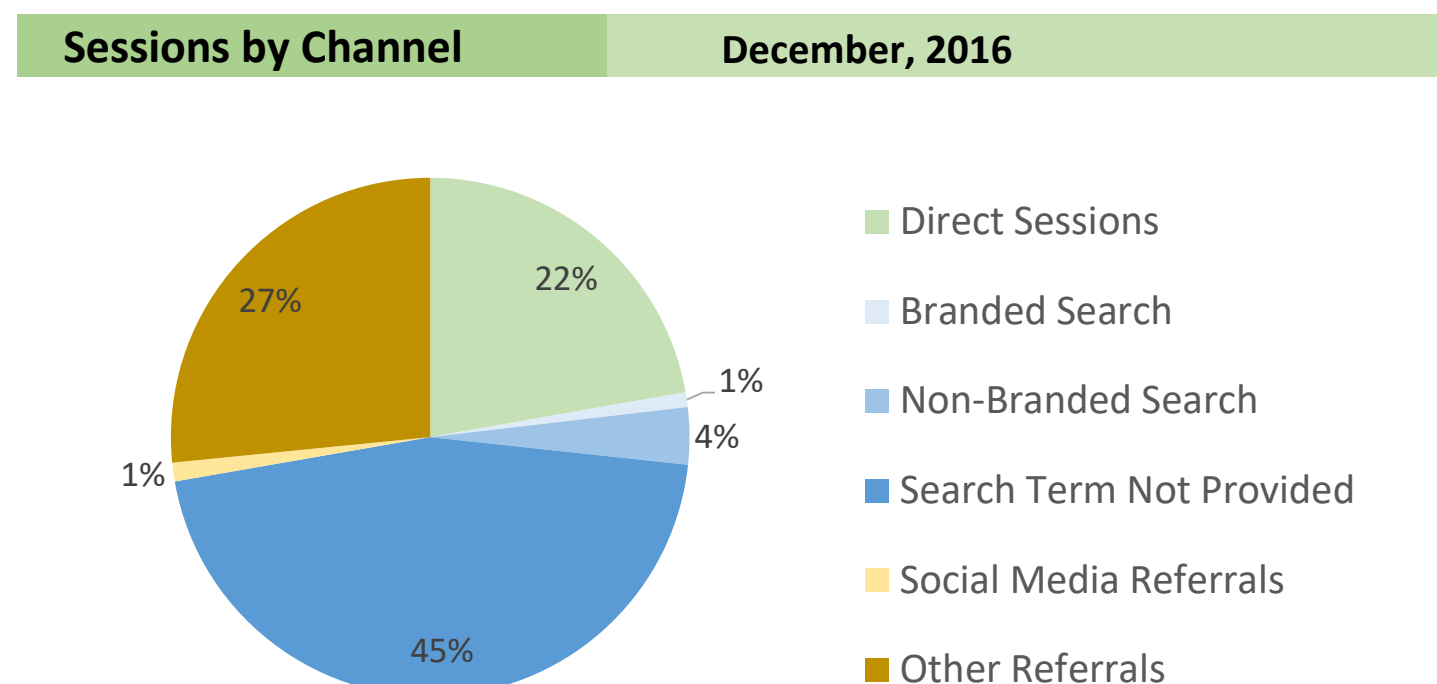


Referral Channel Metrics

Sessions by Channel	% of all sessions	December, 2016	change from prior month		
Direct Sessions	22%	1,105,190	-199,782	▼	-15.3%
Branded Search	1%	45,591	-6,089	▼	-11.8%
Non-Branded Search	4%	176,982	-29,712	▼	-14.4%
Search Term Not Provided	46%	2,264,941	-563,211	▼	-19.9%
Social Media Referrals	1%	58,051	6,313	▲	12.2%
Other Referrals	27%	1,321,036	-132,261	▼	-9.1%
% New Sessions this month		December, 2016	change from prior month		
Direct Sessions	26%	68.4%	0.0%	▼	0.0%
Branded Search	0%	19.4%	-1.4%	▼	-6.5%
Non-Branded Search	3%	52.2%	-1.7%	▼	-3.2%
Search Term Not Provided	46%	58.9%	-1.2%	▼	-2.0%
Social Media Referrals	1%	71.7%	2.6%	▲	3.8%
Other Referrals	23%	49.8%	-1.6%	▼	-3.1%



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 December, 2016 38.9% change from prior month 0.8% ▲ 2.2%

3 highest Bounce Rates for MS homepages

for microsites with at least 1,000 entrances

www.epa.gov/lean	64.9%	-2.0%	▼	-3.0%
www.epa.gov/ejscreen	64.5%	3.4%	▲	5.5%
www.epa.gov/burnwise	62.1%	0.3%	▲	0.5%

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories December, 2016 37.3% change from prior month 0.1% ▲ 0.2%

3 highest Bounce Rates for RD homepages

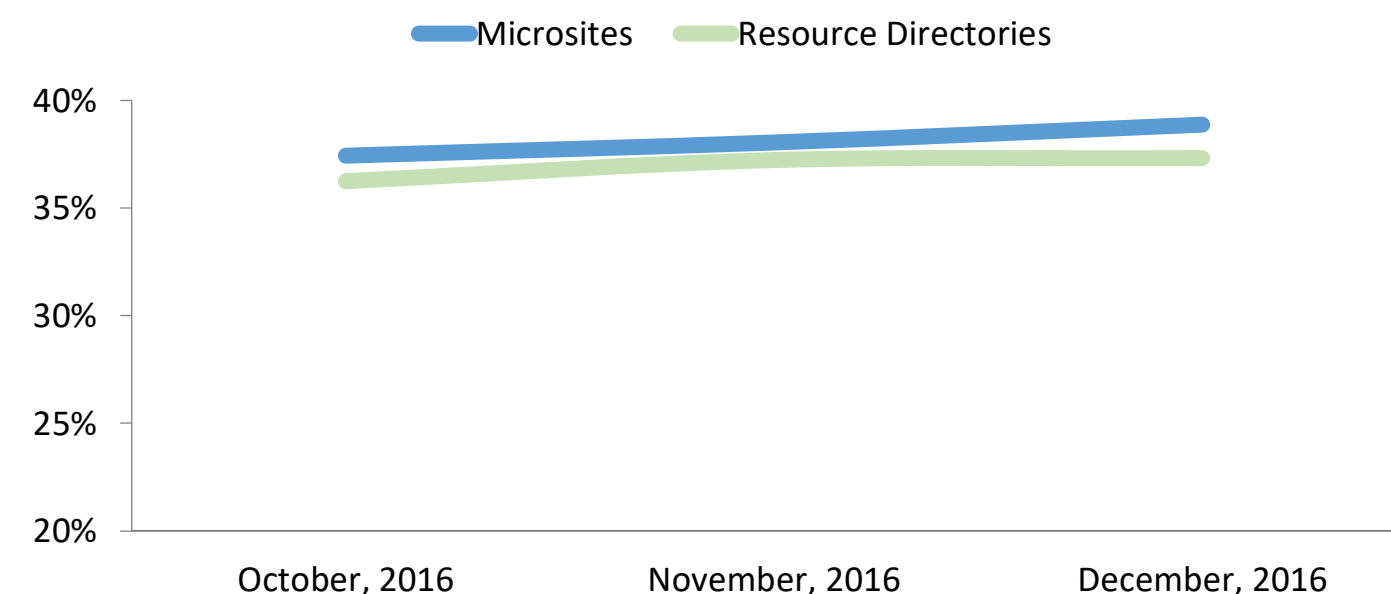
for directories with at least 1,000 entrances

www.epa.gov/agriculture	70.0%	11.4%	▲	19.4%
www.epa.gov/hydraulicfracturing	68.7%	-0.6%	▼	-0.8%
www.epa.gov/tsca-screening-tools	65.4%	1.8%	▲	2.9%

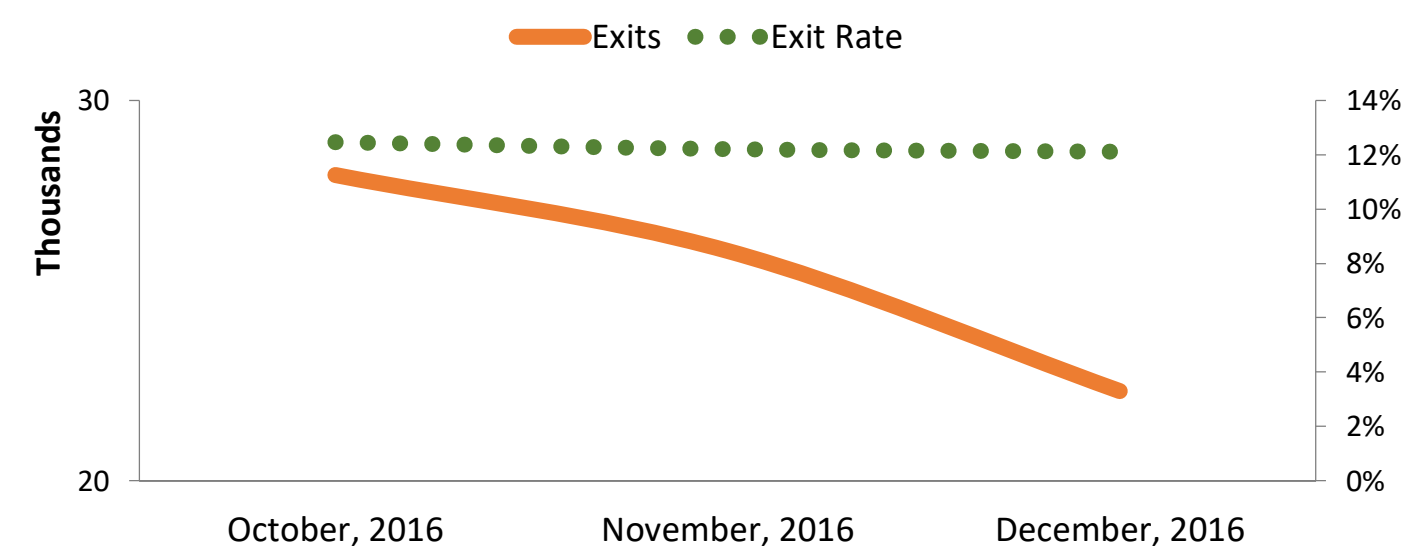
Exits from Search Results

	December, 2016	change from prior month		
Number of Exits	22,356	-3,687	▼	-14.2%
Exit Rate = Exits / Views of Search Results	12.1%	-0.1%	▼	-0.8%

Bounce Rate trend for last 3 months



Search Exit trend for last 3 months



Agency Web Traffic: Content Discovery Report

Top 20 Non-EPA Referral Pages		by sessions	December, 2016
wpcomwidgets.com	/		21,664
links.govdelivery.com	/		21,035
m.facebook.com	/		14,334
dermnetnz.org	/topics/eyelid-contact-dermatitis/		10,515
en.wikipedia.org	/		10,084
dermnetnz.org	/		10,000
facebook.com	/		9,023
dermnetnz.org	/topics/hand-dermatitis/		7,904
dermnetnz.org	/topics/		7,852
dermnetnz.org	/search/		7,757
greenville.k12.sc.us	/simville/		7,598
dermnetnz.org	/topics/periorificial-dermatitis/		7,291
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		7,204
duckduckgo.com	/		6,890
yakimacleanair.org	/		6,528
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		6,189
concienciaradio.com	/		5,883
reddit.com	/		5,386
thelibertyman.com	/		5,187
dermnetnz.org	/topics/erythromelalgia/		5,131

Top 1-25 Non-Branded Keywords	by sessions	December, 2016
acid rain		2,019
greenhouse effect		786
causes of climate change		670
climate change		660
green house effect		624
bed bugs		579
what is acid rain		568
how to get rid of bed bugs		445
ppls		360
greenhouse gases		358
environmental education		345
clean water act		345
clean air act		332
envirofacts		302
ap-42		294
green house gases		281
climate change facts		270
tsca		260
rcra		248
nepa		242
npdes		236
ddt		236
smartway		211
biopesticides		208
naaqs		206

Top 1-25 Branded Keywords	by sessions	December, 2016
epa		3,827
epa echo		619
environmental protection agency		557
usepa		437
us epa		434
epa locator		182
epa report fracking		158
epa region 1		154
epa region 5		137
epa region 6		132
united states environmental protection agency		131
epanet		129
epa region 10		122
epa region 9		122
epa list of lists		116
epa region 4		107
epa jobs		101
epa iris		94
epa region 8		94
epa ppls		93
epa rsl		88
epa rsls		85
epa envirofacts		83
epa directory		83
epa ap-42		81

Top 1-25 Internal Search Terms	by searches	December, 2016
radon		676
climate change		654
lead		591
acid rain		578
asbestos		423
mold		394
clean air act		389
clean water act		382
superfund		380
global warming		367
water		348
air pollution		343
fracking		319
coal		295
ozone		294
recycling		291
rcra		287
tsca		263
water pollution		257
pesticides		241
hazardous waste		233
mercury		228
drinking water		220
voc		214
oil		212

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	December, 2016
how to kill bed bugs		205
ph of acid rain		195
recycling		194
bed bug		190
effects of acid rain		178
green chemistry		168
cercla		159
bedbugs		159
chinchies		158
causes of acid rain		154
what is the amount of ph in acid rain		147
radon		146
effects of climate change		128
uv index		128
clean power plan		127
safe drinking water act		121
cause of climate change		117
epcra		116
formaldehyde		116
superfund		115
rmp comp		114
enviromapper		111
echo epa		108
tri		107
radon testing		107

Top 26-50 Branded Keywords	by sessions	December, 2016
epa region 3		80
epa echo database		70
epa region 7		66
epa aqs		65
https://www3.epa.g		64
usepa agency material weakness software capitali		62
epa green chemistry		62
epa scram		62
epa eab		61
epa superfund sites		60
usepa rsls		60
epa superfund		60
epa tri		60
us environmental protection agency		59
epa radon		58
epa oig		57
epa staff directory		55
epa ert		54
epa establishment		54
epa drinking water		53
epa office of water		52
epa climate change		51
epa substance		51
epa public outreach participation t		50
epa npdes		50

Top 26-50 Internal Search Terms	by searches	December, 2016
arsenic		211
pcb		206
formaldehyde		202
glyphosate		188
cercla		187
jobs		184
epanet		182
npdes		182
natural gas		182
waste		177
swmm		174
bed bugs		169
volkswagen		168
methane		160
pollution		160
carbon monoxide		159
climatechange emissions ind_calculator		156
air quality		152
grants		152
mcl		150
rmp		149
pm2.5		149
internships		147
search		146
food waste		143

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