

EERE FISCAL YEAR 2011 WEBSITE ANNUAL REPORT

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EXECUTIVE SUMMARY

The Energy Efficiency and Renewable Energy (EERE) website, eere.energy.gov, is the public website for the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy. At the end of fiscal year 2011 (FY11), the EERE Web enterprise consisted of more than 170 website areas and more than 65,000 individual pages, documents, and files.

Traffic to the EERE website in FY11 decreased from the previous fiscal year, mainly because of the Energy Savers Efficient Appliance Rebate Program, which contributed to a surge of FY10 website traffic. Overall, visitor engagement with EERE's online communication products suggests EERE continues to realize digital media success.

The Energy Savers team completed several tasks in FY11, including several outreach and campaign efforts, as well as in-depth research about Energy Savers' users and potential areas for improvement. One of our major Energy Savers activities in fiscal year 2011 was the Lighting Choices campaign, which details the new lighting standards that take effect from 2012-2014 and the energy-efficient choices that consumers have when purchasing lighting. We also supported AdCouncil's "Saving Energy Saves You Money campaign," announced rebates for ENERGY STAR Appliances, conducted an exhaustive review of all of the content across energysavers.gov, participated in a mobile application summit and research, and maintained ongoing Facebook and blog-based social media.

The 2010 EERE website redesign project officially ended in FY12. This project began in FY10 and was the first significant enterprise-wide update to the EERE website in eight years. As part of this project, we developed a new home page, topical landing pages, and a site-wide template. We analyzed the usability testing that was performed in FY11 and used this to identify potential template enhancements that could further improve users' website experience.

The launch of the redesigned energy.gov website in FY11 led to the origination of a new EERE website initiative focused on planning for how EERE website content will be shared throughout the energy.gov and EERE website areas.

We transitioned the EERE website from WebTrends to Google Analytics in FY11. Starting on October 1, 2011, EERE website owners use Google Analytics to access their website statistics. We also upgraded to a new GovDelivery platform in FY11. (GovDelivery is EERE's email news delivery service.)

The publication and distribution of EERE news products continues to serve as a key function of the EERE home page, EERE's News website, the EERE Facebook page, and GovDelivery. Readers' interest in EERE's email news updates continued its annual upward trend in FY11, growing 20% compared with the previous year.

In FY11 we continued to maintain and improve EERE's social media channels and provided related support to programs and offices. Widget development—with

a focus on increasing distributable Web content—increased, and we opened an enterprise-level account with Flite, a widget and ad-building service. Many EERE programs have used Flite to develop new widgets.

The EERE corporate Web team continued to provide leadership and guidance on the use of social media across both EERE and DOE. EERE maintains its own standards and guidelines for the use of social media on the EERE website, and the team also provides consulting and access to tools that enhance the use of social media by programs and offices, including the blog management tool, Feedburner, and Flite. Additionally, we updated the EERE Web template code for AddThis to be fully Section 508 accessible.

The Communication Standards website is the primary location for all of the requirements and best practices for creating print, exhibit, and Web materials for EERE. In FY10, we collected user information via surveys, feedback information, Webmaster emails, and statistics. In FY11, we used this data, along with the information from two usability tests, to redesign the site so that it is intuitively organized and provides an improved user experience.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

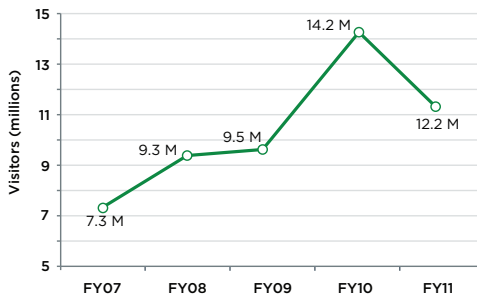
NEWS

STANDARDS

EERE TOTAL

These are the visitors, visits, and page views for the entire EERE enterprise—including EERE and Energy Savers—for FY11. The **Average Page Views Per Visit** and **Average Visit Duration** do not include data from the Energy Savers website.

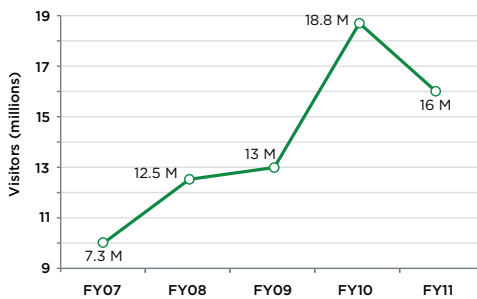
VISITORS



Visitors:

The number of people who visited the EERE Web site.

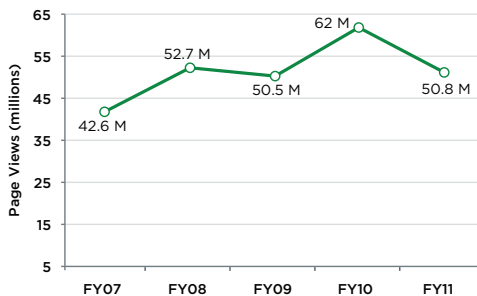
VISITS



Visits:

Sessions in which a visitor viewed at least one page or downloaded a file.

PAGE VIEWS



Page Views:

The number of times a page was viewed or a file was downloaded.

VISITORS

12,270,640

VISITS

16,003,590

PAGE VIEWS

50,825,580

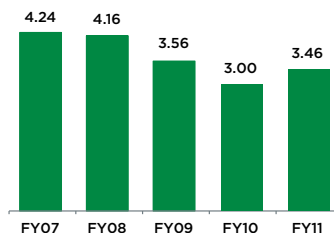
AVERAGE PAGE VIEWS PER VISIT

3.46*

AVERAGE VISIT DURATION

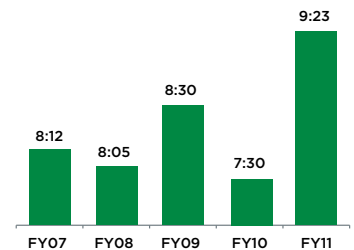
9:23*

AVERAGE PAGE VIEWS



This illustrates the average number of pages viewed per visit.

AVERAGE VISIT DURATION



The average visit duration shows, on average, how long visitors spent on the EERE website.

*These do not include data from Energy Savers.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

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TOP 20 WEBSITES BY VISITS

The EERE website is divided into more than 170 individual websites. This list shows the 20 most visited websites in the EERE Web Enterprise.

01. Energy Savers 6,117,869	11. Industrial Technologies 250,831
02. Building Technologies 1,007,502	12. Vehicle Technologies 226,453
03. Wind and Water Power 991,333	13. Geothermal Technologies 213,891
04. Alternative Fuels and Advanced Vehicles Data Center 974,296	14. Biomass 213,891
05. Solar Decathlon 537,434	15. Energy Education and Workforce Development 154,736
06. Weatherization and Intergovernmental 478,218	16. Energy Innovation Portal 148,194
07. Wind Program: Wind Powering America 478,218	17. Energy Basics 126,339
08. News 428,878	18. State Activities and Partnerships 100,356
09. Federal Energy Management 391,542	19. Clean Cities 94,308
10. Solar Energy Technologies 265,080	20. Financial Opportunities 82,331

TOP 20 VISITED PAGES

EERE's many websites are composed of thousands of individual Web pages. This list shows the 20 most visited Web pages on EERE. This list does not include pages from the Energy Savers website.

01. EERE Home Page eere.energy.gov 794,889	05. Alternative Fuels and Advanced Vehicles Data Center: Alternative Fueling Station Locator afdc.energy.gov/afdc/locator/stations 173,979
02. Wind and Water Program: How Wind Turbines Work eere.energy.gov/windandhydro/wind_how.html 312,829	06. Wind Powering America: 80-Meter Wind Maps and Wind Resource Potential windpoweringamerica.gov/wind_maps.asp 161,653
03. Solar Decathlon Home Page solardecathlon.gov 275,852	07. Building Technologies Program: EnergyPlus Energy Simulation Software eere.energy.gov/buildings/energyplus 144,647
04. Weatherization and Intergovernmental Program: Weatherization Assistance Program eere.energy.gov/wip/wap.html 178,960	08. Wind Powering America: 80-Meter Wind Maps and Wind Resource Potential windpoweringamerica.gov/wind_resource_maps.asp 120,145

EERE TOTAL

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09. EERE: Alternative Fuels and Advanced Vehicles Data Center Program Home Page
afdc.energy.gov/afdc

109,734

10. EnergyPlus Energy Simulation Software: Download - Sign In or Create an Account
eere.energy.gov/buildings/energyplus/register.cfm

100,056

11. Solar Energy Technologies Program Home Page
eere.energy.gov/solar

98,702

12. EnergyPlus Energy Simulation Software: Weather Data
eere.energy.gov/buildings/energyplus/cfm/weather_data.cfm

96,922

13. Wind and Water Program: How Does a Wind Turbine Work
eere.energy.gov/windandhydro/wind_animation.html

94,004

14. Wind and Water Program Home Page
eere.energy.gov/windandhydro/

89,579

15. Wind Powering America: Small Wind Electric Systems: A Guide Produced for the Tennessee Valley Authority
windpoweringamerica.gov/filter_detail.asp

89,006

16. Startup America Partnership: Find your future in energy technologies on the Energy Innovation Portal
techportal.eere.energy.gov/startup_america/widget

86,888

17. DOE Solar Decathlon: Teams
solardecathlon.gov/teams.html

80,774

18. Wind Powering America: Michigan 50-Meter Wind Resource Map
windpoweringamerica.gov/maps_template.asp

76,669

19. Biomass Program Home Page
eere.energy.gov/biomass

76,067

20. Alternative Fuels and Advanced Vehicles Data Center: Federal and State Incentives and Laws
afdc.energy.gov/afdc/laws

75,149

TOP 10 DOWNLOADED FILES

EERE hosts a variety of files, such as PDFs, Word documents, Excel spreadsheets, and other native files. This list shows the 10 most downloaded files.

01. Clean Cities Alternative Fuel Price Report January 2011
afdc.energy.gov/afdc/pdfs/afpr_jan_11.pdf

4,792

02. Fuel Cell Technologies Program Comparison of Fuel Cell Technologies
eere.energy.gov/hydrogenandfuelcells/fuelcells/pdfs/fc_comparison_chart.pdf

4,186

03. United States: Annual Average Wind Speed at 80 m
windpoweringamerica.gov/pdfs/wind_maps/us_windmap_80meters.pdf

4,133

04. Getting Started with EnergyPlus
eere.energy.gov/buildings/energyplus/pdfs/gettingstarted.pdf

4,124

05. Clean Cities Alternative Fuel Price Report April 2011
afdc.energy.gov/afdc/pdfs/afpr_apr_11.pdf

4,102

06. Solar Energy Technologies Program Advancing Clean Energy Technology
eere.energy.gov/library/pdfs/solar_fact_sheet_2010_01.pdf

3,896

07. EERE Organization Chart
eere.energy.gov/office_eere/pdfs/eere_orgchart.pdf

3,861

08. Federal Energy Management Program BLCC5 software 5.3-11
eere.energy.gov/femp/software/blcc5_3.exe

3,757

09. 2011 Annual Merit Review Meeting Schedule
annualmeritreview.energy.gov/pdfs/2011_amr_schedule.pdf

3,600

10. A Desk Guide to the Buy American Provisions of the American Recovery and Reinvestment Act of 2009
eere.energy.gov/recovery/pdfs/buy_american_desk_guide.pdf

3,161

EERE TOTAL

ENERGY SAVERS

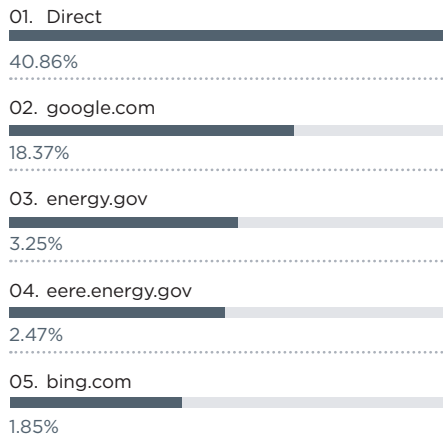
SOCIAL MEDIA

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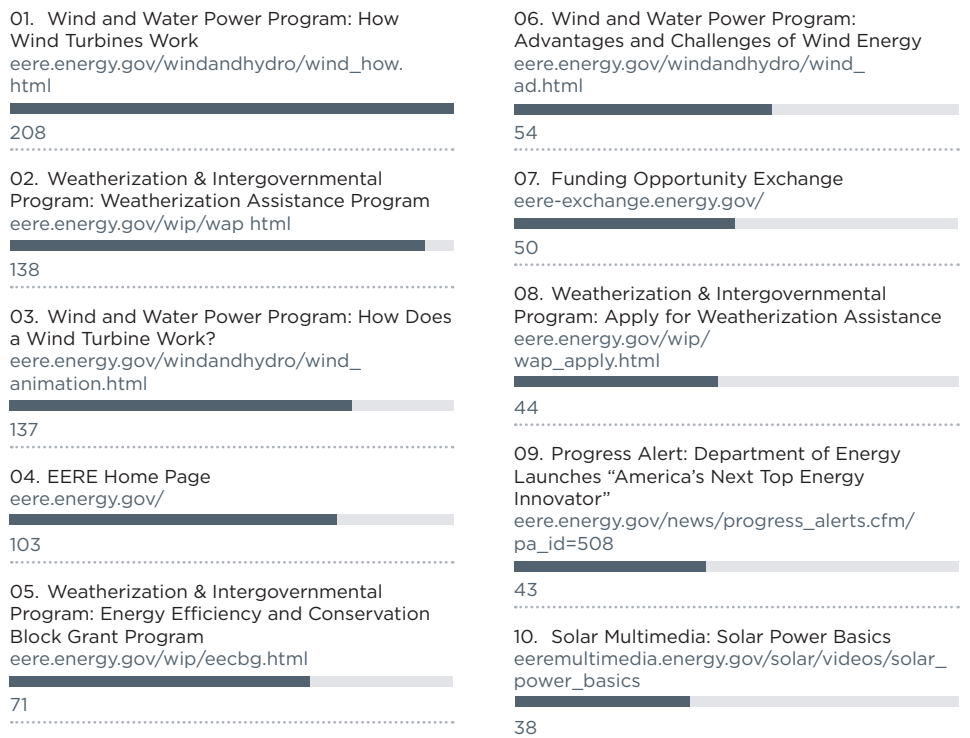
TOP 5 REFERRING SITES

These are the top 5 websites that drive visitors to the EERE website. Direct traffic represents visitors who come directly to EERE without going through another website.



TOP 10 PAGES BOOKMARKED USING "AddThis"

AddThis is a social bookmarking program that allows visitors to bookmark Web pages using social media programs, allowing them to collect, tag, and share Web pages. These are the top 10 pages that were bookmarked using AddThis.



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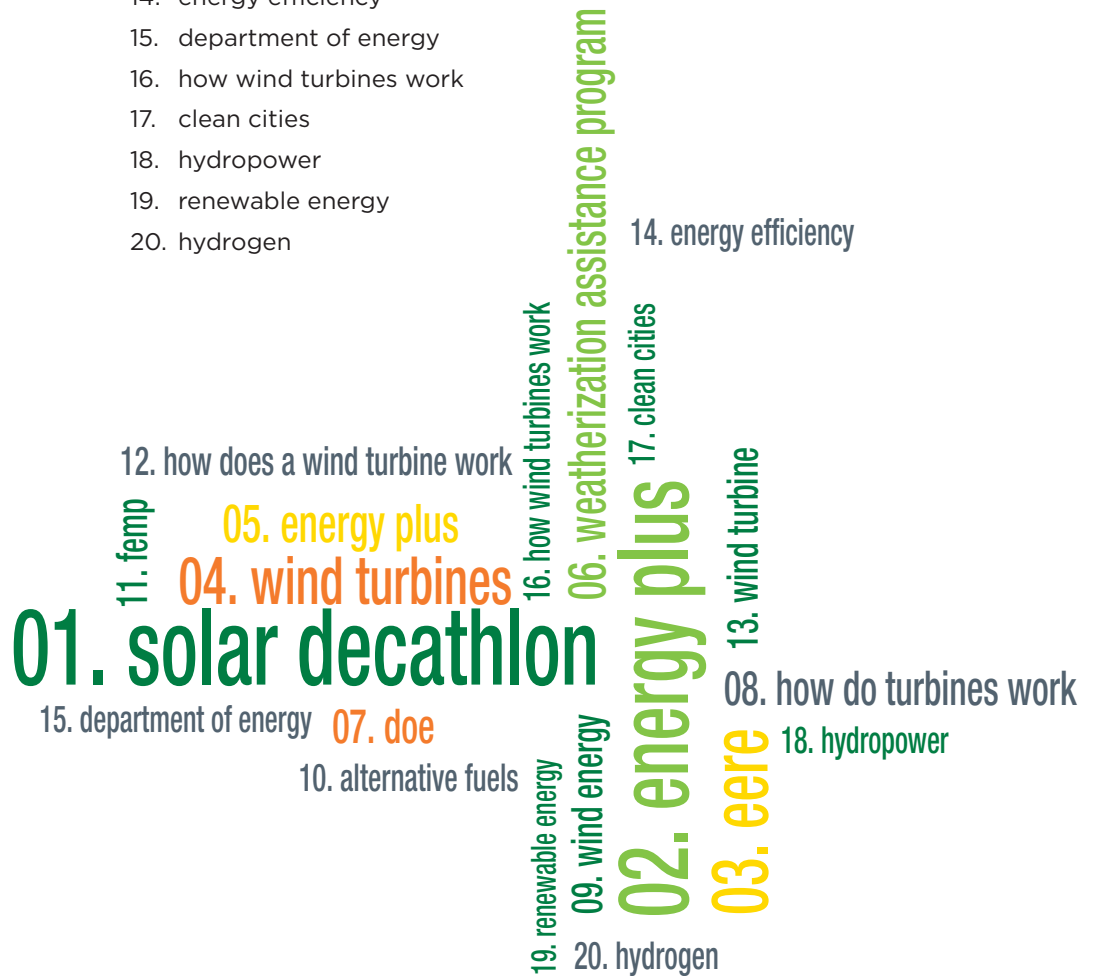
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TOP 20 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES

These are the top 20 search phrases that users entered into commercial search engines and resulted in these users arriving at the EERE website.

1. solar decathlon
2. energy plus
3. eere
4. wind turbines
5. energyplus
6. weatherization assistance program
7. doe
8. how do wind turbines work
9. wind energy
10. alternative fuels
11. femp
12. how does a wind turbine work
13. wind turbine
14. energy efficiency
15. department of energy
16. how wind turbines work
17. clean cities
18. hydropower
19. renewable energy
20. hydrogen



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ENERGY SAVERS SUMMARY

In FY11 we performed several outreach and campaign efforts and conducted in-depth research to better understand Energy Savers' users and potential areas for improvement. The following summaries describe the outreach, content, and research activities we completed.

LIGHTING CHOICES TO SAVE YOU MONEY

One of the major Energy Savers activities in fiscal year 2011 was the Lighting Choices campaign, which details the new lighting standards that take effect from 2012-2014 and the energy-efficient choices that consumers have when purchasing lighting. The new section includes details on the standards; information on shopping for energy efficient lights using lumens instead of watts; the Lighting Facts label; frequently asked questions; and information for media and retailers. These major sections also include graphics, fact sheets, videos, a placard, and a presentation available for download and use by any organizations providing information on the lighting standards and lighting choices.

SAVING ENERGY SAVES YOU MONEY CAMPAIGN

We also launched AdCouncil's "Saving Energy Saves You Money" campaign in FY11. On the Web, this campaign mainly lives on a special tab on the Energy Savers Facebook page, which is promoted on the Energy Savers home page that DOE sponsors. The tab includes graphics, a quiz, tips, and videos related to the campaign. We regularly updated the tab and Facebook wall with messages from the campaign in FY11 and into FY12.

REBATES FOR ENERGY STAR APPLIANCES

State appliance rebates continued to draw audiences to Energy Savers in FY11. While some states are still offering appliance rebates, many programs closed throughout the year. Energy Savers remains the one-stop location for information on the rebates; the information is regularly updated as states open, close, or change their programs. As programs closed, the site has shifted from offering information to rebate seekers to offering information on success stories and program results. Results, both at the federal and state level, continue to be posted as they become available.

CONTENT, FEEDBACK, AND COMPETITIVE ANALYSES

In FY11, we completed a comprehensive content analysis of all Energy Savers content. We reviewed each page and section on the site for specific content gaps, issues, and potential improvements that could be made on the individual page, with an eye toward the overall goals of each section and the Energy Savers site as a whole. With the results of this analysis, we identified the purpose of each topic on the site and provided recommendations for more effectively presenting the topics.

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For the feedback analysis part of this project, we reviewed several years' worth of feedback left through the "Find What You Needed" module on the site. Through this module, users have the option to choose Yes or No and leave a comment if they wish. The feedback was then used to identify pages and sections that had high and low ratings. These ratings will allow us to prioritize updates based on need. We analyzed the comments to determine which topics and problems were most common and began to identify site priorities.

Finally, we conducted a brief competitive analysis for each topic. Because Energy Savers covers many topics and few other sites have the same breadth and depth, we chose sites that cover each individual topic (such as appliances or insulation) to review. This analysis helped identify features on other sites that work particularly well and that may provide fodder for content and tool ideas for the Energy Savers audience.

USER RESEARCH AND PERSONA DEVELOPMENT

We conducted extensive user research on the Energy Savers audience in FY11 in a collaborative project involving AnthroTech, EES, and NREL. This research included a site survey, further analysis of site feedback, comparative site analysis, Crazy Egg click tracking, and stakeholder interviews. These activities helped clarify the audiences who are visiting, their motivations, and their tasks. We used this research to create a group of personas that can inform future decisions and ensure that the site and content is tailored to the intended audiences. The following are the general categories of the Energy Savers personas:

- Primary: Homeowners
- Secondary: Renters; Vulnerable populations
- Tertiary: Students; Influencers

MOBILE APPLICATION SUMMIT AND RESEARCH

In February 2011, team members from EERE, NREL, and EES discussed mobile applications for the EnergySavers.gov website. The team met with the following goals:

- Understanding the mobile application landscape
 - The differences between standalone apps and Web apps
 - Understanding what kind of mobile features are trending
 - What platforms are most important
- Understanding our users
 - Personas
 - Top tasks
 - Needs
 - Use Context
- Brainstorming the look and feel of the "ideal" Energy Savers mobile app
- Brainstorming specific app ideas and the unique value that an Energy Savers mobile app can offer

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The Energy Savers team then researched best practices in mobile app development and developed a report on the outcomes of the summit and a summary of the team's research and recommendations. While moving forward with a mobile app was not a priority in FY11, the report lays the groundwork for future development of mobile apps for the Energy Savers audience.

ENERGY SAVERS BLOG AND FACEBOOK PAGE

The Energy Savers blog continues to publish roughly three entries per week. In FY11, the team published 150 entries. The blog is overseen by Allison Casey and Andrea Spikes at NREL, with approvals in FY11 by Drew Bittner. Contributing writers throughout FY11 included Drew Bittner, Erin Pierce, Eric Barendsen, Shannon Shea, Scott Minos, Moon Choe, Amy Foster-Parish, Josiah Narog, John Lippert, Elizabeth Spencer, Andrea Spikes, Chris Stewart, Jeannie Saur, and Allison Casey. Energy Savers Blog entries are posted to the Energy Savers Facebook page for greater exposure. The Facebook page was also used to highlight other Energy Savers content and campaigns, including the Saving Energy Saves You Money campaign, as previously described.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

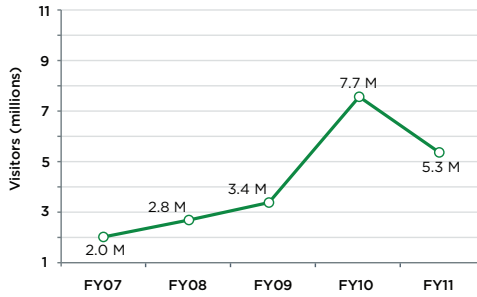
NEWS

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ENERGY SAVERS

This page includes information about the visitors, visits, and views for energysavers.gov and shows how this data rolls up into the EERE total statistics.

VISITORS



Visitors:

The number of people who visited the Energy Savers website.

VISITORS

5,307,931

VISITS

6,102,922

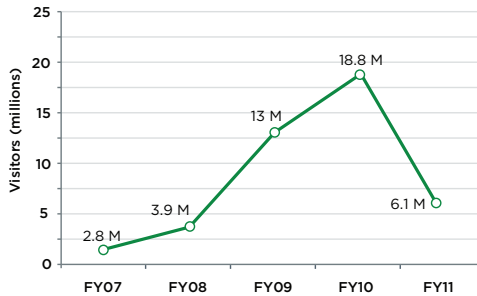
PAGE VIEWS

16,593,692

AVERAGE VISIT DURATION

5:43

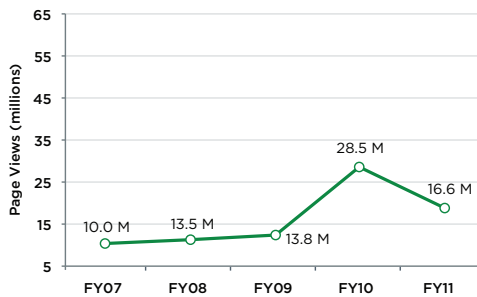
VISITS



Visits:

Sessions in which a visitor viewed at least one page or downloaded a file.

PAGE VIEWS



Page Views:

The number of times a page was viewed or a file was downloaded.

EERE TOTAL

ENERGY SAVERS

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TOP 20 VISITED PAGES

These are the top 20 most visited Web pages on the Energy Savers website.

01. Approved Energy Efficient Appliance Rebate Programs
energysavers.gov/financial/70022.html

607,873

02. Energy Savers Home Page
energysavers.gov

535,102

03. Tax Credits for Energy Efficiency
energysavers.gov/financial/70010.html

443,937

04. Rebates for ENERGY STAR Appliances
energysavers.gov/financial/70020.html

325,689

05. Solar Water Heaters
energysavers.gov/your_home/water_heating/index.cfm/mytopic=12850

186,232

06. Radiant Heating
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12590

178,844

07. Furnaces and Boilers
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12530

170,318

08. Estimating Appliance and Home Electronic Energy Use
energysavers.gov/your_home/appliances/index.cfm/mytopic=10040

166,853

09. Tips
energysavers.gov/tips/

147,838

10. Demand (Tankless or Instantaneous) Water Heaters
energysavers.gov/your_home/water_heating/index.cfm/mytopic=12820

146,777

11. Adding Insulation to an Existing Home
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11350

144,357

12. Foam Board Insulation
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11620

133,358

13. Financial Opportunities
energysavers.gov/financial/

133,291

14. Types of Insulation
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11510

129,442

15. Selecting a New Water Heater
energysavers.gov/your_home/water_heating/index.cfm/mytopic=12770

122,467

16. Portable Heaters
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12600

119,961

17. Your Home
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12300

114,257

18. Weatherstripping
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11280

114,228

19. Heat Pump Systems
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12610

112,900

20. Central Air Conditioners
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12440

108,000

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

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TOP 5 DOWNLOADED FILES

These are the top 5 most downloaded files on Energy Savers. Files can include PDFs, Word documents, Excel spreadsheets, and other native files.

01. Energy Savers: Tips to Save Money & Energy at Home
eere.energy.gov/consumer/tips/pdfs/energy_savers.pdf

20,473

02. Tax Credits for Home Energy Improvements
energysavers.gov/pdfs/48148.pdf

12,714

03. State Energy Efficient Appliance Rebate Program: Texas
energysavers.gov/financial/rebates/pdfs/rebate_summary_TX.pdf

8,917

04. State Energy Efficient Appliance Rebate Program: Virginia
energysavers.gov/financial/rebates/pdfs/rebate_summary_VA.pdf

3,712

05. State Energy Efficient Appliance Rebate Program: California
energysavers.gov/financial/rebates/pdfs/rebate_summary_CA.pdf

3,566

TOP 10 PAGES BOOKMARKED USING “AddThis”

AddThis is a social bookmarking program that allows visitors to bookmark Web pages using social media programs, allowing them to collect, tag, and share Web pages. These are the top 10 pages on Energy Savers that were bookmarked using AddThis.

01. Energy Savers Home Page
energysavers.gov/

203

02. Tax Credits for Energy Efficiency
energysavers.gov/financial/70010.html

119

03. Radiant Heating
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12590

88

04. Demand (Tankless or Instantaneous) Water Heaters
energysavers.gov/your_home/water_heating/index.cfm/mytopic=12820

75

05. Do-It-Yourself Home Energy Assessments
energysavers.gov/your_home/energy_audits/index.cfm/mytopic=11170

71

06. Energy Savers Tips
energysavers.gov/tips/

58

07. Thermostats and Control Systems
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12720

54

08. Crawl Space Insulation
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11480

52

09. When to Turn Off Your Lights
energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=12280

51

10. Radiant Barriers
energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11680

45

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

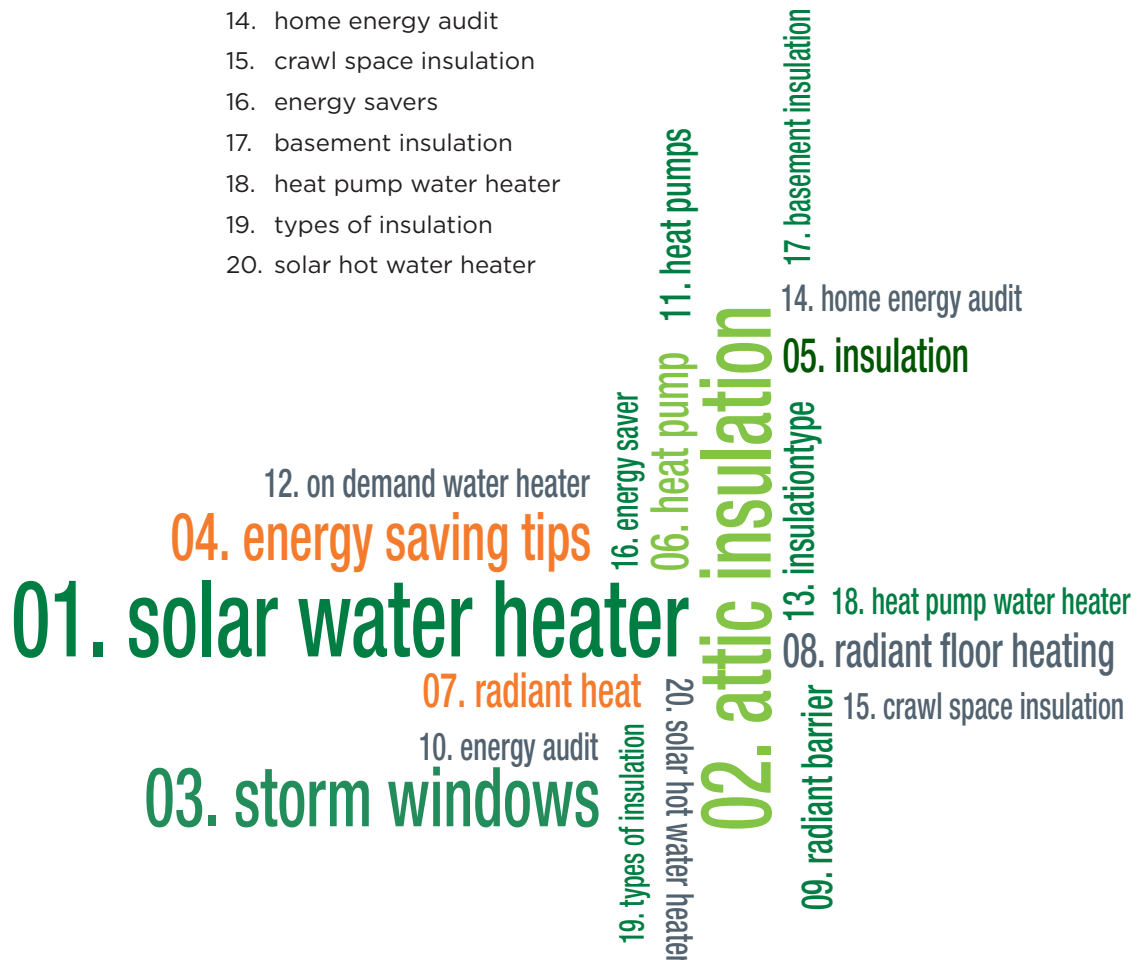
NEWS

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TOP 20 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES

These are the top 20 search phrases that users entered into commercial search engines and resulted in those users arriving at the Energy Savers website.

1. solar water heater
2. attic insulation
3. storm windows
4. energy saving tips
5. insulation
6. heat pump
7. radiant heat
8. radiant floor heating
9. radiant barrier
10. energy audit
11. heat pumps
12. on demand water heater
13. insulation types
14. home energy audit
15. crawl space insulation
16. energy savers
17. basement insulation
18. heat pump water heater
19. types of insulation
20. solar hot water heater



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

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SOCIAL MEDIA SUMMARY

In FY11 we continued to maintain and improve EERE's social media channels and provided related support to programs and offices. The following activities are highlights.

WIDGETS

Widgets are pieces of HTML code that visitors can place on their own Web sites that allows EERE content to appear. When EERE updates the content, it is automatically updated on all sites that installed the widget. Gadgets are similar tools on iGoogle.

We increased development of widgets in FY11 when EERE opened an enterprise-level account with Flite, a widget and ad-building service. Many programs used the platform to develop new widgets. These new widgets include the DSIRE widget, a redesigned Financial Opportunities widget, the EERE Projects Widget, the Startup America Widget, and the Vehicle Cost Calculator Widget. To support this interest in widgets and ensure consistency across products, we also developed a widget style guide to provide guidance on look and feel and identity.

STANDARDS, CONSULTING, AND GUIDANCE

The EERE corporate Web team continued to provide leadership and guidance on the use of social media across both EERE and DOE. EERE maintains its own standards and guidelines for the use of social media on the EERE website, and the team also provides consulting and access to tools that enhance the use of social media by programs and offices, including the blog management tool, Feedburner, and Flite. The EERE and Energy Savers Facebook pages also provide a means for programs and offices to spread their messages to established audiences. Finally, the team works closely with the DOE New Media Team to provide reviews and feedback on department-level social media guidance, and to ensure that EERE's use of social media aligns with DOE's overall strategy.

ACCESSIBLE "AddThis" CODE

AddThis has been part of the EERE template for several years, but in FY11 we learned that the default implementation wasn't fully accessible. In order to comply with Section 508 accessibility requirements, we implemented a new version of the AddThis tool that was adapted from Disability.gov. The functionality remains the same, but the tool is now accessible to all users.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

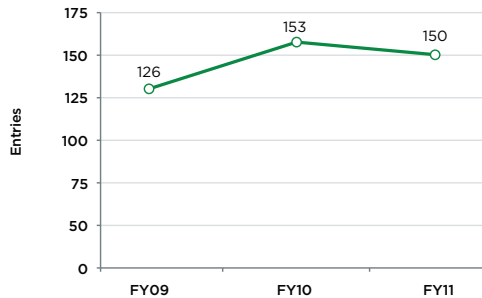
STANDARDS

SOCIAL MEDIA

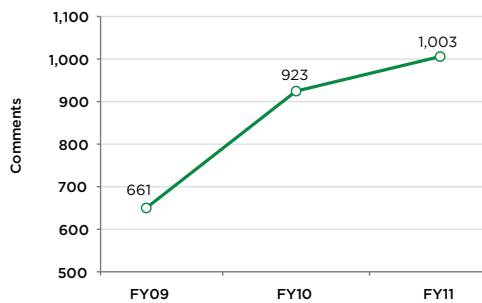
ENERGY SAVERS BLOG

The Energy Savers blog (eereblogs.energy.gov/energysavers/) is a consumer-focused blog that shares information and tips about saving energy at home. It is linked from the DOE and EERE home pages.

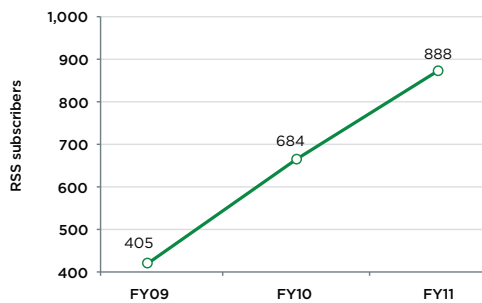
ENTRIES



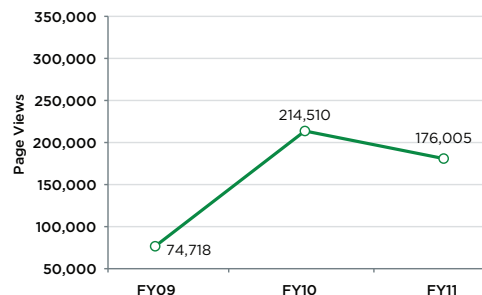
COMMENTS



RSS SUBSCRIBERS



PAGE VIEWS



TERMS

Entries: The number of blog entries added per year.

Comments: The number of comments per year that are received on all posts on the blog.

RSS Subscribers: The total number of subscribers to the blog RSS feed.

Page Views: The number of times a page was viewed.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

EERE TOTAL SOCIAL BOOKMARKS

The EERE website uses a social bookmarking tool called “AddThis.” This lets people bookmark Web pages using social media programs, allowing them to collect, tag, and share Web pages.

TIMES USED

5,870



ENERGY SAVERS SOCIAL BOOKMARKS

The Energy Savers website uses a social bookmarking tool called “AddThis.” This lets people bookmark Web pages using social media programs, allowing them to collect, tag, and share Web pages.

TIMES USED

2,760



EERE TOTAL

ENERGY SAVERS

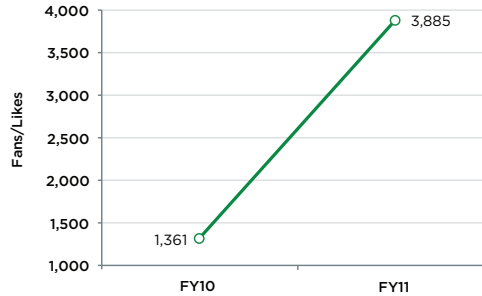
SOCIAL MEDIA

NEWS

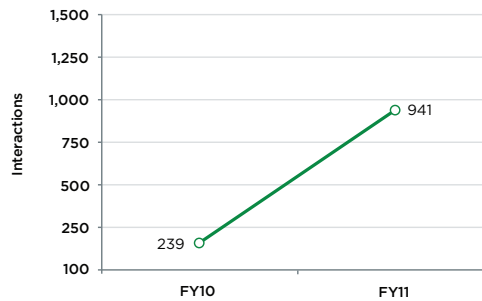
STANDARDS

EERE FACEBOOK

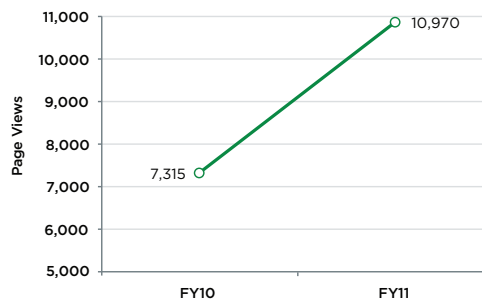
FANS/LIKES



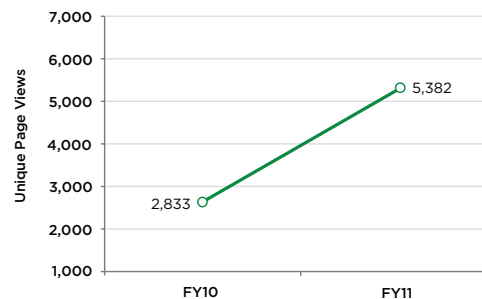
INTERACTIONS



PAGE VIEWS



UNIQUE PAGE VIEWS



TERMS

Fans/Likes: Facebook users who have voluntarily connected their profile with the EERE Facebook page. Updates appear in fans' news feeds.

Interactions: Actions taken by fans on the EERE Facebook pages. This includes likes, comments, wall posts, etc.

Page Views: The number of times a page was viewed.

Unique Page Views: Unique Page Views: The number of unique individuals who viewed the EERE Facebook page.

EERE TOTAL

ENERGY SAVERS

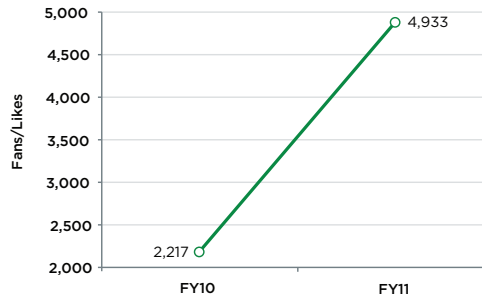
SOCIAL MEDIA

NEWS

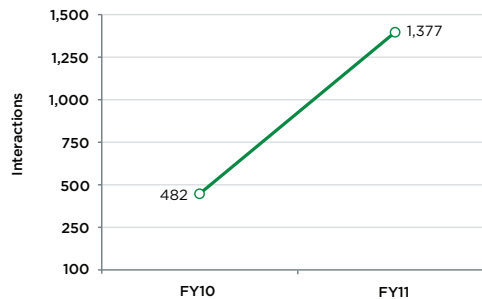
STANDARDS

ENERGY SAVERS FACEBOOK

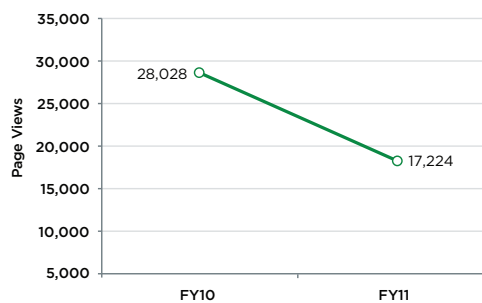
FANS/LIKES



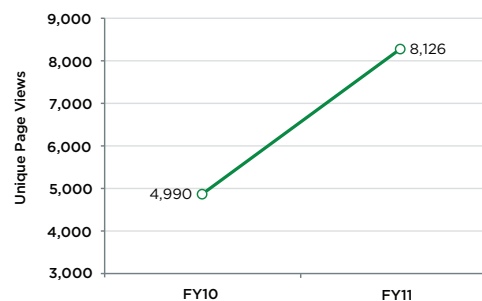
INTERACTIONS



PAGE VIEWS



UNIQUE PAGE VIEWS



TERMS

Fans/Likes: Facebook users who have voluntarily connected their profile with the Energy Savers Facebook page. Updates appear in fans' news feeds.

Interactions: Actions taken by fans on the Energy Savers Facebook pages. This includes likes, comments, wall posts, etc.

Page Views: The number of times a page was viewed.

Unique Page Views: Unique Page Views: The number of unique individuals who viewed the EERE Facebook page.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

WIDGETS AND GADGETS

Widget and gadget traffic increased in FY11. The following are EERE's corporate widgets.

ENERGY SAVERS BLOG WIDGET



IEWS

11,870,839

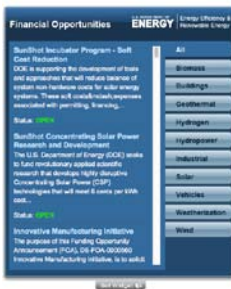
WEEKLY ENERGY SAVING TIP WIDGET



IEWS

204,546

FINANCIAL OPPORTUNITIES WIDGETS



LARGE FINANCIAL OPPORTUNITIES WIDGET (4/26/11-9/30/11)

IEWS

23,599

SMALL FINANCIAL OPPORTUNITIES WIDGET (8/25/11-9/30/11)

IEWS

2,442

RETIRED FINANCIAL OPPORTUNITIES WIDGET (Retired 4/26/11)

IEWS

51,610

TERMS

Views: the number of times the widget was seen by visitors

Installs: the number of Web pages that have placed this gadget on their Web site or people who have placed the gadget on their iGoogle page



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

WIDGETS AND GADGETS (CONT)

DSIRE WIDGET



VIEWS

53,413

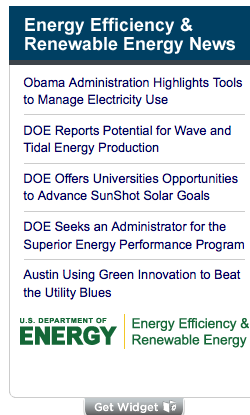
STATE PROJECT WIDGET



VIEWS

9,362

EERE NEWS WIDGET



VIEWS

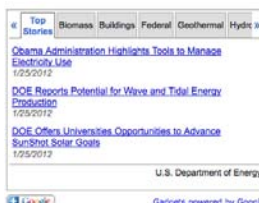
36,219

TERMS

Views: the number of times the widget was seen by visitors

Installs: the number of Web pages that have placed this gadget on their Web site or people who have placed the gadget on their iGoogle page

EERE NETWORK NEWS iGOOGLE GADGET



INSTALLS

36,219

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

NEWS SUMMARY

In FY11, we continued to promote EERE's news vehicles through the EERE home page, EERE's News website, the EERE Facebook page, and EERE's email news delivery tool, GovDelivery.

PRESS RELEASES, PROGRESS ALERTS, AND HOME PAGE NEWS STORIES

EERE posts three kinds of regularly updated news: press releases, Progress Alerts, and EERE Home Page News Stories. Progress Alerts are email alerts that tell subscribers about breaking EERE News. Home Page News Stories are stories that appear on the EERE Home Page.

In FY11, EERE published 125 press releases and 193 Progress Alerts. More than 58 Home Page News Stories were also posted in this period—the exact number is higher and includes several items that were featured on the home page but did not have an accompanying story.

SITE VISITORS AND NEWSLETTER SUBSCRIBERS

While the number of visits to the EERE News website declined 7% in FY11 (compared to FY10), the numbers of email news subscribers, emails sent, and news items managed in GovDelivery increased 20%. FY11 was the first year that EERE was able to track email open rates, which were 17% for Progress Alerts and 18% for the EERE Network News.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

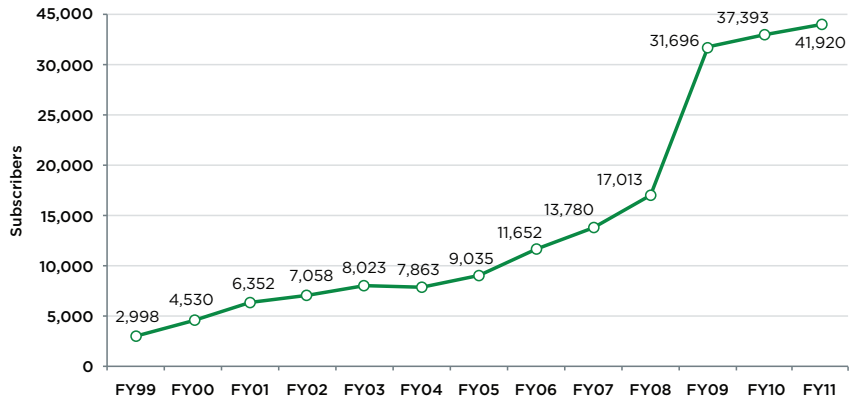
NEWS

STANDARDS

NEWS

EERE NETWORK NEWS SUBSCRIBERS

EERE Network News is a weekly e-newsletter that covers the latest news from EERE, as well as the latest national news about renewable energy and energy efficiency. It is distributed through GovDelivery and can be read through the EERE website or its RSS feed. This graph shows the growth of subscribers to the email version of EERE Network news.



EERE NETWORK NEWS SUBSCRIBERS

41,920

TOTAL UNIQUE SUBSCRIBERS

170,511

Subscribers to EERE's newsletters often belong to more than one newsletter. This figure shows the number of unique email subscribers to all GovDelivery news products.

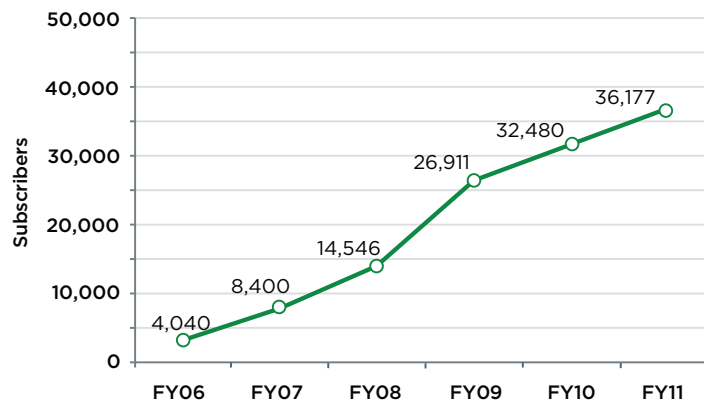
FINANCIAL OPPORTUNITIES RSS SUBSCRIBERS

734

The Financial Opportunities RSS feed, developed in FY09, allows people to subscribe to receive updates when EERE adds or updates financial opportunities.

PROGRESS ALERTS SUBSCRIBERS

Progress Alerts are timely, alert-style emails for important EERE news announcements. They are distributed through GovDelivery and are available on the EERE website. This graph shows the number of subscribers to the email and text-message versions of Progress Alerts.



PROGRESS ALERTS SUBSCRIBERS

36,177

EERE TOTAL

ENERGY SAVERS

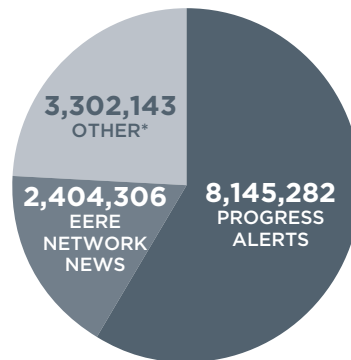
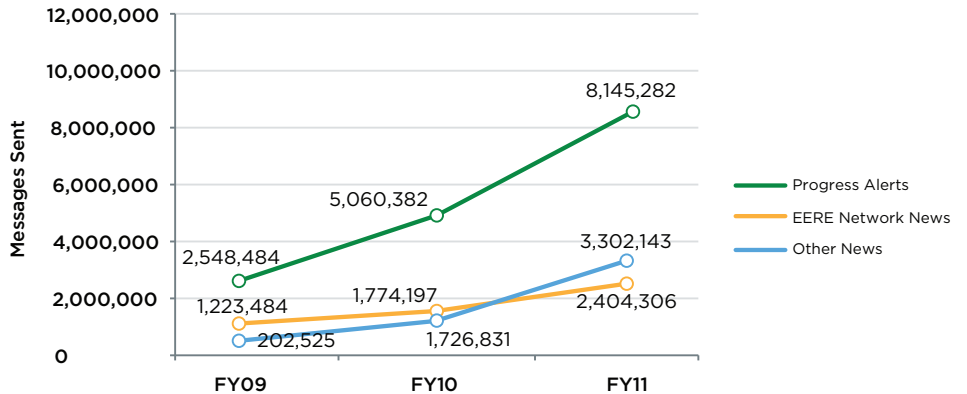
SOCIAL MEDIA

NEWS

STANDARDS

EMAIL MESSAGES SENT

Every time an email is sent through GovDelivery, it is mailed to all of the subscribers on that mailing list. This graph shows the total number of sent email Progress Alerts, EERE Network News, and other news.



This chart shows the total number of emails sent through GovDelivery, including EERE Network News, Progress Alerts, and other EERE news products.

TOTAL EMAIL MESSAGES SENT

13,851,731

AVERAGE OPEN RATE

An email is “opened” when a user views the full content of the email.

Progress Alerts

17.2%

EERE Network News

18.4%

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

COMMUNICATION STANDARDS SUMMARY

Communication Standards is the primary location for all of EERE's requirements and best practices for creating print, exhibit, and Web materials. In FY10, we collected information about our users by conducting surveys and collecting feedback, Webmaster emails, and statistics. In FY11, we used this data, along with the information from two usability tests, to redesign the website.

CARD SORTING

A "card sort" is an exercise where website users are asked to organize cards, each representing a Web page or a part of a website, into groups. Eighteen individuals participated in the Communication Standards card sort. We conducted 15 long-distance tests and three in-person tests. Both U.S. Department of Energy employees and contractors who worked on EERE's print, exhibit, or website content participated in this test. The testers were given 56 cards to organize.

We completed a report outlining the results of the test in January 2011 and used its findings to develop a new site architecture. For example, we developed the new site's top navigation (Print, Exhibits, Websites, Style Guide) and important high-level elements in the "Website" section (such as top-level "Coding" and "Maintenance" sections) based on the results of the card sort. This study also proved that the Style Guide was important enough to be included in the top-level navigation.

TREEJACK TESTING

We used the results from the card sort to develop a draft navigation for the site. Once the navigation was complete, we conducted a separate usability study to ensure that the navigation would work for our target audience. To accomplish this, we used TreeJack, a tool that shows users the site navigation and asks them where they would navigate to find information on certain topics.

We conducted the TreeJack study from July 20 to August 8. Forty-one people participated in the test. This included U.S. Department of Energy employees and contractors who worked on EERE's print, exhibit, and website content.

This study showed that our testers had an 83% success rate using the new navigation and that they could directly navigate to the answer 74% of the time. We used the results from the three questions with the lowest success rates to improve the navigation. These changes were made before the site was redesigned.

SITE REDESIGN

We used the results of the TreeJack test to create a new structure for the Communication Standards website. The site was redesigned in late FY11 and early FY12.