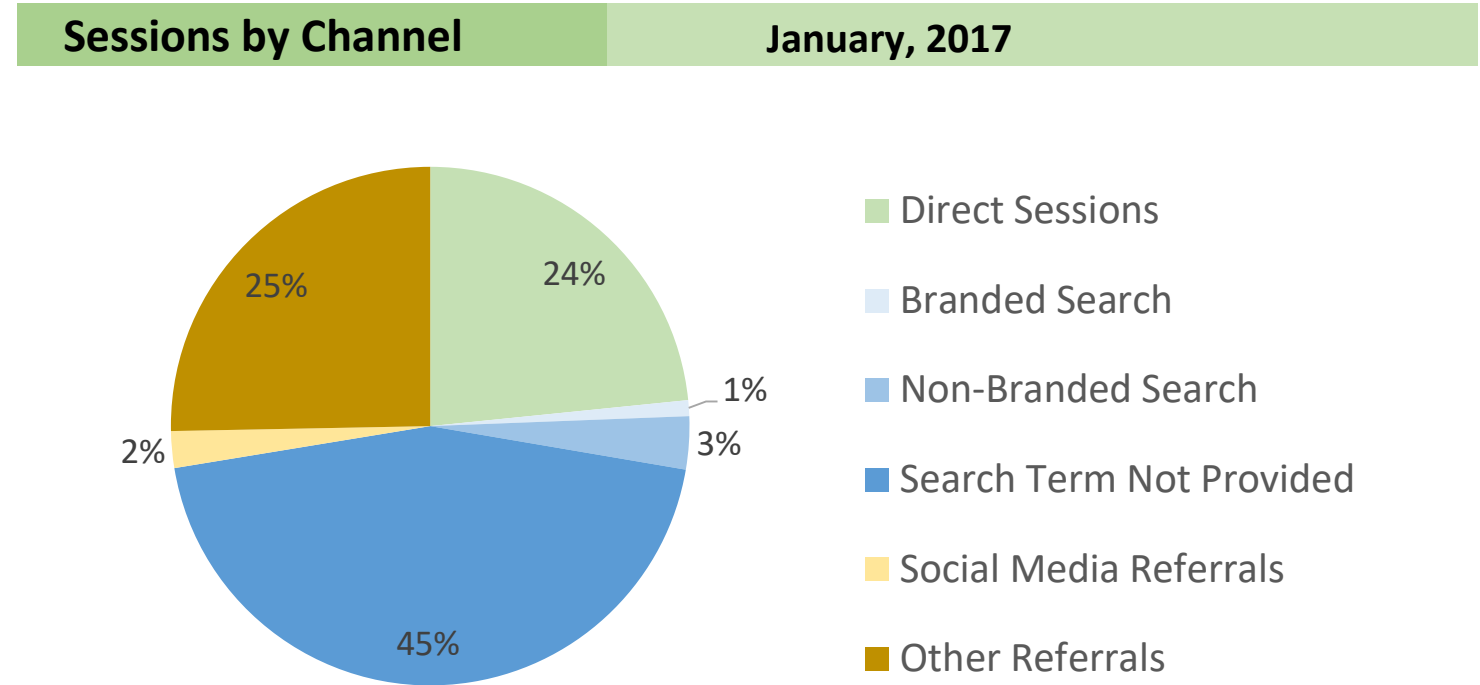


## Referral Channel Metrics

Sessions by Channel	% of all sessions	January, 2017	change from prior month		
Direct Sessions	23%	1,502,943	397,753	▲	36.0%
Branded Search	1%	63,463	17,872	▲	39.2%
Non-Branded Search	3%	211,885	34,903	▲	19.7%
Search Term Not Provided	45%	2,872,283	607,342	▲	26.8%
Social Media Referrals	2%	146,856	88,805	▲	153.0%
Other Referrals	25%	1,625,340	304,304	▲	23.0%
% New Sessions this month		January, 2017	change from prior month		
Direct Sessions	27%	70.0%	1.6%	▲	2.3%
Branded Search	0%	25.4%	6.0%	▲	30.7%
Non-Branded Search	3%	51.7%	-0.5%	▼	-0.9%
Search Term Not Provided	46%	62.6%	3.7%	▲	6.3%
Social Media Referrals	3%	77.0%	5.2%	▲	7.3%
Other Referrals	21%	49.6%	-0.2%	▼	-0.4%



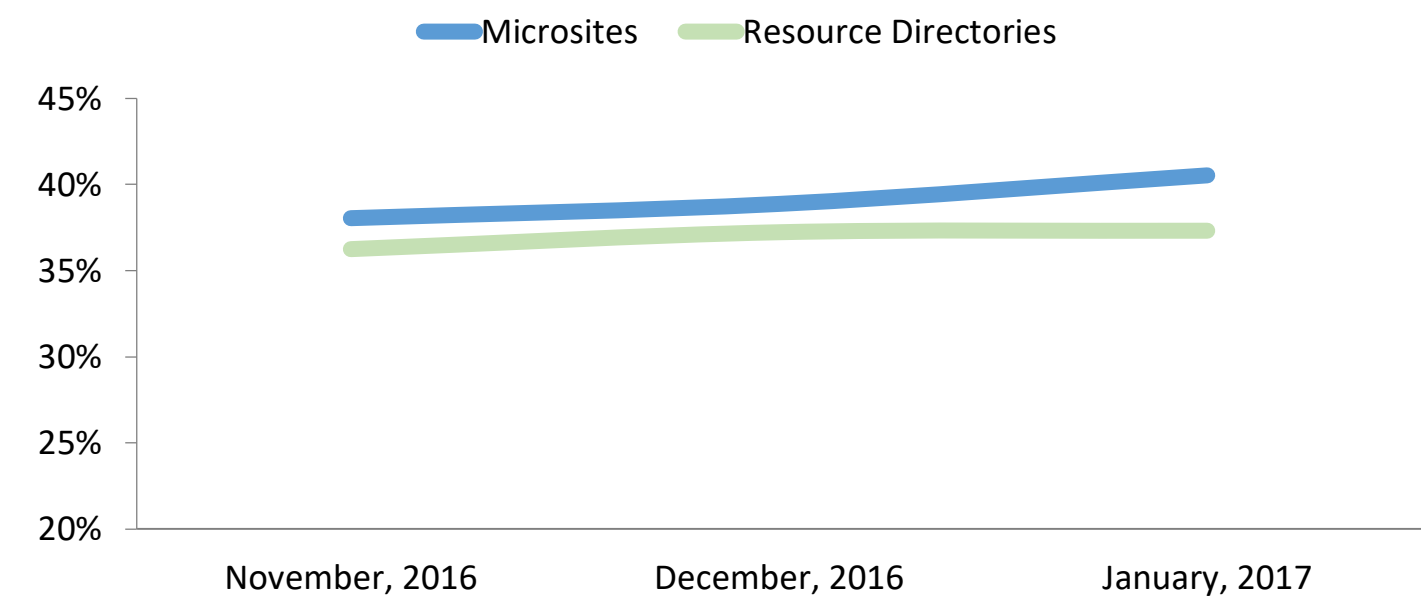
Branded Search covers Sessions from Users who arrived at an EPA site after searching for EPA or Environmental Protection Agency, or a phrase that included those terms.

## Navigation

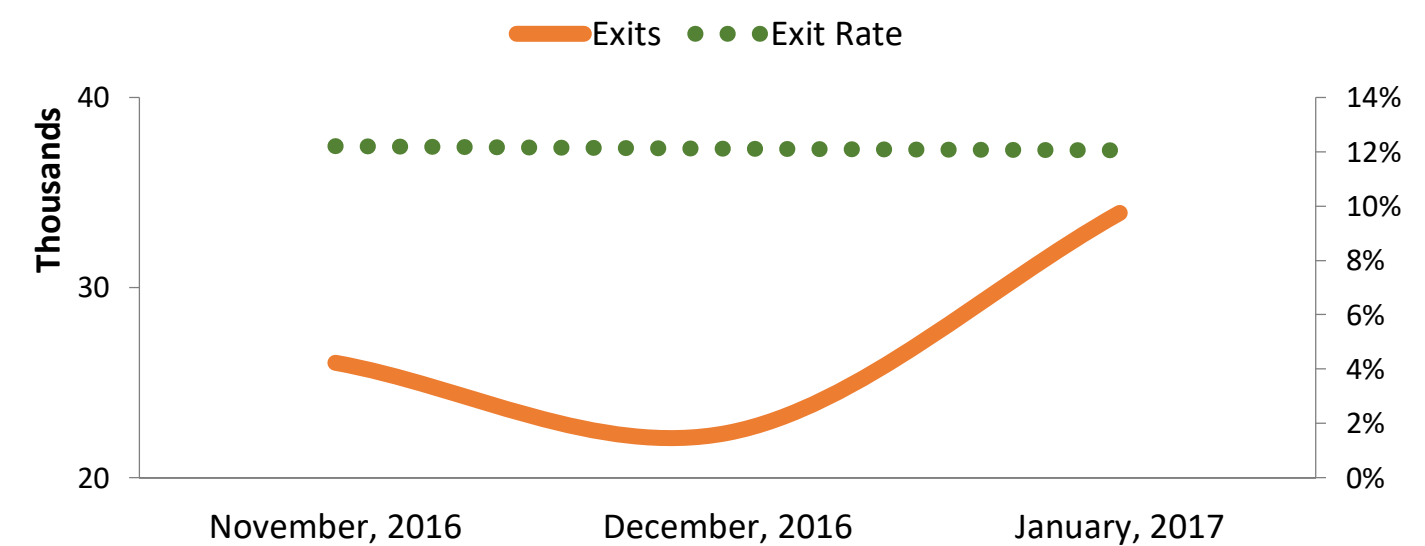
Microsites (OneEPA Web)	January, 2017	change from prior month			
<b>Bounce Rate: all Microsites</b>	40.5%	1.7%	▲	4.3%	
<b>3 highest Bounce Rates for MS homepages</b> for microsites with at least 1,000 entrances					
www.epa.gov/ejscreen	65.7%	1.2%	▲	1.9%	
www.epa.gov/lean	65.6%	0.7%	▲	1.1%	
www.epa.gov/burnwise	62.6%	0.5%	▲	0.8%	
Resource Directories (OneEPA Web)		January, 2017	change from prior month		
<b>Bounce Rate: all Resource Directories</b>	37.3%	0.1%	▲	0.2%	
<b>3 highest Bounce Rates for RD homepages</b> for directories with at least 1,000 entrances					
www.epa.gov/hydraulicfracturing	74.1%	5.4%	▲	7.9%	
www.epa.gov/tsca-screening-tools	63.2%	-2.2%	▼	-3.4%	
www.epa.gov/goldkingmine	58.6%	N/A	▲	N/A	

Exits from Search Results	January, 2017	change from prior month		
<b>Number of Exits</b>	33,926	11,570	▲	51.8%
<b>Exit Rate = Exits / Views of Search Results</b>	12.1%	-0.1%	▼	-0.5%

### Bounce Rate trend for last 3 months



### Search Exit trend for last 3 months



Top 20 Non-EPA Referral Pages		by sessions	January, 2017
wpcomwidgets.com	/		62,833
m.facebook.com	/		56,264
links.govdelivery.com	/		30,656
facebook.com	/		29,487
dermnetnz.org	/topics/eyelid-contact-dermatitis/		11,944
greenville.k12.sc.us	/simville/		11,788
en.wikipedia.org	/		10,527
dermnetnz.org	/		10,502
duckduckgo.com	/		10,106
dermnetnz.org	/search/		9,925
dermnetnz.org	/topics/		9,740
desertspringproducts.com	/desertspring/index.asp		9,015
dermnetnz.org	/topics/hand-dermatitis/		8,509
dermnetnz.org	/topics/periorificial-dermatitis/		7,739
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		7,694
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		7,065
yakimacleanair.org	/		6,960
sterlingmontessori.org	/		6,800
dermnetnz.org	/topics/erythromelalgia/		5,778
dermnetnz.org	/topics/non-sexually-acquired-genital-ulceration/		4,481

Top 1-25 Non-Branded Keywords	by sessions	January, 2017
acid rain		1,584
greenhouse effect		861
climate change		823
bed bugs		705
what is acid rain		639
green house effect		614
causes of climate change		585
how to get rid of bed bugs		436
envirofacts		407
clean water act		395
ppls		385
greenhouse gases		374
clean air act		366
environmental education		361
nepa		330
npdes		324
ddt		313
tsca		313
recycling		294
ap-42		283
rcra		282
how to kill bed bugs		248
climate change facts		224
effects of climate change		210
radon		209

Top 1-25 Branded Keywords	by sessions	January, 2017
epa		8,224
environmental protection agency		1,350
epa echo		757
us epa		731
epa climate change		666
usepa		608
united states environmental protection agency		309
epa website		292
epa locator		229
epa list of lists		170
epa region 5		170
epa region 1		163
epa region 6		161
epa region 3		151
epa scram		151
epa region 9		150
epanet		148
epa rsl		145
epa region 8		128
epa jobs		127
epa region 4		124
epa region 10		123
epa rmp		120
epa iris		120
epa echo database		112

Top 1-25 Internal Search Terms	by searches	January, 2017
climate change		10,115
global warming		1,341
lead		715
radon		676
climate		667
asbestos		543
clean air act		508
abrupt climate change		494
clean water act		480
climate change action plan		476
air pollution		475
acid rain		445
rcra		422
tsca		417
mold		403
water		397
trump		381
grants		363
ozone		357
superfund		347
pesticides		312
drinking water		304
air quality		302
smart growth		296
volkswagen		294

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.

## Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	January, 2017
green chemistry		208
green house gases		200
waters of the us rule		196
formaldehyde		192
cercla		186
echo epa		185
chinch		184
radon testing		180
safe drinking water act		179
tier ii reporting		175
cause of climate change		167
bedbugs		165
bed bug		165
epcra		162
rmp		161
effects of acid rain		157
uv index		153
clean power plan		149
causes of acid rain		149
smartway		146
climate change causes		137
smart growth		137
life cycle of mosquito		128
tsca inventory		126
npdes permit		125

Top 26-50 Branded Keywords	by sessions	January, 2017
epa region 7		108
epa envirofacts		106
epa rsls		103
epa directory		98
epa tier ii		97
epa tri		96
epa ppls		93
epa aqs		90
epa oeca		90
epa radon		84
epa region 2		78
epa grants		78
us environmental		77
epa lean methods guide		77
epa employee		75
epa superfund sites		75
epa regulations		74
epa usa		73
usepa rsls		67
epa staff directory		67
epa swmm		64
epa tsca		63
epa drinking water		63
epa regional screening levels		58
epa ap-42		57

Top 26-50 Internal Search Terms	by searches	January, 2017
climatechange climate change facts answers comm		294
causes of global warming		282
npdes		270
arsenic		266
voc		263
fracking		261
hazardous waste		261
cryptosporidium		259
mercury		255
internships		252
clean power plan		251
tier 2		248
mcl		247
tier ii		244
data		239
carbon footprint calculator		233
cercla		230
surf your watershed		217
formaldehyde		216
jobs		213
pcb		213
rmp		209
water quality		205
recycling		200
tri		197

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.