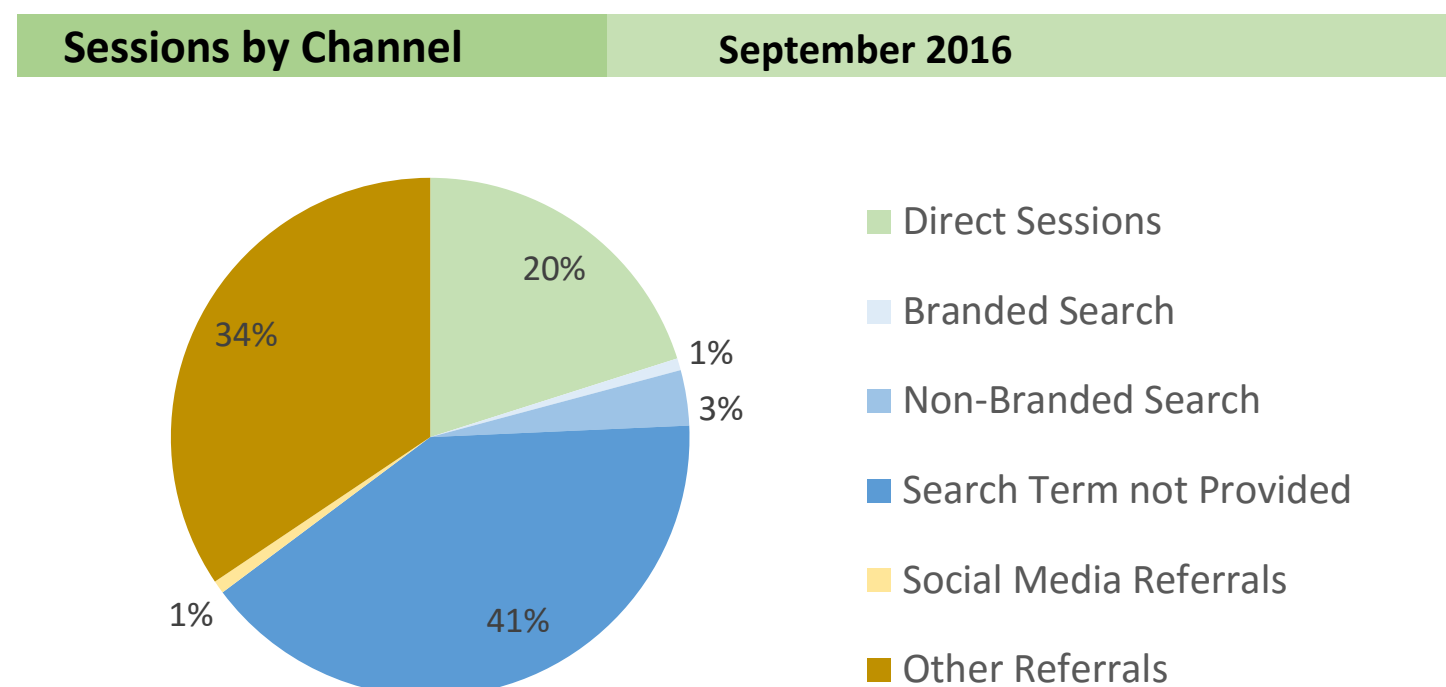


### Referral Channel Metrics

Sessions by Channel	% of all sessions	September 2016	change from prior month
Direct Sessions	20%	1,481,598	83,099 ▲ 5.9%
Branded Search	1%	54,981	-3,270 ▼ -5.6%
Non-Branded Search	3%	254,546	-21,944 ▼ -7.9%
Search Term Not Provided	40%	2,985,409	116,963 ▲ 4.1%
Social Media Referrals	1%	59,928	-5,292 ▼ -8.1%
Other Referrals	34%	2,537,034	-229,493 ▼ -9.0%
% New Sessions this month		September 2016	change from prior month
Direct Sessions	26%	70.1%	2.1% ▲ 3.0%
Branded Search	0%	19.9%	1.1% ▲ 5.9%
Non-Branded Search	3%	53.6%	0.5% ▲ 1.0%
Search Term Not Provided	47%	62.5%	1.6% ▲ 2.7%
Social Media Referrals	1%	68.5%	-0.7% ▼ -1.1%
Other Referrals	22%	33.9%	1.4% ▲ 4.4%



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** September 2016 37.3% 1.0% ▲ 2.8%

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

for microsites with at least 1,000 entrances

/ejscreen	66.1%	4.2% ▲ 6.8%
/burnwise	62.2%	1.4% ▲ 2.2%
/lean	58.1%	2.0% ▲ 3.5%

#### Resource Directories (OneEPA Web)

**Bounce Rate: all Resource Directories** September 2016 36.0% 1.4% ▲ 4.1%

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

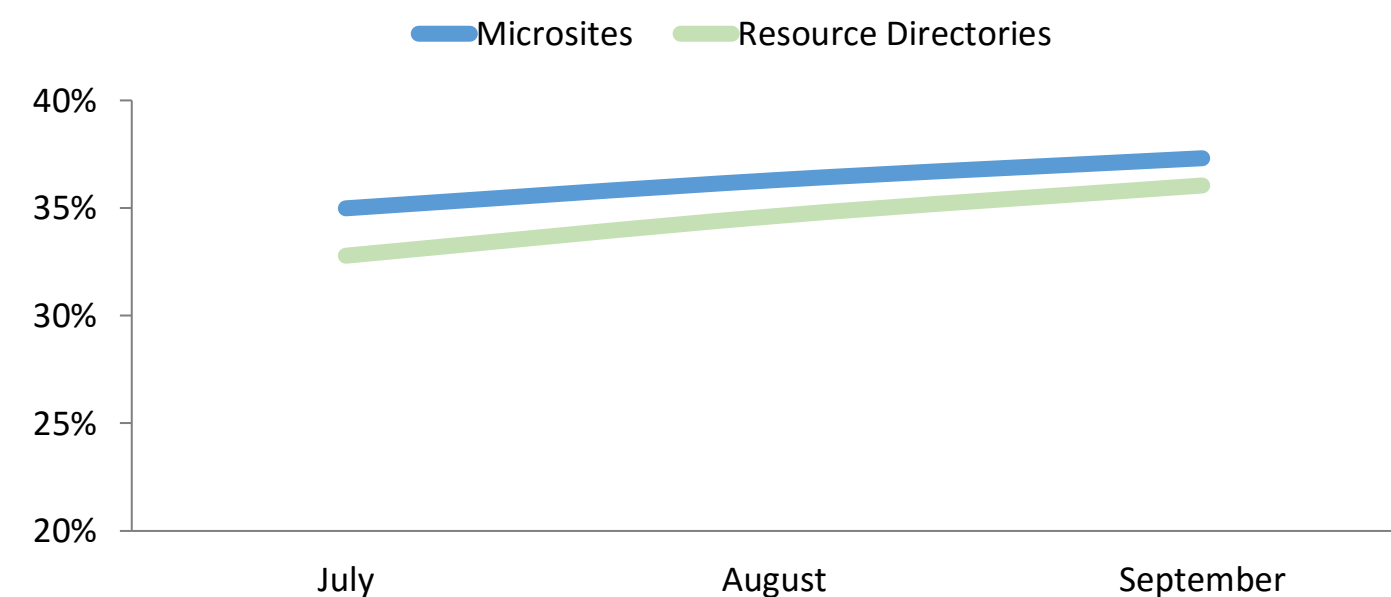
for directories with at least 1,000 entrances

/hydraulicfracturing	71.1%	3.3% ▲ 4.9%
/agriculture	62.6%	2.6% ▲ 4.3%
/aqs	58.6%	-1.3% ▼ -2.1%

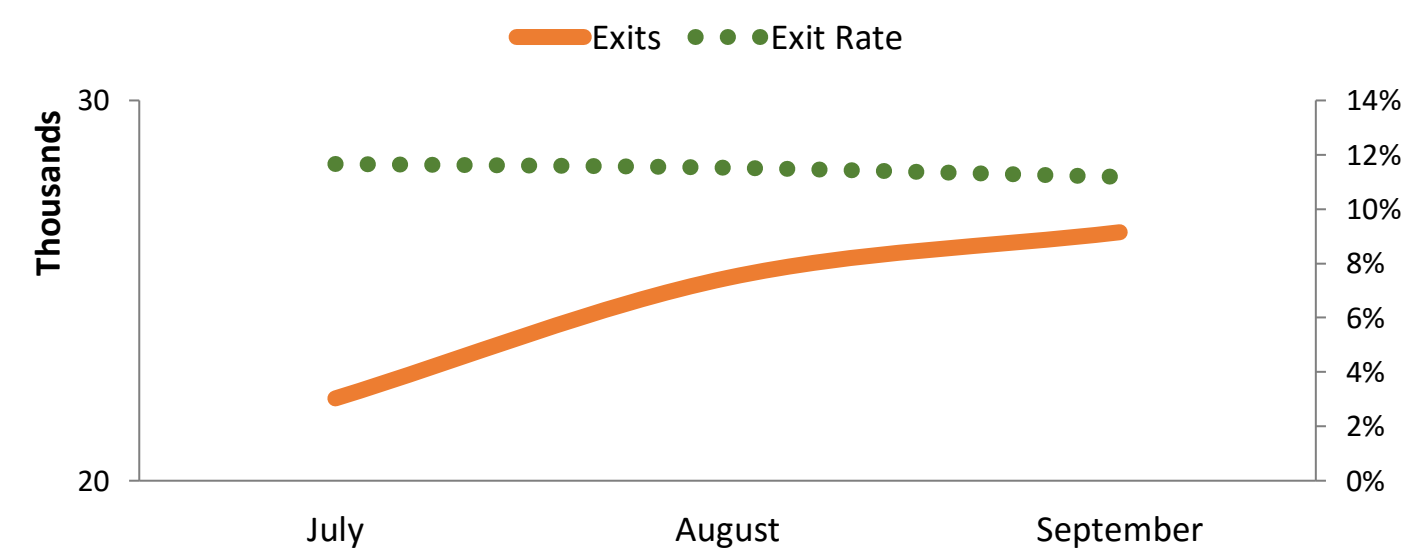
### Exits from Search Results

	September 2016	change from prior month
Number of Exits	26,534	1,201 ▲ 4.7%
Exit Rate = Exits / Views of Search Results	11.2%	-0.3% ▼ -2.9%

#### 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	September 2016
bed bugs		1,434
acid rain		1,182
energy star		1,048
how to get rid of bed bugs		841
causes of climate change		834
four contributory factors to climate		728
discuss four contributory factors to climate chang		688
what is acid rain		662
climate change		565
green house effect		559
envirofacts		495
greenhouse effect		483
tsca		471
chinch		451
clean air act		432
air quality index		403
airnow		403
how to kill bed bugs		390
clean water act		375
ap-42		371

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	September 2016
epa		4,694
environmental protection agency		720
epa echo		662
usepa		497
us epa		449
epa locator		263
epa scram		258
epa region 6		189
epa jobs		170
epa region 9		161
epa region 4		147
epanet		136
epa region 5		134
united states environmental		134
epa region 7		133
epa envirofacts		119
epa region 10		118
epa cdr		112
epa region 1		111
epa swmm		106

Top 20 Internal Search Terms	by searches	September 2016
lead		825
radon		710
clean water act		625
mold		619
asbestos		609
tsca		600
clean air act		531
acid rain		483
climate change		448
water		445
rcra		442
superfund		439
ozone		396
air pollution		366
drinking water		361
recycling		339
epanet		314
ozone good up high		304
pesticides		301
bed bugs		299

Top 20 Non-EPA Referral Pages	by sessions	September 2016
airnow.gov	/index.cfm	176,661
airnow.gov	/	74,614
energystar.gov	/about/federal_tax_credits	68,676
energystar.gov	/index.cfm	59,926
energystar.gov	/products	53,463
energystar.gov	/	47,240
energystar.gov	/productfinder/	25,797
energystar.gov	/rebate-finder	24,988
wpcomwidgets.com	/	24,328
m.facebook.com	/	19,857
links.govdelivery.com	/	13,892
energystar.gov	/productfinder/product/certified-light-bulbs/results	13,129
energystar.gov	/products/energy_star_most_efficient	11,866
energystar.gov	/productfinder/product/certified-clothes-washers/results	11,243
essearch.energystar.gov	/search	11,117
en.wikipedia.org	/	10,534
energystar.gov	/products/appliances/refrigerators	10,326
facebook.com	/	10,306
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/	10,226
dermnetnz.org	/	9,970