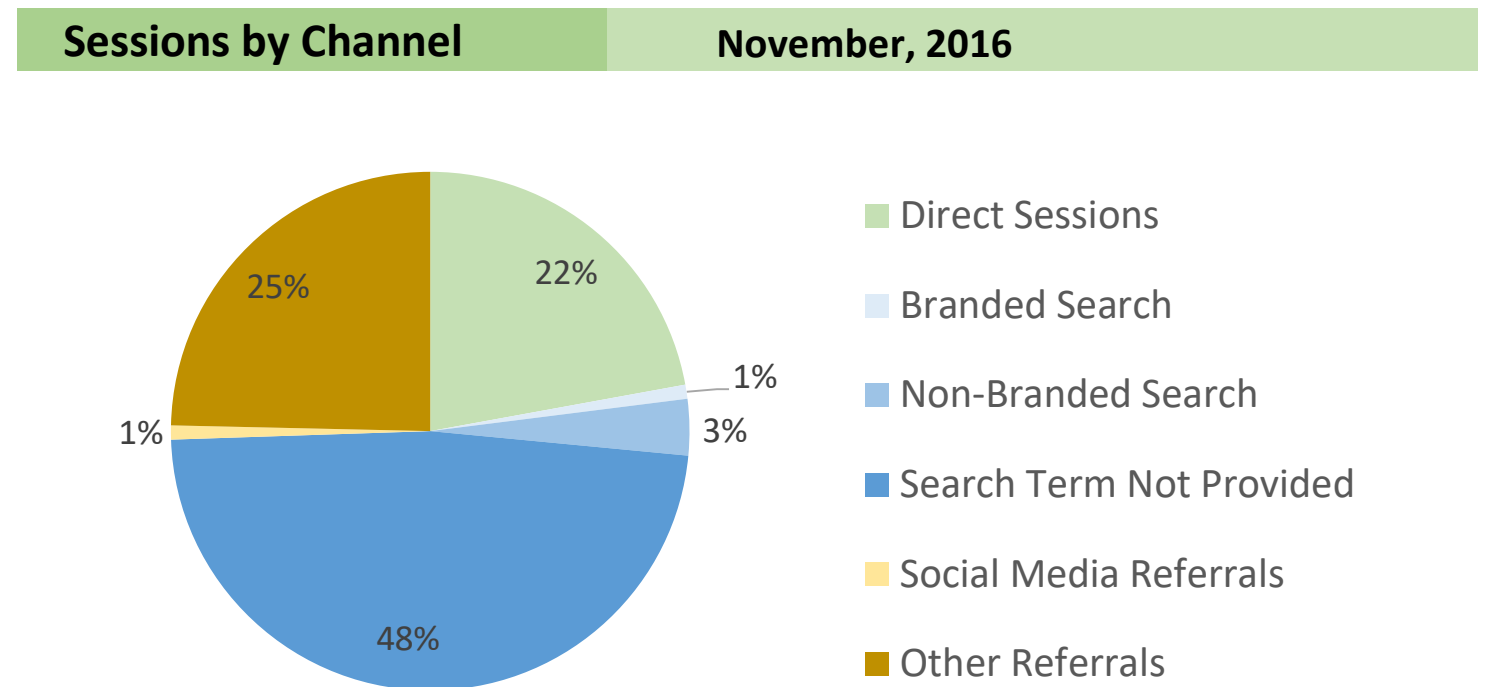


Referral Channel Metrics

Sessions by Channel	% of all sessions	November, 2016	change from prior month		
Direct Sessions	22%	1,304,972	-25,462	▼	-1.9%
Branded Search	1%	51,680	-2,268	▼	-4.2%
Non-Branded Search	4%	206,694	-5,411	▼	-2.6%
Search Term Not Provided	48%	2,828,152	125,229	▲	4.6%
Social Media Referrals	1%	51,738	3,264	▲	6.7%
Other Referrals	25%	1,453,297	-71,666	▼	-4.7%
% New Sessions this month		November, 2016	change from prior month		
Direct Sessions	26%	68.4%	0.4%	▲	0.7%
Branded Search	0%	20.8%	0.4%	▲	2.1%
Non-Branded Search	3%	53.9%	0.9%	▲	1.7%
Search Term Not Provided	49%	60.1%	-0.9%	▼	-1.5%
Social Media Referrals	1%	69.1%	3.1%	▲	4.7%
Other Referrals	21%	51.4%	0.3%	▲	0.6%



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 November, 2016 38.0% 0.6% ▲ 1.6%

3 highest Bounce Rates for MS homepages
for microsites with at least 1,000 entrances

www.epa.gov/lean	66.9%	13.7%	▲	25.8%
www.epa.gov/earthday	65.5%	N/A	▲	N/A
www.epa.gov/gulfofmexico	65.1%	N/A	▲	N/A

Resource Directories (OneEPA Web)

Bounce Rate: all Resource Directories November, 2016 37.2% 1.0% ▲ 2.7%

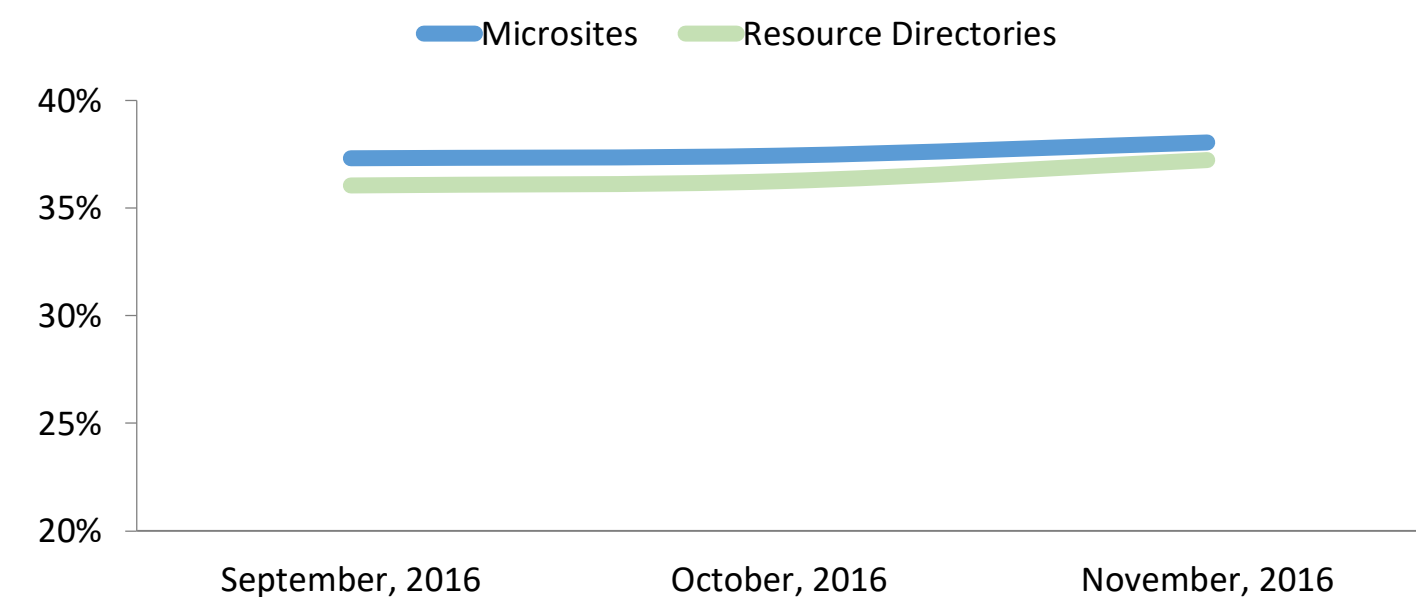
3 highest Bounce Rates for RD homepages
for directories with at least 1,000 entrances

www.epa.gov/hydraulicfracturing	69.2%	-1.5%	▼	-2.2%
www.epa.gov/enbridge-spill-michigan	67.1%	6.0%	▲	9.9%
www.epa.gov/tsca-screening-tools	63.5%	4.4%	▲	7.4%

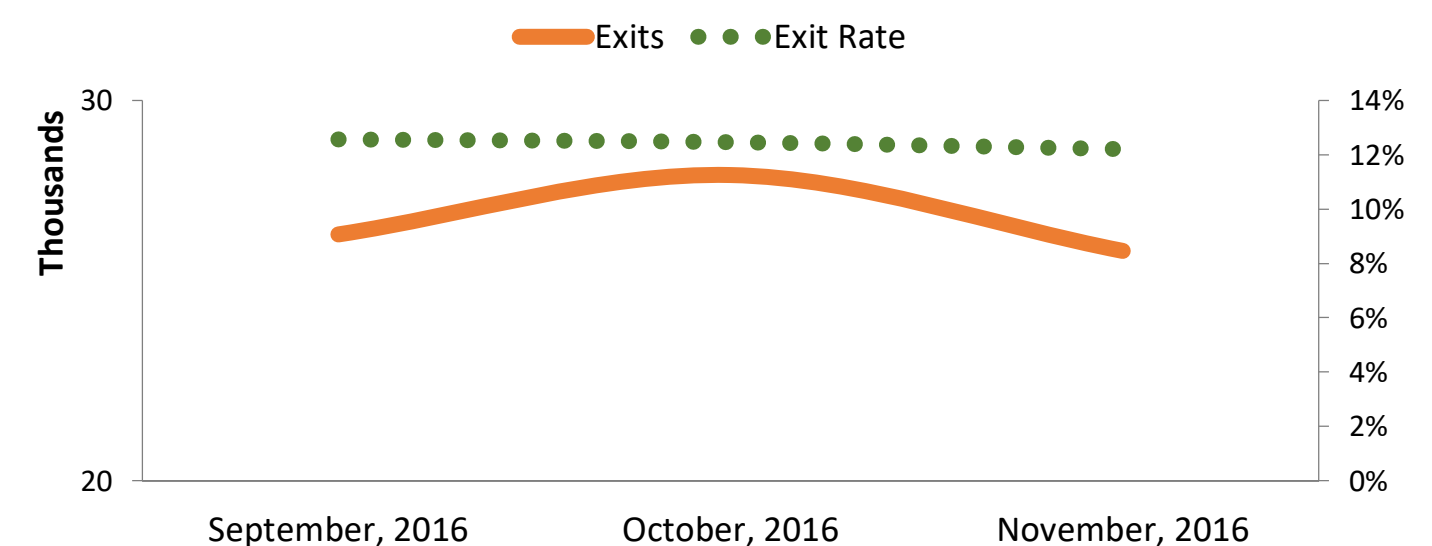
Exits from Search Results

Number of Exits	November, 2016	26,043	-1,995	▼	-7.1%
Exit Rate = Exits / Views of Search Results		12.2%	-0.3%	▼	-2.0%

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	November, 2016
links.govdelivery.com	/		15,444
m.facebook.com	/		15,066
wpcomwidgets.com	/		13,921
en.wikipedia.org	/		13,022
dermnetnz.org	/		11,751
greenville.k12.sc.us	/simville/		11,185
dermnetnz.org	/topics/eyelid-contact-dermatitis/		10,166
facebook.com	/		9,265
thecraftsmanblog.com	/no-joanna-thats-not-shioplac/		8,728
dermnetnz.org	/topics/		8,704
dermnetnz.org	/search/		7,791
thecraftsmanblog.com	/the-7-best-products-to-patch-wood/		7,728
dermnetnz.org	/topics/periorificial-dermatitis/		7,699
duckduckgo.com	/		7,132
dermnetnz.org	/topics/rashes-affecting-the-lower-legs/		6,617
dermnetnz.org	/topics/hand-dermatitis/		6,156
concienciaradio.com	/		5,963
dermnetnz.org	/topics/cutaneous-adverse-effects-of-alcohol/		5,700
thecraftsmanblog.com	/5-worst-mistakes-of-historic-homeowners-part-4-plaster/		4,652
dermnetnz.org	/topics/erythromelalgia/		4,554

Top 1-25 Non-Branded Keywords	by sessions	November, 2016
acid rain	1,844	
causes of climate change	976	
climate change	913	
greenhouse effect	889	
bed bugs	701	
green house effect	674	
what is acid rain	608	
how to get rid of bed bugs	534	
greenhouse gases	465	
clean water act	408	
environmental education	384	
clean air act	374	
ppls	360	
envirofacts	358	
tsca	355	
climate change facts	330	
npdes	280	
recycling	274	
ap-42	273	
rcra	271	
bed bug	268	
green house gases	262	
effects of acid rain	256	
chinchies	250	
ddt	232	

Top 1-25 Branded Keywords	by sessions	November, 2016
epa	4,690	
environmental protection agency	707	
epa echo	551	
us epa	504	
usepa	503	
united states environmental protection agency	205	
epanet	180	
epa locator	178	
epa region 9	155	
epa region 5	153	
epa region 6	151	
epa jobs	139	
epa region 1	136	
epa envirofacts	134	
epa iris	132	
epa region 4	132	
epa region 8	123	
epa region 10	122	
epa aqs	119	
epa rsl	110	
epa ppls	108	
us environmental protection agency	106	
epa regulations	105	
epa echo database	97	
epa list of lists	96	

Top 1-25 Internal Search Terms	by searches	November, 2016
radon	830	
lead	794	
climate change	781	
acid rain	712	
ozone	653	
asbestos	575	
air pollution	547	
clean water act	525	
clean air act	505	
mold	468	
water	461	
superfund	454	
global warming	450	
recycling	415	
tsca	367	
fracking	365	
pesticides	364	
rcra	345	
arsenic	342	
mercury	333	
particulate matter	315	
volkswagen	313	
air quality	306	
hazardous waste	302	
voc	296	

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Agency Web Traffic: Content Discovery Report

Top 26-50 Non-Branded Keywords	by sessions	November, 2016
how to kill bed bugs		220
clean power plan		209
nepa		201
effects of climate change		200
recycle city		196
cercla		188
biopesticides		180
particulate matter		177
safe drinking water act		170
uv index		168
superfund		164
causes of acid rain		161
endocrine system		159
radon		158
green chemistry		150
climate change causes		149
bedbugs		145
global warming		143
smartway		143
radon testing		141
formaldehyde		138
echo epa		137
what is environmental education		136
biomass energy		133
naaqs		132

Top 26-50 Branded Keywords	by sessions	November, 2016
epa ap-42		93
epa oig		89
epa rsls		87
epa tri		85
epa rmp		81
epa environmental justice		80
epa region 7		79
epa region 3		74
epa directory		73
epa superfund		72
https://www3.epa.g		71
usepa agency material weakness software capitaliz		71
epa superfund sites		68
epa website		68
epa cercla 108(b)		65
epa radon		65
epa ert		64
epa id number search		63
epa clean power		61
epa region 2		60
epa staff directory		59
epa eab		58
epa npdes		56
epa hazardous waste		55
epa flint		55

Top 26-50 Internal Search Terms	by searches	November, 2016
drinking water		287
water quality		286
epanet		280
coal		277
jobs		270
carbon footprint calculator		266
pcb		265
search		256
glyphosate		253
climatechange ghgemissions ind calculator		250
mcl		249
factory farms		248
food waste		247
formaldehyde		245
water pollution		245
green roofs		244
bed bugs		244
carbon monoxide		236
watershed		232
swmm		229
methane		222
benzene		221
climatechange emissions ind_calculator		219
npdes		214
cercla		212

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