

EERE FISCAL YEAR 2012 WEBSITE ANNUAL REPORT

TABLE OF CONTENTS

03	EXECUTIVE SUMMARY
05	EERE WEBSITE TRANSITION AND ENERGY.GOV
07	EERE TOTAL
07	Visitors
07	Visits
07	Page Views
07	Average Page Views
07	Average Visit Duration
08	Top 20 Websites by Views
08	Top 20 Viewed Pages
09	Top 10 Downloaded Files
10	Top 5 Referring Sites
10	Top 10 Pages Bookmarked Using AddThis
11	Top 20 Search Phrases from Commercial Search Engines
12	ENERGY SAVERS
14	Visitors
14	Visits
14	Page Views
14	Average Visit Duration
15	Tips Mobile
16	Top 20 Viewed Pages
17	Top 5 Downloaded Files
17	Top 10 Pages Bookmarked Using AddThis
18	Top 20 Search Phrases from Commercial Search Engines
19	SOCIAL MEDIA
21	Energy Savers Blog
22	EERE Facebook
23	Energy Savers Facebook
24	Widgets
27	NEWS
28	EERE Network News Subscribers
28	Progress Alerts Subscribers
28	Total Unique Subscribers
28	Financial Opportunities RSS Subscribers
29	Email Messages Sent
29	Average Open Rate
30	COMMUNICATION STANDARDS

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 2012 (FY12), the EERE Web enterprise consisted of 152 websites and more than 62,000 individual pages, documents, and files.

In FY12, EERE commissioned a comprehensive, data-driven, user-centered design research project to begin the process of aligning its Web presence with energy.gov, DOE's central website. EERE's multifunctional team examined nearly 200 sources and performed a high-quality analysis of website users, their content needs, and the organization's website goals. As part of that study, the team also evaluated customers' experiences interacting with energy.gov's new site and the current EERE site to evaluate how effectively users can complete their tasks and how EERE's rich and complex content might fit into the new energy.gov framework.

In FY12, the focus for the Energy Savers site was migrating the content to the energy.gov platform. DOE Public Affairs requested that the site content be moved from the energysavers.gov domain into the energy.gov environment to increase content visibility and eliminate redundancy. In addition, a consistent branding mark was developed, and the site name was changed to "Energy Saver." This transition required extensive content revision including technical reviews, adding images to pages, and consolidating the static page count of the site from 569 to 200. The Energy Savers blog was also migrated to energy.gov, where it has been fully integrated with the site.

The Energy Savers Tips mobile site became a top priority in February, when EERE partnered with Verizon Wireless to promote the Energy Savers tips content. The content was updated and coded to function on both standard browsers and mobile devices in just over two weeks, and the mobile site saw over 75,000 page views in March.

In FY12, EERE news was disseminated through the EERE home page and EERE's news website. Select news was also posted to the EERE Facebook page or sent out through GovDelivery, EERE's email delivery tool. FY12 saw a steady increase in the number of subscribers to EERE Network News and Progress Alerts, and the number of News site views increased by 21% between FY11 and FY12.

The EERE Web team continued to maintain and improve EERE's social media channels and provide related support to programs and offices throughout FY12. The EERE Web team ran a one-week pilot of the social media monitoring tool Radian6, which provided a starting point for further developing the EERE strategy for monitoring and analyzing social media activity. EERE widgets and Facebook interaction continued to develop, and social media was integrated with EERE news.

The new Communication Standards website was sent live in FY12 after intensive usability testing in FY11. The EERE Web team continued to update and improve the knowledge that it provides to the EERE Web enterprise throughout FY12. These updates included a faster and easier-to-use video skin, the Fast Track approval process for surveys, new pages for widgets and Web applications, and the ability to view videos on iOS devices that don't support flash.

EERE WEBSITE TRANSITION AND ENERGY.GOV

In 2010, DOE's Public Affairs New Media Office launched the energy.gov Renewal Project in response to *Executive Order 13571 Streamlining Service Delivery and Improving Customer Service*.¹ The energy.gov Renewal Project is intended to "streamline Web operations to reduce duplicative and wasteful spending while also improving overall Web and digital communications."² In June 2011, President Obama signed *Executive Order 13576 Delivering an Efficient, Effective, and Accountable Government*. Federal Web Reform—including improving online customer service and reducing the number of government websites—was highlighted as a key part of this initiative.³ In response to these efforts, EERE began its initiative to find an integration path that would improve the overall user experience for EERE Web customers and reduce costs and total number of websites. By the end of FY12, EERE retired 49 websites in accordance with this goal for a fiscal year-end total of 152.

EERE began the process of aligning its Web presence with energy.gov by commissioning a comprehensive, data-driven, user-centered design research project in September 2011. EERE's multifunctional team examined nearly 200 sources and performed a high-quality analysis of website users, their content needs, and the organization's website goals. As part of that study, the team also evaluated customers' experiences interacting with energy.gov's new site and the current EERE site to evaluate how effectively users can complete their tasks and how EERE's rich and complex content might fit into the new energy.gov framework.

The study:

- Determined 36 unique EERE website audience segments and their reasons for visiting eere.energy.gov and collapsed them into six global user profiles (investors, innovators, enterprise implementers, interested public, ambassadors, and advisors)
- Assessed the energy.gov and eere.energy.gov user experience and satisfaction levels
- Identified critical areas of improvement for both energy.gov and eere.energy.gov Web enterprises
- Recommended the development of a layered, integrated information architecture supporting subject matter expert audiences as well as lay audiences across all topics within the EERE information enterprise.

Beginning in FY12 and continuing into FY13, EERE started the process of applying the outcomes of the user-centered design study with the goals of:

- Developing a content strategy and site structure that aligns with energy.gov and will result in a higher percentage of successful customer visits by improving the findability, usability, and usefulness of EERE's tools and information
- Promoting EERE corporate messaging and business goals
- Streamlining EERE's Web presence by eliminating content that doesn't align with user/program goals, in accordance with DOE recommendations and recent federal mandates

- Providing EERE programs and offices with the knowledge and tools to create, publish, and manage Web content related to their topical areas
- Enhancing EERE's governance structure to ensure that its Web presence continues to provide an effective and meaningful experience for our customers
- Recommending and developing necessary guidance/infrastructure for a technical integration approach that best supports an integrated user experience, meets DOE's goals, is cost effective, and provides EERE with the flexibility we need in order to effectively serve our customers
- Working collaboratively with Public Affairs and EERE stakeholders to ensure that the Web presence meets or exceeds their goals and expectations.

The deliverables for this activity include an enterprise Web content strategy, new information architecture, and visual design for redesigning EERE's Web presence.

¹"Executive Order 13577--Streamlining Service Delivery and Improving Customer Service." The White House, April 27, 2011. <http://www.whitehouse.gov/the-press-office/2011/04/27/executive-order-streamlining-service-delivery-and-improving-customer-ser>.

²"2011 DOE Website Reform." Powerpedia, 2011. https://powerpedia.energy.gov/wiki/Website_Reform.

³"Web Improvement Strategy." DOE, 2011. <http://energy.gov/downloads/web-improvement-strategy>.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

VISITORS

13,227,377

VISITS

17,434,699

PAGE VIEWS

44,479,169

AVERAGE PAGE VIEWS PER VISIT

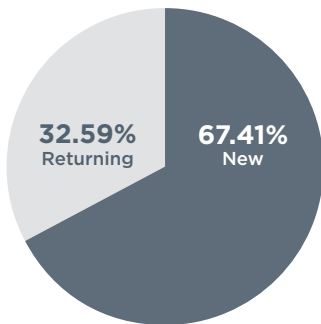
3.01*

AVERAGE VISIT DURATION

3:04*

*These do not include data from Energy Savers.

NEW VS. RETURNING VISITORS

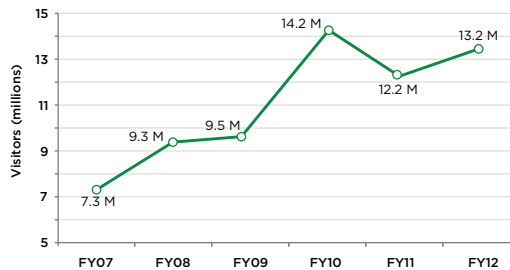


The percentage of visits from visitors who previously browsed the site versus the percentage of visits from visitors coming to the EERE website for the first time.

EERE TOTAL

These are the visitors, visits, page views, average page views per visit, average visit duration, and the percentage of both new and returning visitors for the entire EERE enterprise—including EERE and Energy Savers—for FY12.

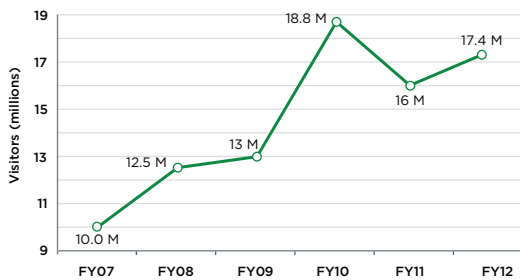
VISITORS



Visitors:

The number of unduplicated (counted only once) visitors to the EERE website.

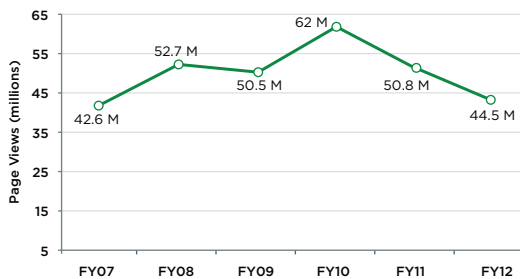
VISITS



Visits:

The number of visits to the EERE website.

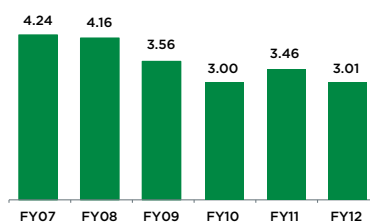
PAGE VIEWS



Page Views:

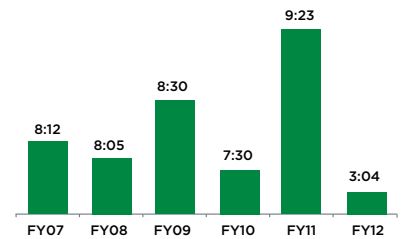
The total number of pages viewed, including repeated views of a single page.

AVERAGE PAGE VIEWS



The average number of pages viewed during a visit to the EERE website.

AVERAGE VISIT DURATION



The average time duration of a session on the EERE website.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

TOP 20 WEBSITES BY VIEWS

The EERE website enterprise is divided into more than 150 individual sites. This list shows the 20 most viewed websites.

01. Energy Savers 16,550,159	11. Building Energy Software Tools Directory 687,785
02. Alternative Fuels Data Center 5,309,688	12. SunShot Initiative 681,153
03. EnergyPlus Energy Simulation Software 1,968,039	13. Vehicle Technologies Program 653,608
04. Building Technologies Program 1,792,026	14. Fuel Cell Technologies Program 589,090
05. U.S. Department of Energy Solar Decathlon 1,754,618	15. Building Technologies Program: Solid-State Lighting 585,578
06. Wind Program: Wind Powering America 1,186,991	16. News 541,855
07. Federal Energy Management Program 1,071,145	17. Energy Basics 502,240
08. Advanced Manufacturing Office 878,308	18. Wind Program 493,322
09. Weatherization and Intergovernmental Program 868,011	19. Energy Education and Workforce Development 486,783
10. Building Energy Codes Program 814,946	20. Geothermal Technologies Program 421,070

TOP 20 VISITED PAGES

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

01. EERE Home Page eere.energy.gov 1,256,430	05. Building Technologies Program: EnergyPlus Energy Simulation Software eere.energy.gov/buildings/energyplus 199,572
02. U.S. Department of Energy Solar Decathlon Home Page solardecathlon.gov 262,958	06. Alternative Fuels Data Center Home page afdc.energy.gov/ 170,765
03. AFDC: Alternative Fueling Station Locator afdc.energy.gov/locator/stations 242,987	07. Wind and Water Power Program Home eere.energy.gov/windandhydro/ 168,947
04. Wind Powering America: 80-Meter Wind Maps and Wind Resource Potential windpoweringamerica.gov/wind_maps.asp 205,234	08. Wind Program: How Do Wind Turbines Work? eere.energy.gov/wind/wind_how.html 146,811

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

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

144,822

10. AFDC: Natural Gas Fueling Station Locations
afdc.energy.gov/fuels/natural_gas_locations.html

140,246

11. Weatherization and Intergovernmental Program: Weatherization Assistance Program
eere.energy.gov/wip/wap.html

137,850

12. SunShot Initiative Home Page
eere.energy.gov/solar/sunshot/

134,166

13. Alternative Fuels Data Center: Vehicle Cost Calculator
afdc.energy.gov/calc/index.html

110,702

14. DOE Solar Decathlon: Scores
solardecathlon.gov/scores.html

110,602

15. AFDC: State Laws and Incentives
afdc.energy.gov/laws/state

109,450

16. Energy Education and Workforce Development: Teach and Learn
eere.energy.gov/education/lessonplans/default.aspx

102,588

17. ADFC: Federal and State Laws and Incentives
afdc.energy.gov/laws

101,026

18. EERE Kids: Roofus' Solar & Efficient Home
eere.energy.gov/kids/roofus/index.html

98,034

19. EnergyPlus Energy Simulation Software: Download
eere.energy.gov/buildings/energyplus/register.cfm?goto=eplus

97,743

20. Biomass Program Home Page
eere.energy.gov/biomass/index/html

88,469

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. This list does not include downloads from the Energy Savers website.

01. REScheck Software: Version 4.4.3.1
energycodes.gov/rescheck/downloads/res443/REScheck_4_4_3_1_setup.exe

14,334

02. COMcheck Software: Version 3.9.0.4
energycodes.gov/comcheck/downloads/com_390/COMcheck_3_9_0_4_setup.exe

8,643

03. COMcheck Software: Version 3.9.1.1
energycodes.gov/comcheck/downloads/com_391/COMcheck_3_9_1_1_setup.exe

8,239

04. Clean Cities Alternative Fuel Price Report: January 2012
afdc.energy.gov/afdc/pdfs/afpr_jan_12.pdf

7,376

05. Clean Cities Alternative Fuel Price Report: October 2011
afdc.energy.gov/pdfs/afpr_oct_11.pdf

6,520

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

5,952

07. COMcheck Software: Version 3.9.1.2
energycodes.gov/comcheck/downloads/com_391/COMcheck_3_9_1_2_setup.exe

5,302

08. REScheck Software: Version 4.4.3.0
REScheck Software: Version 4.4.3.0

4,601

09. Solar Decathlon: Image of 2011 Maryland Entry
Solar Decathlon: Image of 2011 Maryland Entry

4,594

10. COMcheck Software: Version 3.9.1.3
energycodes.gov/comcheck/downloads/com_391/COMcheck_3_9_1_3_setup.exe

4,005

EERE TOTAL

ENERGY SAVERS

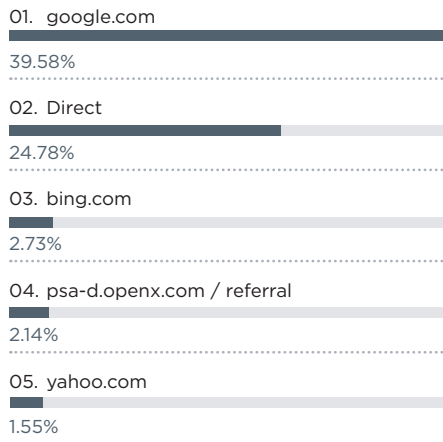
SOCIAL MEDIA

NEWS

STANDARDS

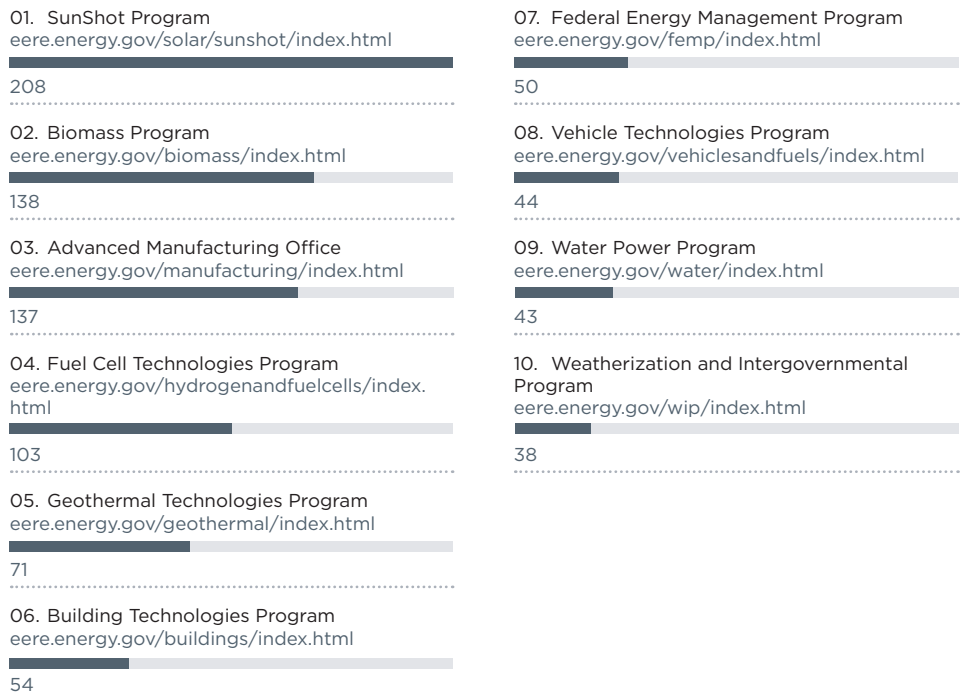
TOP 5 REFERRING SITES

These are the top five websites that drive visitors to the EERE website. Direct traffic represents visitors who came 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 so that these pages can be collected, tagged, and shared. These are the top 10 pages that were shared using AddThis, which was used 5,437 times in FY12. This list does not include Energy Savers pages.



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

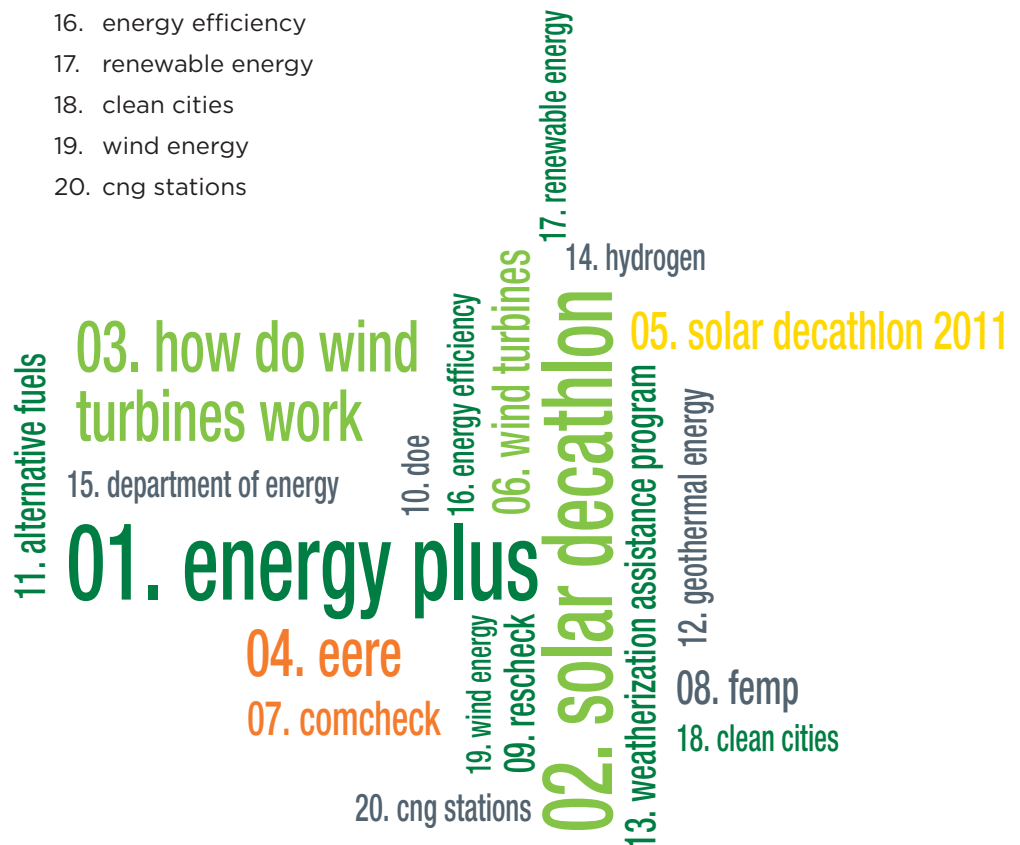
NEWS

STANDARDS

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. This list does not include search phrases that led users to Energy Savers.

1. energy plus, energyplus
2. solar decathlon
3. how do wind turbines work
4. eere
5. solar decathlon 2011
6. wind turbines
7. comcheck
8. femp
9. rescheck
10. doe
11. alternative fuels
12. geothermal energy
13. weatherization assistance program
14. hydrogen
15. department of energy
16. energy efficiency
17. renewable energy
18. clean cities
19. wind energy
20. cng stations



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

ENERGY SAVERS

In FY12, the focus for the Energy Savers site was migrating the content to the energy.gov platform. Below is a description of the migration activities, as well as other Energy Savers activities that continued throughout the migration project.

MIGRATION TO ENERGY.GOV

In FY11, the Energy Savers team began working with DOE Public Affairs (PA) when PA requested that the site content be moved from the energysavers.gov domain into the energy.gov environment, with the goal of increasing visibility of this content and eliminating redundancy. The project began with a thorough review and update of the content strategy recommendations provided by HUGE, a firm hired by PA. The updated content plan guided the content development and migration process. In addition, a consistent branding mark was developed, and the name of the site changed to “Energy Saver.”

As Energy Saver adopted the design and overall structure of the energy.gov site, the content needed to be streamlined, updated, and reworked. In this process, the static page count went from 569 to 200, images were added to most pages, and technical reviewers provided input on the updated articles. The new Drupal environment offers opportunities for automated integration with related content (such as blog posts), but curating the specific paths and links needed for navigating to deeper content on the site remains an essential activity.

DOE Public Affairs assisted with the actual migration of the content, and EERE’s Energy Saver team completed and coordinated quality assurance reviews with the programs, implemented over 100 redirects, worked through stats setup, and provided content and recommendations for related energy.gov-level topic pages. The site “soft launched” on September 7 to allow the team to QA the live site, and Energy Saver “hard launched” on September 10, when it was officially announced via multiple channels.

Continuing Energy Saver content development and improvement activities include standard cleanup, edits, and link update campaigns to encourage others to update their links. New “project” content is also in progress. PA developed two projects prior to launch that provide step-by-step instructions on energy-saving home improvements. These projects are being improved and additional projects are in development.

TIPS MOBILE

The Energy Savers Tips mobile site became a top priority in February when EERE partnered with Verizon Wireless to promote the Tips content. In just over two weeks, the content was updated and coded to function on both standard browsers and mobile devices. Verizon ran the banners through the month of March, during which there were 76,136 page views (compared to an average of 45,926 page views per month for the rest of FY12).

[EERE TOTAL](#)[ENERGY SAVERS](#)[SOCIAL MEDIA](#)[NEWS](#)[STANDARDS](#)

The mobile site was again updated later in FY12 as part of the transition to energy.gov, when it was re-skinned to more closely align with the migrated Energy Saver site. The mobile Tips site remained on the energysavers.gov domain following migration because the energy.gov site isn't set up to provide a mobile variant. Redirects from both the energysavers.gov domain and the transitioned Energy Saver site on energy.gov send mobile users to the correct site.

REBATES FOR ENERGY STAR APPLIANCES

The appliance rebate program slowed in FY12, and the final programs closed in February. Updates on Energy Savers continued after the program ended as stories and program result summaries for each state became available. Because the content is no longer aimed at consumers, the appliance rebate content was not migrated to energy.gov with the rest of the consumer content. It will likely be moved to the energy.gov Recovery Act site.

ENERGY SAVERS BLOG

The Energy Savers blog continued to publish roughly two to three entries per week throughout FY12, with 123 total entries for the year. Energy Savers blog entries were posted to the Energy Savers Facebook page for greater exposure, and the Facebook page was also used to highlight other Energy Savers content and campaigns.

In late FY12, the blog was migrated to the new Energy Saver site on energy.gov with the rest of the energysavers.gov content. The move allows blog entries to be pulled to the top level of energy.gov, and energy.gov entries can be pushed to the Energy Saver blog. This allows for greater sharing without duplication. One feature that was lost with this move, due to DOE policies, is commenting. Integration with Twitter, Facebook, and email, however, allows writers to continue posing questions and users to interact with blog content in other ways.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

VISITORS

6,914,435

VISITS

8,133,407

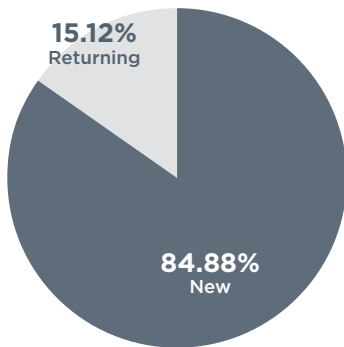
PAGE VIEWS

16,526,508

AVERAGE VISIT DURATION

1:40

NEW VS. RETURNING VISITORS

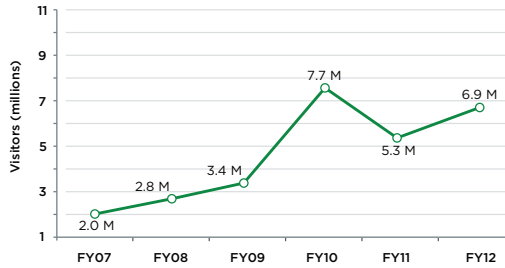


The percentage of visits from visitors who previously browsed the site versus the percentage of visits from visitors coming to the EERE website for the first time.

ENERGY SAVERS

This page includes information about the visitors, visits, page views, and the percentage of both new and returning visitors for energysavers.gov and how this data rolls up into the EERE total statistics. Note: Energy Savers stats are reported from October 1, 2011, through September 6, 2012. The site was migrated to energy.gov on September 7.

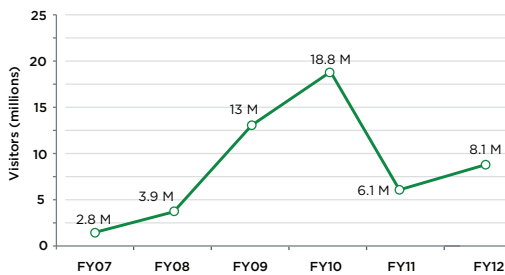
VISITORS



Visitors:

The number of unduplicated (counted only once) visitors to the Energy Savers website.

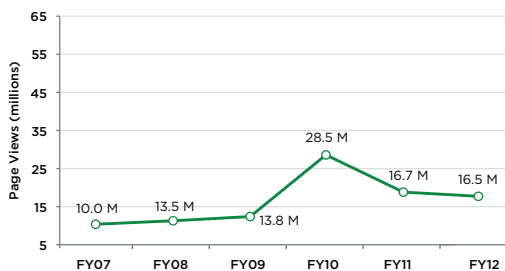
VISITS



Visits:

The number of visits to the Energy Savers website.

PAGE VIEWS



Page Views:

The total number of pages viewed, including repeated views of a single page.

EERE TOTAL

ENERGY SAVERS

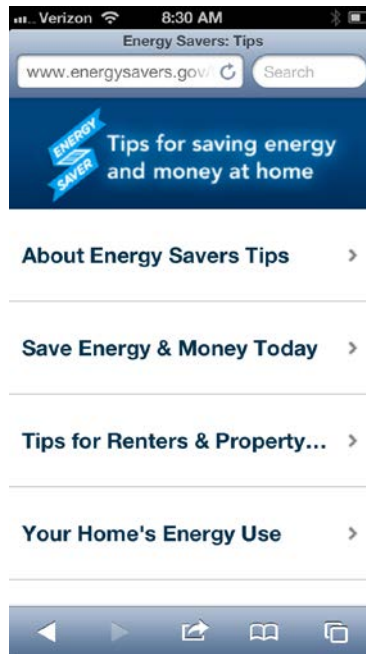
SOCIAL MEDIA

NEWS

STANDARDS

ENERGY SAVERS: TIPS MOBILE

This page shows the visitors, visits, page views, and the percentage of both new and returning visitors for the Energy Savers Tips Mobile site. Note: Tips Mobile stats are reported from the site's launch in March 2012 through the end of FY12, as the mobile site was not migrated to energy.gov.



VISITORS

214,993

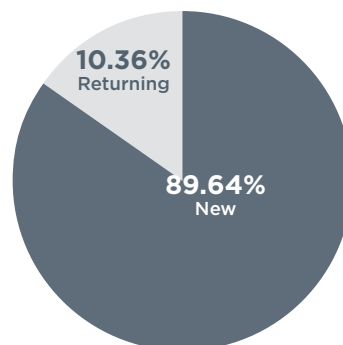
VISITS

237,992

PAGE VIEWS

351,691

NEW VS. RETURNING VISITORS



The percentage of visits from visitors who previously browsed the site versus the percentage of visits from visitors coming to the EERE website for the first time.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

TOP 20 VIEWED PAGES

These are the top 20 most viewed Web pages on the Energy Savers website. Note: Top 20 viewed pages for Energy Savers are reported from October 1, 2011, through September 6, 2012. The site was migrated to energy.gov on September 7.

01. Energy Savers Home Page energysavers.gov/ 3,327,766	11. Solar Water Heaters energysavers.gov/your_home/water_heating/ index.cfm/mytopic=12850 167,390
02. Tax Credits for Energy Efficiency energysavers.gov/financial/70010.html 396,394	12. Your Home energysavers.gov/your_home/ 160,913
03. Approved Energy Efficient Appliance Rebate Programs energysavers.gov/financial/70022.html 341,997	13. Radiant Heating energysavers.gov/your_home/space_heating_ cooling/index.cfm/mytopic=12590 146,529
04. Tips Mobile energysavers.gov/tips/m_index.cfm 250,455	14. Selecting a New Water Heater energysavers.gov/your_home/water_heating/ index.cfm/mytopic=12770 145,744
05. Rebates for ENERGY STAR Appliances energysavers.gov/financial/70020.html 210,632	15. Financial Opportunities energysavers.gov/financial/ 134,125
06. Tips energysavers.gov/tips/ 210,203	16. Demand (Tankless or Instantaneous) Water Heaters energysavers.gov/your_home/water_heating/ index.cfm/mytopic=12820 132,113
07. Estimating Appliance and Home Electronic Energy Use energysavers.gov/your_home/appliances/index. cfm/mytopic=10040 208,470	17. Foam Board Insulation energysavers.gov/your_home/insulation_ airsealing/index.cfm/mytopic=11620 122,380
08. Adding Insulation to an Existing Home energysavers.gov/your_home/insulation_ airsealing/index.cfm/mytopic=11350 180,751	18. Thermostats and Control Systems energysavers.gov/your_home/space_heating_ cooling/index.cfm/mytopic=12720 122,197
09. Types of Insulation energysavers.gov/your_home/insulation_ airsealing/index.cfm/mytopic=11510 179,634	19. Portable Heaters energysavers.gov/your_home/space_heating_ cooling/index.cfm/mytopic=12600 119,849
10. Furnaces and Boilers energysavers.gov/your_home/space_heating_ cooling/index.cfm/mytopic=12530 173,850	20. Heat Pump Systems energysavers.gov/your_home/space_heating_ cooling/index.cfm/mytopic=12610 117,208

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

TOP 5 DOWNLOADED FILES

These are the top five most downloaded files on Energy Savers. Files can include PDFs, Word documents, Excel spreadsheets, and other native files. Note: Top 5 downloaded files for Energy Savers are reported from October 1, 2011 through September 6, 2012. The site was migrated to energy.gov on September 7.

01. Tips to Save Money & Energy at Home
energysavers.gov/pdfs/energy_savers.pdf

22,817

02. State Energy Efficient Appliance Rebate Program
energysavers.gov/financial/rebates/pdfs/seearp.pdf

5,842

03. Lumens Placard (Black)
energysavers.gov/pdfs/lumens_placard-black.pdf

1,708

04. Lumens Placard
energysavers.gov/pdfs/lumens_placard.pdf

1,272

05. Active, Closed Loop Solar Water Heater Diagram
energysavers.gov/downloads/active_closed_loop_solar_water_jpg.zip

1,248

TOP 10 PAGES BOOKMARKED USING AddThis

AddThis is a social bookmarking program that allows visitors to bookmark Web pages using social media programs so that these pages can be collected, tagged, and shared. These are the top 10 Energy Savers pages that were shared using AddThis, which was used 2,532 times in FY12. Note: Top 10 pages bookmarked using AddThis are reported from October 1, 2011, through September 6, 2012. The site was migrated to energy.gov on September 7.

01. Energy Savers Home Page
energysavers.gov/

344

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

135

03. Lighting Choices to Save You Money
energysavers.gov/your_home/lighting_daylighting/index.cfm/mytopic=11975

72

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

69

05. Energy Savers Tips
energysavers.gov/tips/

58

06. Wind Power Animation
energysavers.gov/your_home/electricity/index.cfm/mytopic=10501

47

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

44

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

40

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

39

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

39

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

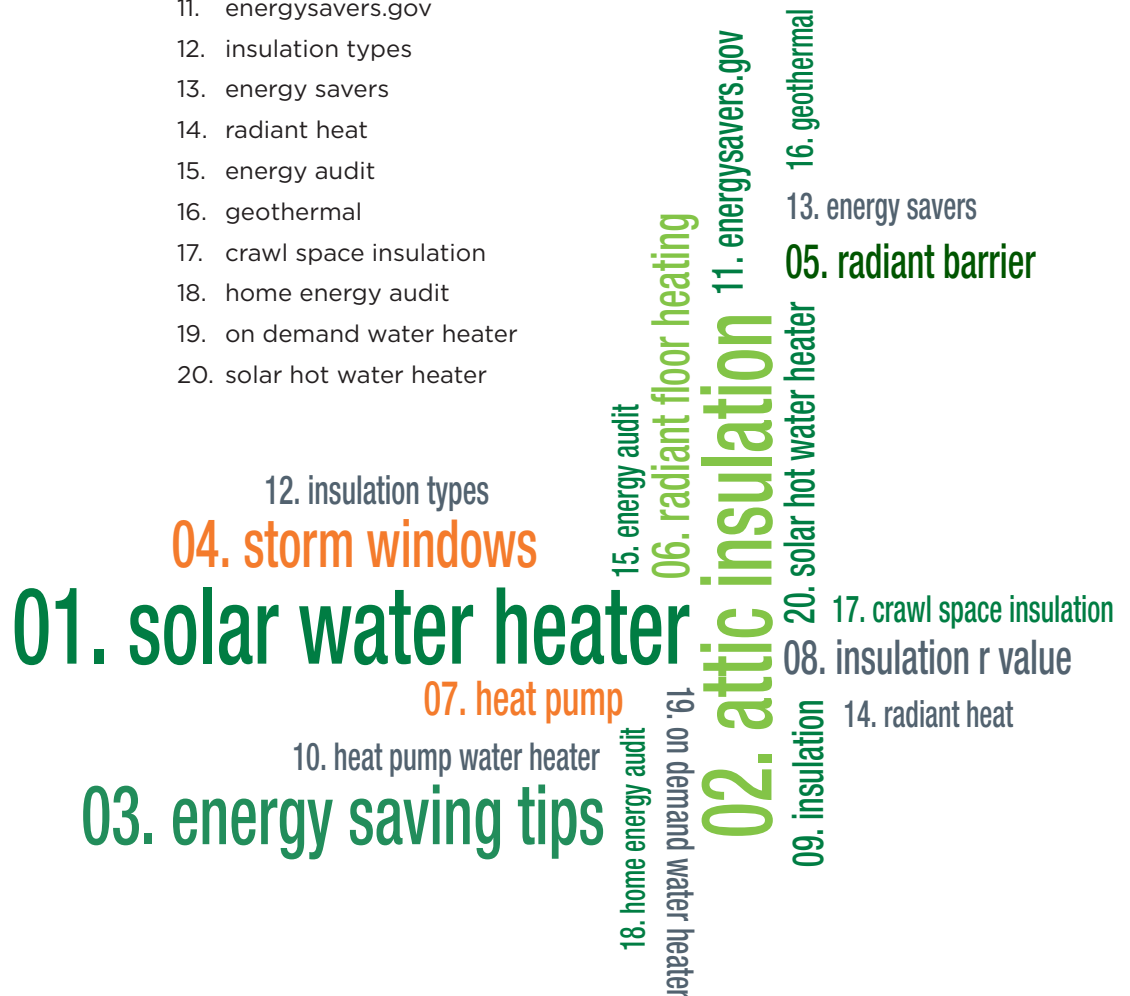
NEWS

STANDARDS

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. Note: Top 20 search phrases from commercial search engines are reported from October 1, 2011, through September 6, 2012. The site was migrated to energy.gov on September 7.

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



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

SOCIAL MEDIA

In FY12 the EERE Web team 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 websites that allow 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.

Widget development continued in FY12, with many programs using the Flite platform to develop new widgets. To support this interest in widgets and ensure consistency across products, the Communication Standards site now houses guidance and best practices for developing widgets, as well as a widget style guide to provide guidance on look, feel, and identity.

FACEBOOK AND TWITTER INTEGRATION WITH NEWS

In addition to managing EERE's channels in social media, EERE also took steps to allow people to share EERE's information through their own channels. Buttons to "Like" news stories on Facebook and "Tweet" stories on Twitter were added to EERE news stories, both on the website and on the emailed EERE Network News. These sharing mechanisms help EERE's news reach a wider audience in popular social spaces.

SOCIAL MEDIA MONITORING AND ANALYSIS

The EERE team ran a one-week pilot of the social media monitoring tool Radian6. Radian6 provides a wealth of data and is one of the available gold standard monitoring tools. This pilot revealed more about what Radian6 offers, as well as some insights into how people interact with and discuss EERE. For instance, the EERE Web team learned that news is the most common type of content shared on social media, that sentiment is usually neutral (and sometimes positive, but rarely negative), and that discussions about EERE typically take place on blogs. EERE is still developing its strategy for monitoring and analyzing social media activity, but the Radian6 trial provided a starting point for further development of this strategy.

EERE AND ENERGY SAVERS FACEBOOK PAGES

The EERE and Energy Savers Facebook pages continue to provide a means for programs and offices to spread their messages to established audiences. News stories and blog entries are regularly shared on the Facebook pages. In addition, the cover photos were updated this year to provide further visual interest and ties to EERE's and Energy Savers' offerings. After the Energy Savers migration to energy.gov, the profile image was changed, and the name and URL of the Energy Savers Facebook page were changed to "Energy Saver" and "facebook.com/energysaver.gov" to reflect the new name of the site.

STANDARDS, CONSULTING, AND GUIDANCE

The EERE corporate Web team continued to provide leadership and guidance on the use of social media across EERE. 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. Finally, the EERE Web team works closely with the DOE New Media Team to ensure that EERE's use of social media aligns with DOE's overall strategy.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

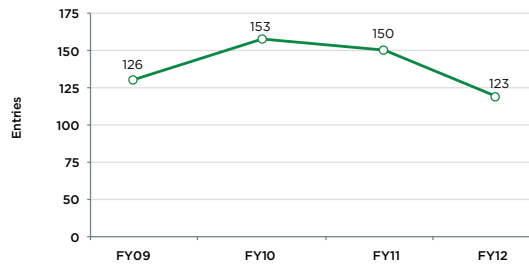
STANDARDS

SOCIAL MEDIA

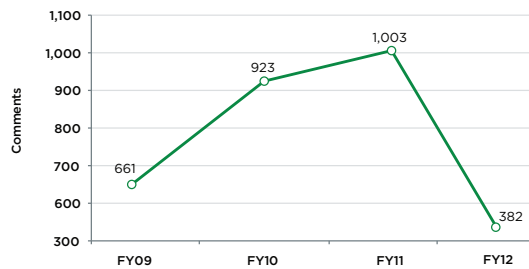
ENERGY SAVERS BLOG

The Energy Savers blog 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, and it was transitioned to energy.gov during FY12.

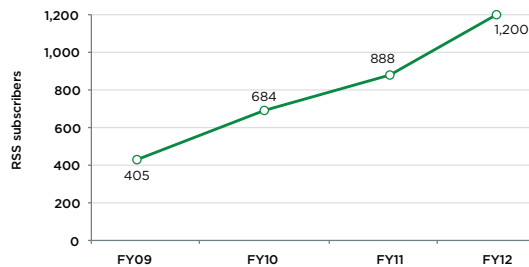
ENTRIES



COMMENTS



RSS SUBSCRIBERS



TERMS

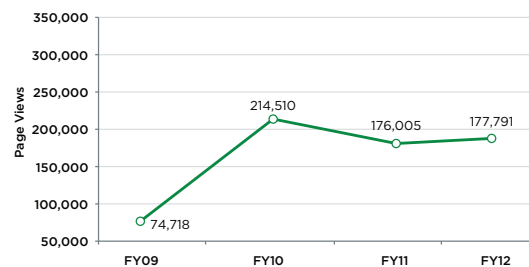
Entries: The number of blog entries added per year.

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 total number of pages viewed, including repeated views of a single page.

PAGE VIEWS



EERE TOTAL

ENERGY SAVERS

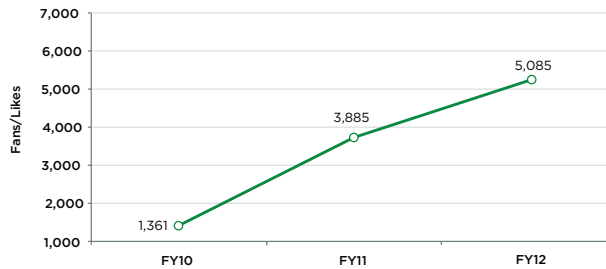
SOCIAL MEDIA

NEWS

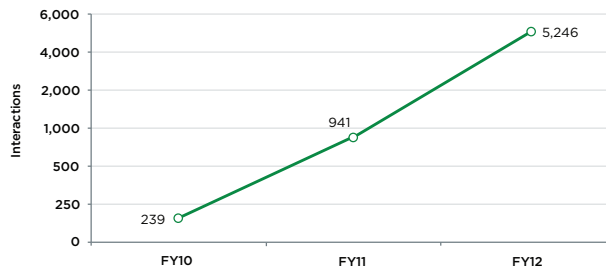
STANDARDS

EERE FACEBOOK

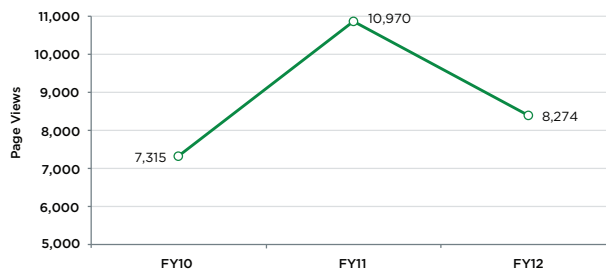
FANS/LIKES



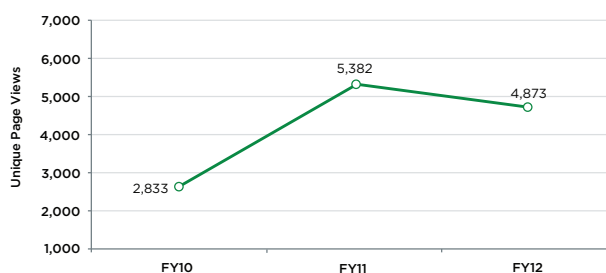
DAILY SHARES



PAGE VIEWS



UNIQUE PAGE VIEWS



TERMS

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

Daily Shares: The number of people who shared stories about the EERE Facebook page, including liking the page, posting to the page's wall, or commenting on a post.

Page Views: The number of times a page was viewed by users logged into Facebook.

Unique Page Views: The number of page views from unique users logged into Facebook.

EERE TOTAL

ENERGY SAVERS

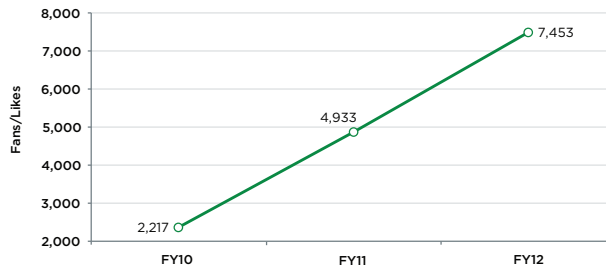
SOCIAL MEDIA

NEWS

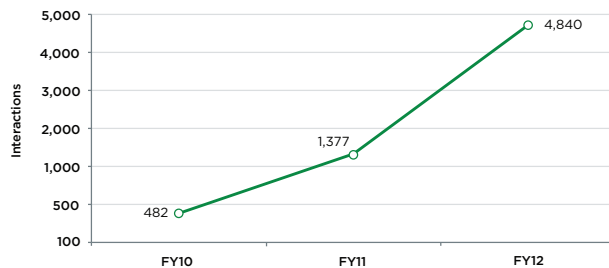
STANDARDS

ENERGY SAVERS FACEBOOK

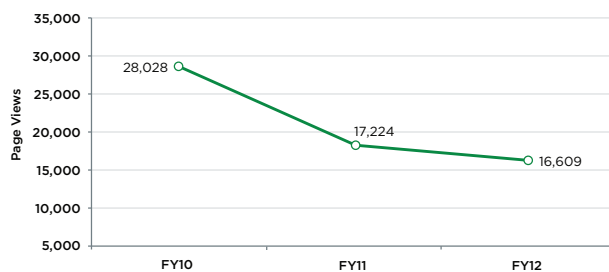
FANS/LIKES



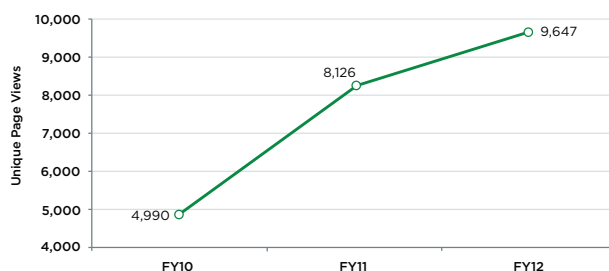
DAILY SHARES



PAGE VIEWS



UNIQUE PAGE VIEWS



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Unique Page Views: The number of page views from unique users logged into Facebook.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

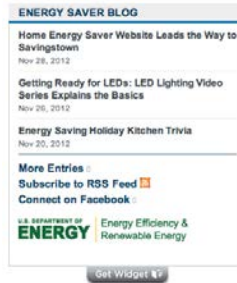
NEWS

STANDARDS

WIDGETS

These are the top 10 most popular widgets across the EERE enterprise.

ENERGY SAVERS BLOG WIDGET



IEWS

10,465,589

DSIRE WIDGET



IEWS

716,352

ENERGY INNOVATION PORTAL STARTUP AMERICA SEARCH WIDGET



IEWS

318,546

WEEKLY ENERGY SAVING TIP WIDGET



IEWS

289,927

TERMS

Views: The number of times a Web page containing the widget was viewed.

EERE TOTAL

ENERGY SAVERS

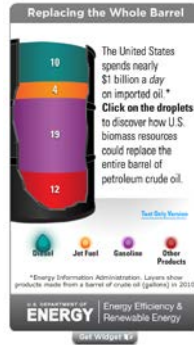
SOCIAL MEDIA

NEWS

STANDARDS

WIDGETS AND GADGETS (CONT)

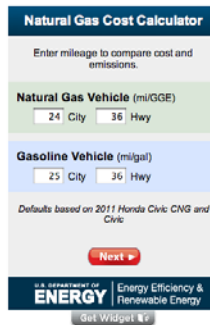
REPLACING THE BARREL WIDGET



IEWS

255,479

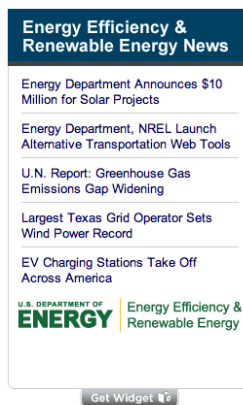
NATURAL GAS COST CALCULATOR



IEWS

72,981

EERE NEWS WIDGET



IEWS

52,671

TERMS

Views: The number of times a Web page containing the widget was viewed.

EERE TOTAL

ENERGY SAVERS

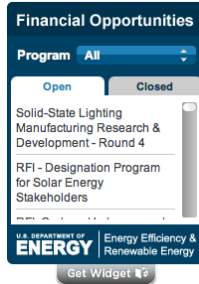
SOCIAL MEDIA

NEWS

STANDARDS

WIDGETS AND GADGETS (CONT)

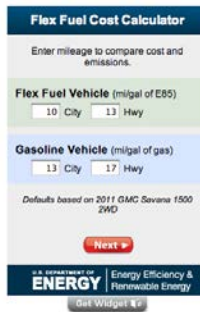
FINANCIAL OPPORTUNITIES WIDGET (SMALL)



VIEWS

49,115

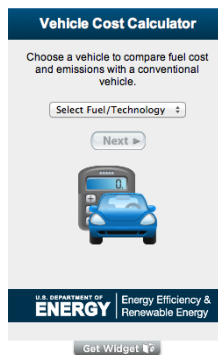
FLEX FUEL COST CALCULATOR



VIEWS

42,778

VEHICLE COST CALCULATOR



VIEWS

32,130

TERMS

Views: The number of times a Web page containing the widget was viewed.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

NEWS

In FY12, EERE news was disseminated through the EERE home page and EERE's news website. Select news was also posted to the EERE Facebook page or sent out through GovDelivery, EERE's email delivery tool.

PRESS RELEASES, PROGRESS ALERTS, AND HOME PAGE NEWS STORIES

EERE regularly posts three types of news, often with content distributed through multiple outlets. The first type, a press release, is simply posted onto the EERE news site. Progress Alerts are EERE breaking news emails sent out to email subscribers that feature a story summary as well as a link to the full story on the EERE News website. Home Page News Stories are featured on the EERE Home Page news rotator with an accompanying image.

EERE published 87 press releases and delivered 170 Progress Alerts in FY12. Over 41 Home Page News Stories were also published during this year, with several additional stories featured on the EERE Home Page without an accompanying story on the news site.

VIEWS AND SUBSCRIBERS

FY12 saw a drop in the number of news items posted and delivered, but there was also a steady increase in subscribers to both EERE Network News and Progress Alerts. The number of visits to the News site also increased by 21% between FY11 and FY12.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

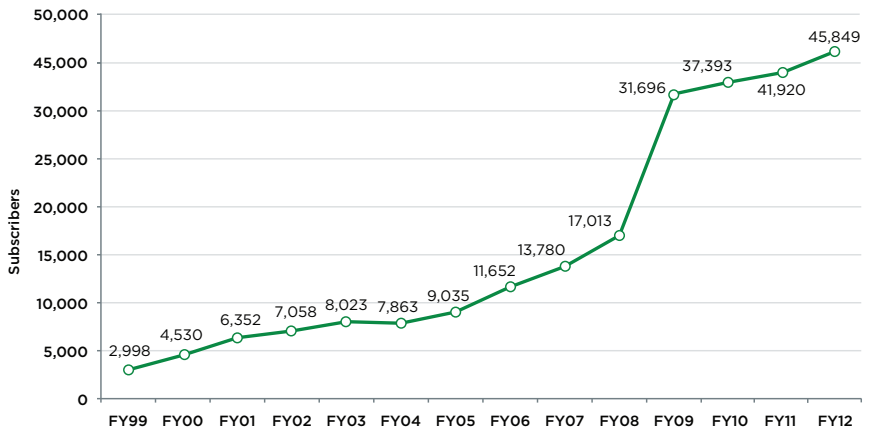
NEWS

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 EERE Network News email subscribers.



EERE NETWORK NEWS SUBSCRIBERS

45,849

TOTAL UNIQUE SUBSCRIBERS

217,987

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 across EERE.

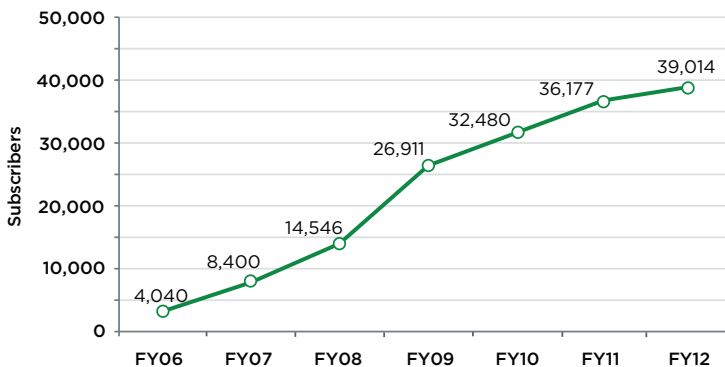
FINANCIAL OPPORTUNITIES RSS SUBSCRIBERS

600

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

PROGRESS ALERTS SUBSCRIBERS

Progress Alerts are timely, alert-style emails that announce EERE technology announcements, funding opportunities, education webinars, and other news. They are distributed through GovDelivery and are available on the EERE website. This graph shows the number of people who have subscribed to Progress Alert emails.



PROGRESS ALERTS SUBSCRIBERS

39,014

EERE TOTAL

ENERGY SAVERS

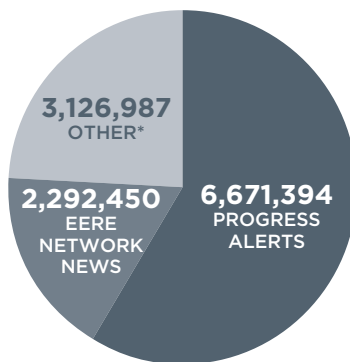
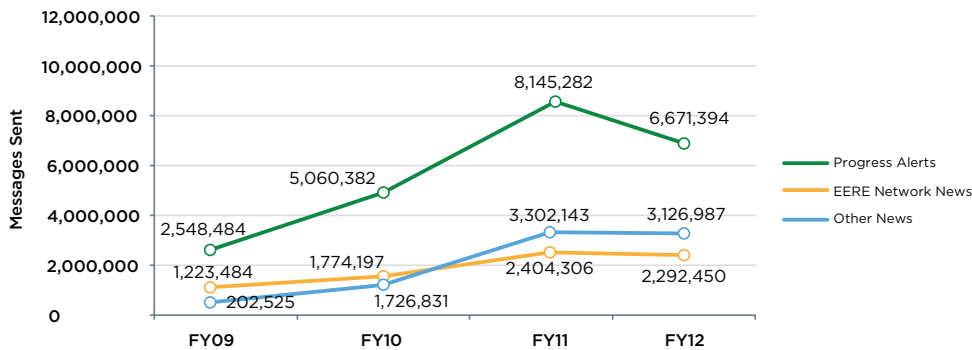
SOCIAL MEDIA

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 Progress Alerts, Network News, and other news emails sent.



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
12,090,831

AVERAGE OPEN RATE

An email is “opened” when the email client allows images to load, or the user loads them manually, and the message is open long enough to load the images.

Progress Alerts
16.77%

EERE Network News
17.00%

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

COMMUNICATION STANDARDS

In FY12, the EERE Web team sent the new Communications Standards website live following intensive usability testing to create an improved site navigation. Throughout FY12, the EERE Web team has continued to update and improve the knowledge that Communication Standards provides to the EERE Web enterprise. These updates included a faster and easier-to-use video skin, the Fast Track approval process for surveys, new pages for widgets and Web applications, and the ability to show videos on iOS devices that don't support Flash.

NEW SITE DESIGN GOES LIVE

The new Communications Standards website went live in the first quarter of FY12. The FY11 Annual Report explains how the EERE Web team collected data by running a card sort, creating a draft navigation, and running it through the TreeJack navigation testing software. The data collected during the process allowed the EERE Web team to create a new layout and design for the Communications Standards website.

IMPROVED VIDEO SKIN ALLOWS QUICK AND EASY VIDEO POSTING

For years, videos were time-consuming to post on EERE. A video had to be saved in one of several specific formats and mailed to a Flash designer who would put the video into a Flash-based "shell." This process often took up to 10 hours per video.

In January 2012, EERE adopted the JW Player. This allowed any HTML developer to automatically skin a video and display captions. Videos now take up to an hour to post, and can be posted by a much larger number of people.

FAST TRACK APPROVAL INTRODUCED FOR SURVEYS REQUIRING OMB APPROVAL

In April 2012, EERE released the new Fast Track Approval process for surveys. All new surveys that address more than 10 members of the general public are required to apply for OMB approval. This process originally took 30 days to complete. The Fast Track system boasts an approval window as short as five business days.

NEW PAGES CREATED FOR WIDGETS AND MOBILE WEB APPLICATIONS

In July and August 2012, EERE released two new pages for topics not previously covered on the Communication Standards website: widgets and mobile Web applications. The new pages covered the entire process of creating one of these special applications, including planning, design, reviews and approvals, and going live.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

NEW UPGRADE ALLOWS IOS DEVICES TO SEE EERE VIDEOS

In September 2012, EERE changed the required format for all EERE videos to MP4 and upgraded our version of the JW Player. This change allows EERE videos to be viewed on iOS devices that don't have support for Flash, such as iPads and iPhones. EERE videos can now be viewed by more users, regardless of the medium they use to access the EERE website.