

# EERE FISCAL YEAR 2014 WEBSITE ANNUAL REPORT

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# At a Glance: EERE and ENERGY SAVER Site Statistics



## USERS

9,286,668  
8,573,424



## SESSIONS

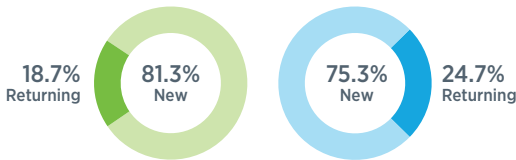
11,273,750  
11,293,975



## PAGEVIEWS

25,432,806  
19,655,245

### NEW VS. RETURNING USERS



### AVERAGE SESSION DURATION

1:55  
3:17

### AVERAGE PAGEVIEWS PER SESSION

2.26  
1.74

View definitions for users, sessions, and pageviews on page 10.

## TRAFFIC TYPE

### DIRECT



### WEBSITE REFERRAL



### COMMERCIAL SEARCH ENGINE



9,716,310 (91%)  
8,124,311 (79%)



## DESKTOP VS. MOBILE



978,090 (9%)  
2,142,118 (21%)



### FACEBOOK LIKES

59,910  
10,876



### EERE OPEN RATES

PROGRESS ALERTS  
15.2%

ENN  
15.6%

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## EXECUTIVE SUMMARY

The Office of Energy Efficiency and Renewable Energy's (EERE's) website has provided users with information about energy efficient and renewable energy technologies for more than 20 years. Fiscal Year 2014 (FY14) brought significant progress and change for EERE's Web enterprise.

The EERE communication team migrated 42 websites and thousands of pages to the new energy.gov platform during the fiscal year, including all 11 top-level office websites. This significant collaboration among all EERE offices resulted in a shared hosting platform and design consistent with the new U.S. Department of Energy (DOE) energy.gov branding, as well as content publishing and hosting efficiencies.

The Energy Saver site alone earned 50% of EERE's total pageviews for the year. New content produced for the site included infographics distributed on social media and do-it-yourself energy efficiency projects. Important maintenance of the site's approximately 900 pages also took place following the prior year's migration to the new energy.gov platform. Meanwhile, Energy Saver also published EERE's first-ever e-book: *Energy Saver Guide: Tips on Saving Energy and Money at Home*.

Also in FY14, the EERE team posted approximately 200 news items to the DOE and EERE websites, regularly updated the EERE homepage with clean energy news, and sent out weekly alerts through GovDelivery, EERE's email delivery tool. The team added the responsive EERE email template to all EERE newsletters with migrated websites this year, resulting in increased consistency and a better user experience on mobile devices.

The EERE Web team provided Web governance to EERE technology offices through updates to the Communication Standards website as well as through weekly Web governance team meetings and monthly Web coordinators meetings.

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EERE also produced four new Energy 101 videos in FY14, expanding the series to 20 videos that represent nine of the ten most popular videos on the DOE YouTube channel. In addition, EERE produced six b-roll reels and migrated the b-roll collection to Vimeo for streamlined media access. Success Stories video efforts began this year, with production of two partner testimonial videos completed for the following year's significant Success Stories video and Web efforts.

FY14 saw strong audience and organizational growth on social media. EERE Facebook likes grew 20% from the prior fiscal year, and EERE developed a comprehensive Energy Saver social media engagement strategy and plan to be launched in FY15. EERE and Energy Saver also published over 275 combined blog posts, including infographics produced in coordination with DOE Public Affairs and featured at the department level.

Additionally, EERE's hosting and content management systems continued to provide a centrally managed and fully integrated internal Web environment for EERE content that is not yet supported in the new energy.gov platform. A flexible design and template was also created in coordination with DOE Public Affairs, providing an option for a consistent look and feel for these sites until they can be migrated to energy.gov.

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## EERE WEBSITE TRANSITION AND ENERGY.GOV

### TOP-LEVEL OFFICE SITE MIGRATION

EERE's migration efforts involved close coordination among EERE Communications, technology offices, initiatives, and DOE Public Affairs, guiding each website through content preparation, technical discovery, migration, quality assurance, and final launch. As a result, 42 websites and thousands of Web pages moved to the new energy.gov platform in FY14, including all 11 of EERE's top-level office websites.

### ENERGY.GOV PUBLISHING AND TECHNICAL BENEFITS

The resulting integration with DOE's platform and branding was a win not only for EERE, but for the entire department. The newly migrated content brought DOE significantly closer to a polished, agency-wide look and feel, and the shared publishing platform led to efficiencies in content publishing, hosting, security, and maintenance.

DOE leadership commended EERE for meeting the challenge of rapid content integration into the energy.gov platform as part of the 2011 Office of Management and Budget (OMB) executive order for agencies to improve customer service.

### APPLICATION TEMPLATE

EERE also designed and developed a flexible, responsive template for dynamic content not supported by the new energy.gov platform, known as the Application Template. This mobile-friendly template met EERE and DOE Public Affairs (PA) requirements for a unified look and feel, integration with EERE's centralized hosting, and complex content publishing.

In FY14, a handful of sites served as early adopters of the new solution, and provided feedback that resulted in a finished technical and design product by the fiscal year's end.

### NEW SITE AND MIGRATION WORKFLOW

EERE's breadth and depth of content presents additional opportunities for streamlining the new website publishing process and the migration of remaining legacy sites. Workflows and processes established in FY14 through Web governance, collaboration with DOE PA, responsive design, and technical development set an important foundation for continuing to optimize this diverse body of content.

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## GOVERNANCE

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### WEB GOVERNANCE TEAM

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The Web Governance Team (WGT) met weekly to ensure that all EERE projects fulfill EERE's Web business, template, information architecture, and technical requirements. The WGT also provided consulting support to EERE Web project teams.

### WEB COORDINATOR MEETINGS

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Monthly Web coordinators meetings provided a forum for EERE staff and contractors to share ideas, best practices, and lessons learned, as well as to hear about new requirements for ongoing digital communication.

### UPDATES TO COMMUNICATION STANDARDS

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#### NEW ANALYSIS AND USABILITY SECTION

In February 2014, EERE added a comprehensive "Analysis & Usability" section. This section included several new Web pages, a 30-page guide to usability, usability forms, and tools for usability testing.

#### WEBSITE MAINTENANCE MEETINGS AND TEMPLATES

In the summer of 2014, EERE launched a new website maintenance process. The Website Maintenance and Content Analysis pages were rewritten from scratch. EERE developed a new template and posted a website maintenance white paper and a content inventory template. This new process requires EERE's offices to report twice a year on the maintenance they're doing on their websites.

#### VIDEO PROCESS FOR THE DOE YOUTUBE CHANNEL

In early 2014, EERE moved from locally hosting videos to posting all videos on DOE's YouTube account. EERE updated the video standards to explain this new process. Later, EERE revised the page to explain the different requirements for a "listed" or an "unlisted" video on YouTube.

#### DOMAINS AND URLS

EERE updated the Domains and URLs page with new guidelines for energy.gov URLs.

#### NEW GUIDELINES FOR REDIRECTS

EERE introduced a new best practice that discourages users from linking to redirecting URLs.

#### PUBLICATION TEMPLATE UPDATES

All of the publication templates were updated and a new report template was created. All templates now include a pink design layer with information for creating products that adhere to the EERE Identity and Design Guidelines.

#### LOGIN SYSTEM FOR TEMPLATES AND LOGOS

The Templates and Logos page was updated with a security program that requires all users to get an approved login account in order to download EERE's templates and logos.



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## EERE TOTAL

These are the users, sessions, pageviews, average pageviews per session, average session duration, and percentage of new and returning users for the EERE Web enterprise for FY14.\* User, session, and pageview statistics include Energy Saver.

### USERS

17,860,092

### SESSIONS

22,567,725

### PAGEVIEWS

45,088,051

### AVERAGE PAGEVIEWS PER SESSION

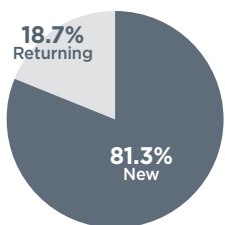
2.00

### AVERAGE SESSION DURATION

2:26

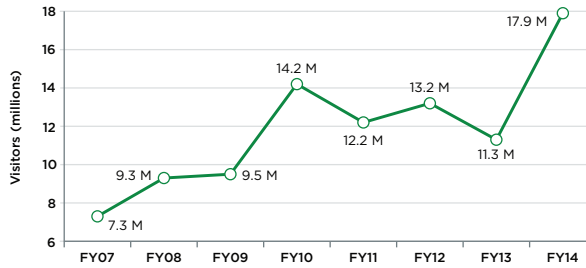
\*Due to data discrepancies incurred during migration, we cannot guarantee that FY14 data is completely accurate. The data discrepancies were resolved at the end of FY14 by upgrading to Universal Analytics.

### NEW VS. RETURNING USERS



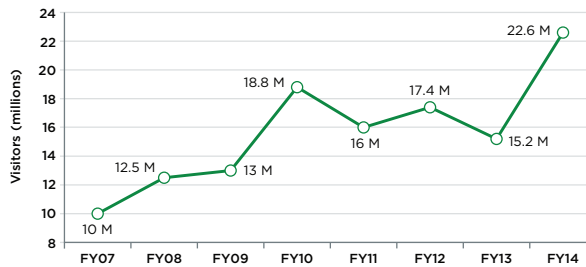
The percentage of sessions from users who previously browsed the site versus the percentage of users coming to the EERE website for the first time.

### USERS



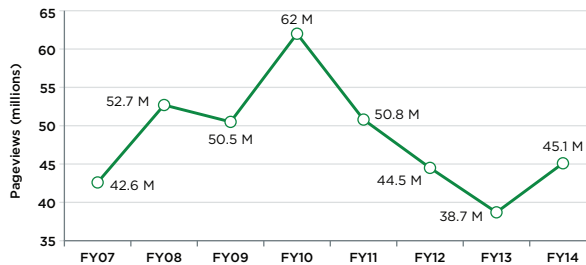
**Users:**  
The number of unduplicated (counted only once) users to the EERE website.

### SESSIONS



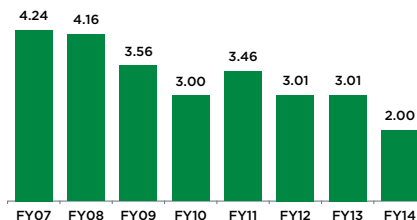
**Sessions:**  
The number of sessions on the EERE website.

### PAGEVIEWS



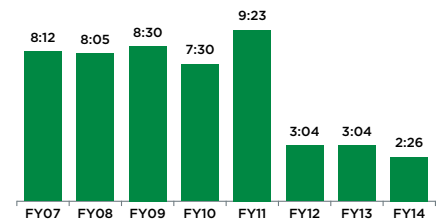
**Pageviews:**  
The total number of pages viewed during a session, including repeat views of a single page.

### AVERAGE PAGEVIEWS PER SESSION



The average number of pages viewed during a session on the EERE website.

### AVERAGE SESSION DURATION

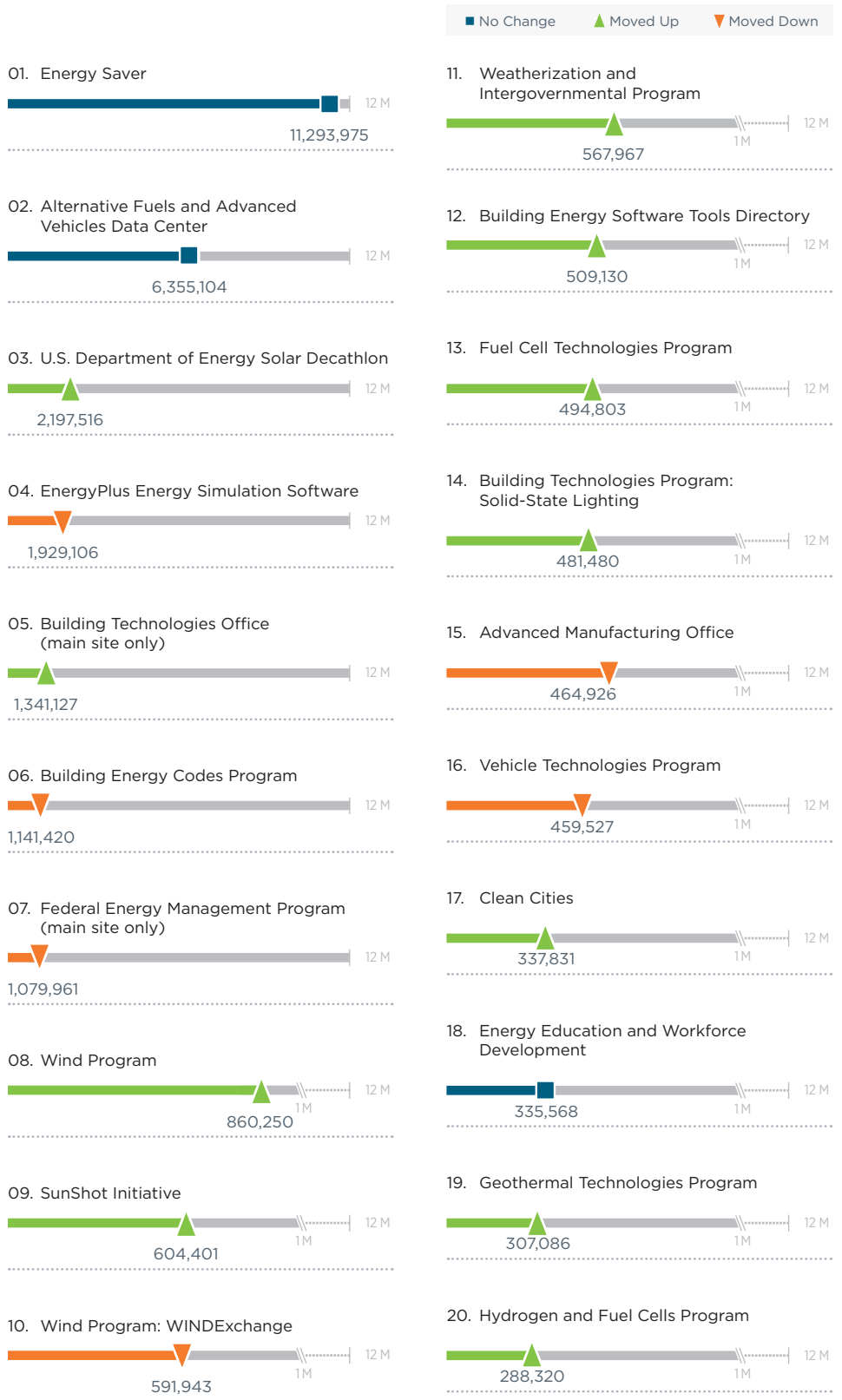


The average time duration of a session on the EERE website.

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## TOP 20 WEBSITES BY PAGEVIEWS

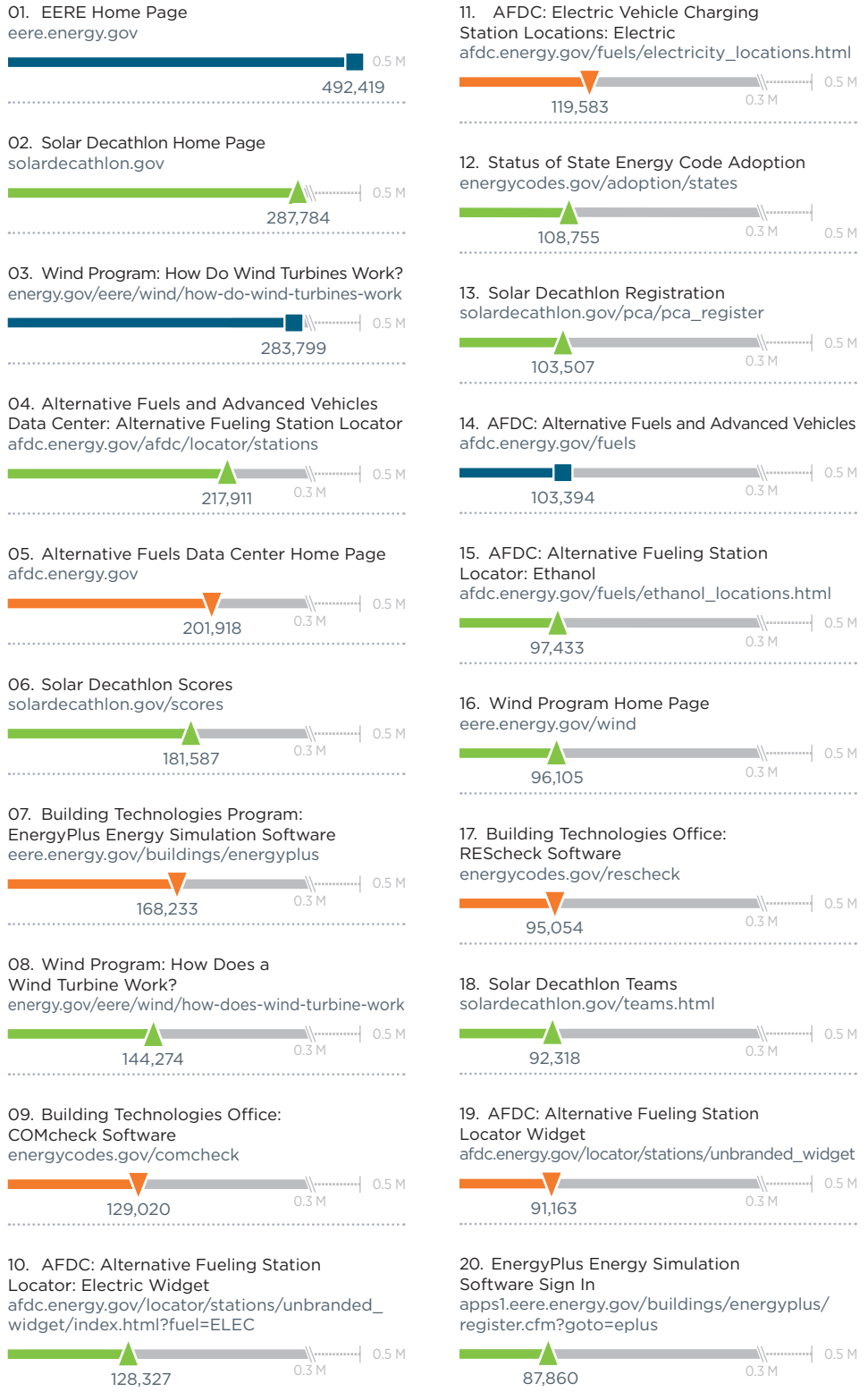
The EERE website enterprise comprises more than 150 individual sites. This list shows the 20 most viewed websites.



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## TOP 20 VIEWED PAGES

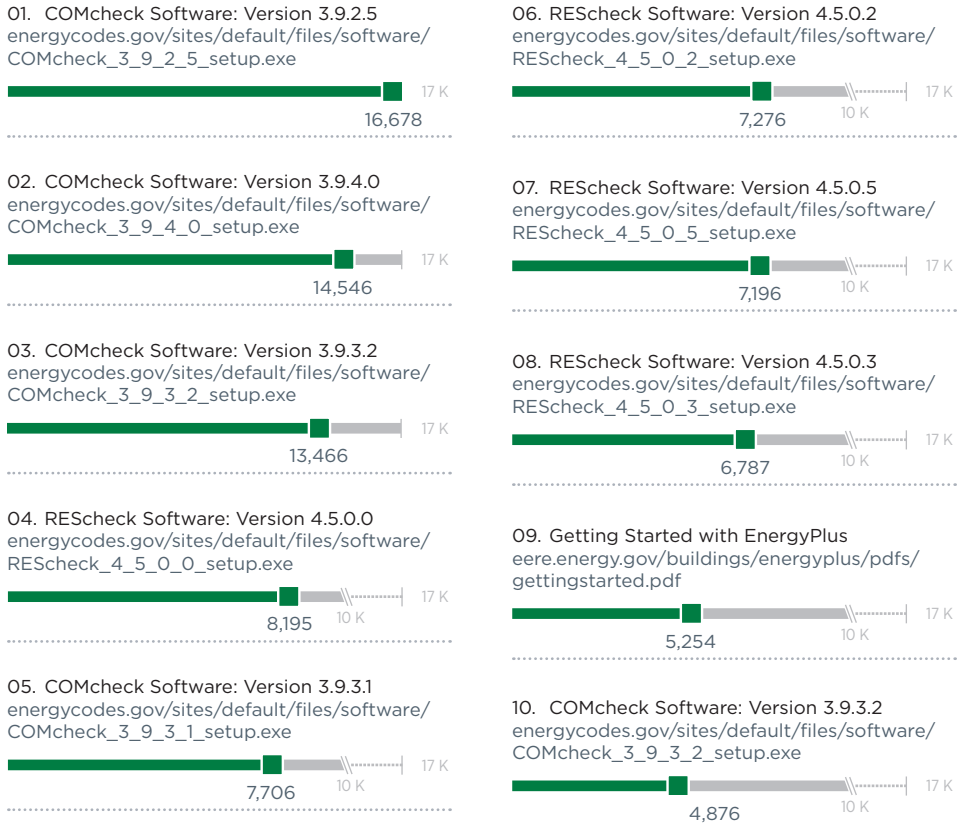
EERE's websites are composed of thousands of individual Web pages. This list shows the 20 most viewed Web pages. This list does not include pages from the Energy Saver website.



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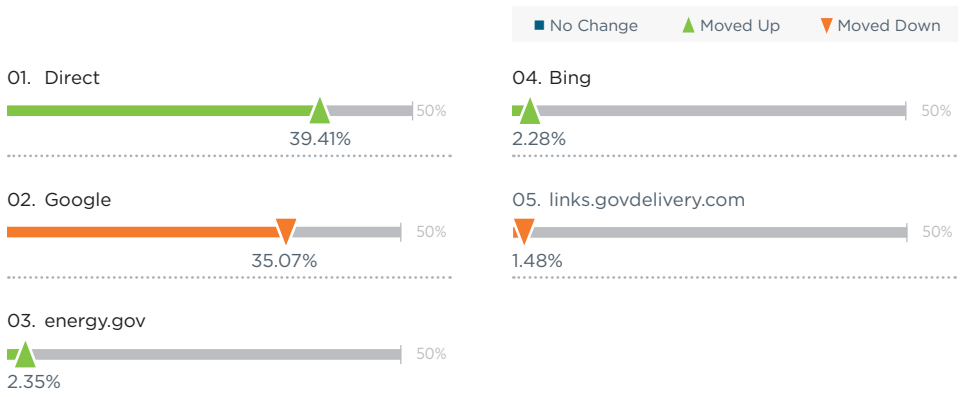
## TOP 10 DOWNLOADED FILES

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, not including downloads from the Energy Saver website. COMcheck and REScheck software are continually updated to provide user support. EERE reports downloads on these different software versions separately.



## TOP 5 REFERRING SITES

These are the top five websites that drive users to the EERE website. Direct traffic represents users who came directly to the EERE website without going through another website.



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## ENERGY SAVER

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### ENERGY SAVER GUIDE UPDATES FOR BOOKLET AND NEW E-BOOK

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In FY14, the Energy Saver team undertook an update of the *Energy Saver Guide: Tips on Saving Energy and Money at Home*. This project included updating facts, figures, and some language in the guide. The corresponding Web pages on the Energy Saver website and the Spanish version of the printed guide were also updated with the new facts, figures, and text changes.

As part of this update, the team created EERE's first e-book, which incorporates elements of the Energy Saver guide's graphic identity while creating an accessible, adoptable file that can be read on multiple devices with a similar experience. The e-book is available as a .mobi file (for Amazon devices or applications) and as an .epub file (for Apple, Android, or Nook devices).

### DO-IT-YOURSELF PROJECTS

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The do-it-yourself section of Energy Saver continues to grow, with two new projects added in FY14: a project on constructing an attic stairs cover box and a project on installing exterior storm windows with low emissivity coating. The site now offers seven do-it-yourself projects, and a landing page for the projects was also created in FY14 to allow users to easily find all of the projects. More projects will be added in FY15.

### LIBRARY WEBINAR

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Early in FY14, the Government Publishing Office (GPO) requested that the Energy Saver team conduct a webinar for their librarian consortium. The webinar focused on sharing Energy Saver and other EERE resources of interest with patrons of the various types of libraries represented. GPO regularly conducts webinars for librarians, and they shared the feedback that almost 100% of the participants stayed through the entire webinar (a rarity) and that this "was one of our better webinars in that you actually framed the webinar for the libraries' perspectives." The session is also available on GPO's webinar archive.

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## INFOGRAPHIC REVIEWS

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As part of our ongoing collaboration with DOE PA, the Energy Saver team worked closely with PA's energy efficiency content owner to review and provide subject-matter expertise for infographics on home cooling, landscaping, and home heating. The infographics are popular and are widely shared on social media. They provide a high-level overview and point of entry for users who are interested in the more in-depth content on the Energy Saver website.

## CONTACT FORM AND BLOCK

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Energy Saver streamlined maintenance tasks and provided better service to users by adding a contact form for the Energy Saver site. This allowed the direct email address for the webmaster to be removed from the site, reducing spam and ensuring that the majority of webmaster inquiries are from legitimate users. In addition, the team added a contact block to pages throughout the site, with a link to the contact form and Energy Saver Facebook page, making it easy for users to connect to Energy Saver and ask questions as they use the site. The contact block will be added to the Energy Saver topic pages and home page in FY15.

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## ENERGY SAVER

This page includes information about the users, sessions, pageviews, average session duration, and percentage of new and returning users for energysaver.gov.\*

### USERS

8,573,424

### SESSIONS

11,293,975

### PAGEVIEWS

19,655,245

### AVERAGE PAGEVIEWS PER SESSION

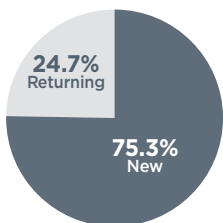
1.74

### AVERAGE SESSION DURATION

3:17

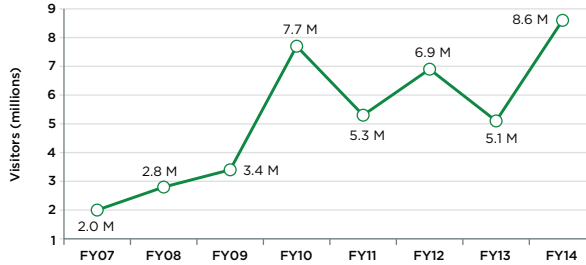
\*Due to data discrepancies incurred during migration, we cannot guarantee that FY14 data is completely accurate. The data discrepancies were resolved at the end of FY14 by upgrading to Universal Analytics.

### NEW VS. RETURNING USERS



The percentage of sessions from users who previously browsed the site versus the percentage of users coming to the Energy Saver website for the first time.

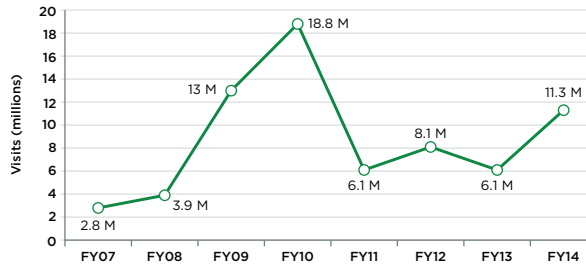
### USERS



#### Users:

The number of unduplicated (counted only once) users to the Energy Saver website.

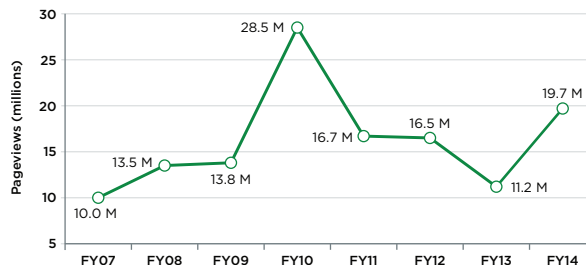
### SESSIONS



#### Sessions:

The number of sessions on the Energy Saver website.

### PAGEVIEWS



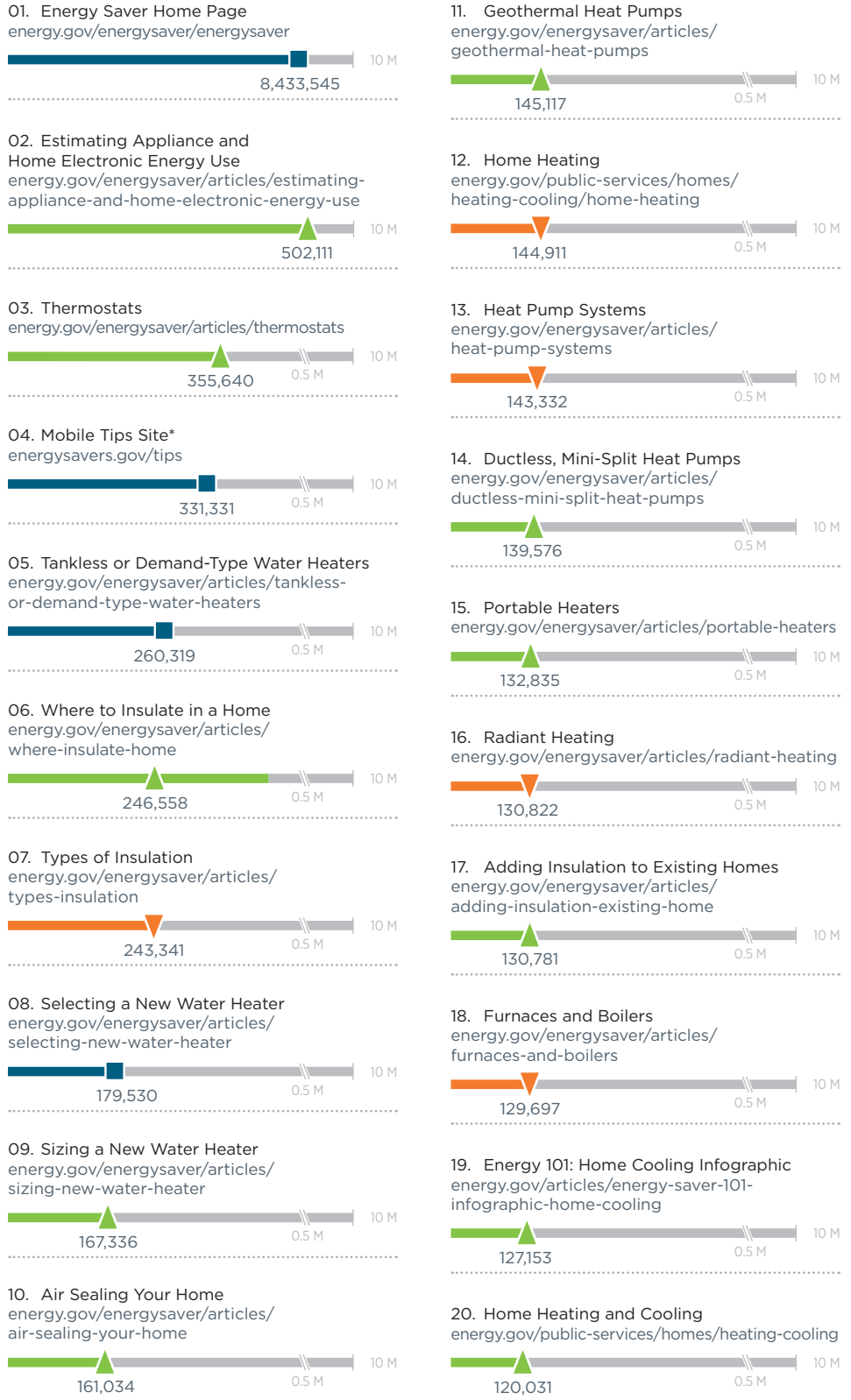
#### Pageviews:

The total number of pages viewed during a session, including repeat views of a single page.

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## TOP 20 VIEWED PAGES

These are the top 20 most viewed Web pages on the Energy Saver website.



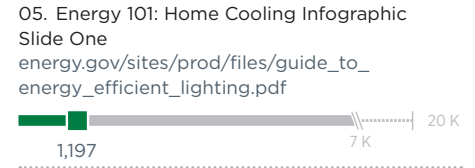
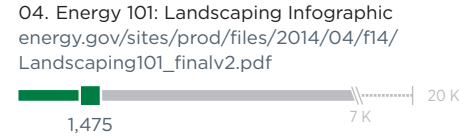
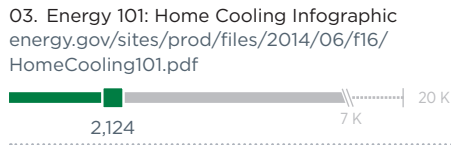
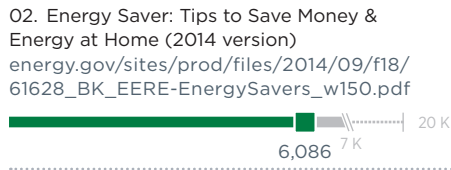
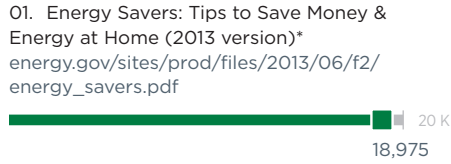
\*The Energy Saver mobile site was retired in FY14 as the energy.gov platform is responsively designed for mobile/tablet users.



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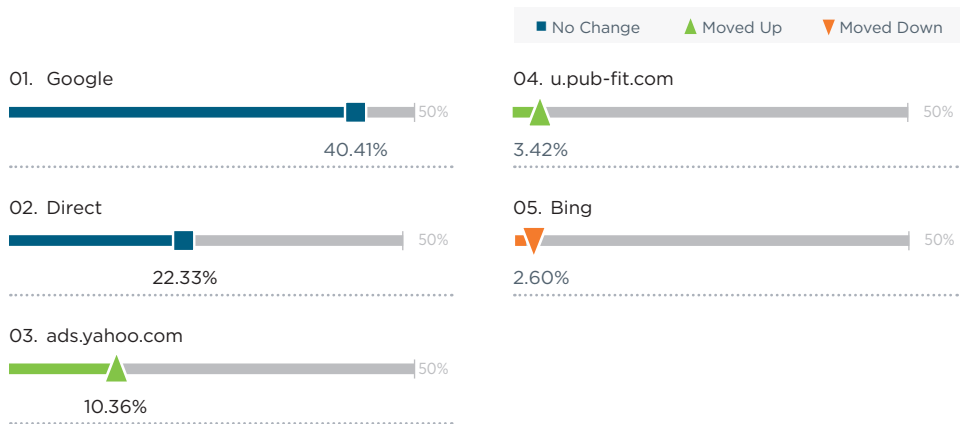
## TOP 5 DOWNLOADED FILES

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



## TOP 5 REFERRING SITES

These are the top five websites that drove users to the Energy Saver website. Direct traffic represents users who came directly to the Energy Saver website without going through another website.



\*The 2014 Energy Saver Guide replaced the 2013 Energy Saver Guide in June.

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## NEWS

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During FY14, EERE news was displayed on the EERE home page and on the EERE News Web page. FY14 marked the first full year of the new EERE News and Blog site within the energy.gov platform. Throughout the year, select news was also posted to the EERE home page rotator and EERE Facebook, and sent out through GovDelivery, EERE's email delivery tool.

### PRESS RELEASES, PROGRESS ALERTS, AND HOME PAGE NEWS STORIES

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EERE posts three types of news, and stories are regularly disseminated through multiple news channels. Press releases are posted to the EERE News site. Progress Alerts are EERE breaking news stories that are sent out to email subscribers from the EERE News GovDelivery list, and they feature a story summary as well as a link to the full story on the EERE website. Home Page News Stories are featured in the EERE home page rotator along with an accompanying image. EERE Network News (ENN) is a weekly e-newsletter that covers the latest news from EERE.

The EERE Clean Energy on Twitter home page block is also manually populated with specific EERE-related tweets distributed by the DOE Twitter account.

EERE published 110 press releases and delivered 139 EERE Progress Alert bulletins and 48 ENN newsletters to email subscribers in FY14.

### VIEWS AND SUBSCRIBERS

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In FY14, the number of Progress Alerts posted and delivered dropped slightly, but the amount of ENN and technology office curated news delivered to email subscribers increased. The number of subscribers to both the EERE News (Progress Alerts) and ENN (weekly news summary) also increased.

### GOVDELIVERY EMAIL TEMPLATE

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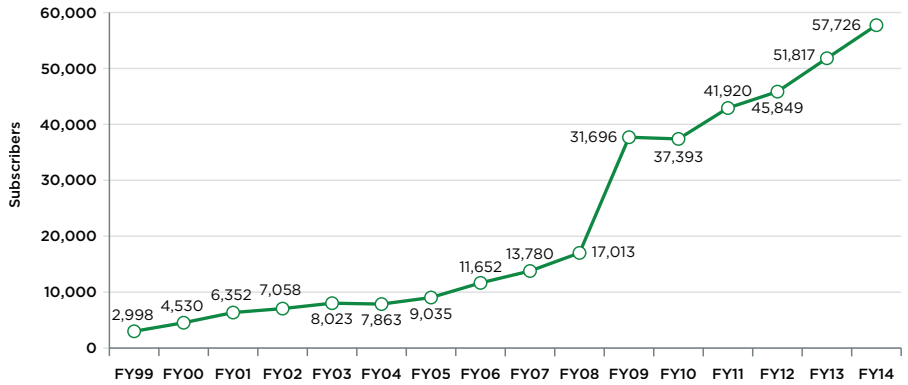
In FY14, the responsive EERE GovDelivery email template was added to all EERE topics with websites that completed migration into the energy.gov environment. The new template allows for increased consistency and a better user experience on mobile devices.

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## 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.



### TOTAL UNIQUE SUBSCRIBERS

**1,365,798**

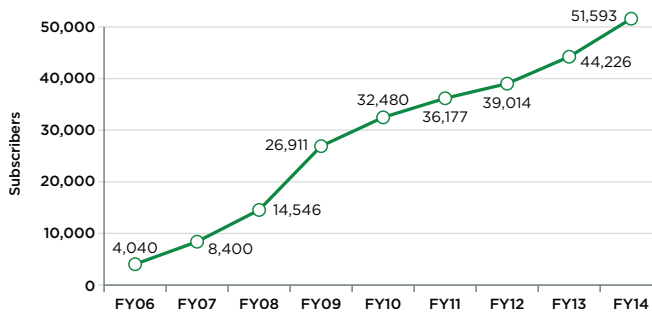
Subscribers to EERE’s newsletters often belong to more than one newsletter. This figure shows the number of unique email subscribers to all GovDelivery news products across EERE.

### EERE NETWORK NEWS SUBSCRIBERS

**57,726**

### PROGRESS ALERTS SUBSCRIBERS

The EERE News GovDelivery topic sends out Progress Alerts, which are timely emails that notify subscribers about EERE technology announcements, funding opportunities, educational 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.



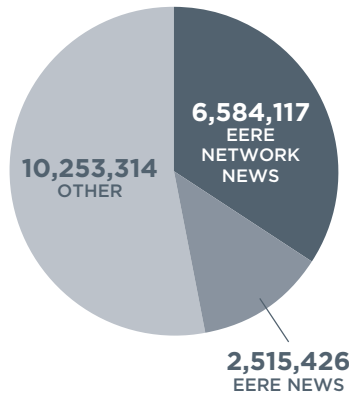
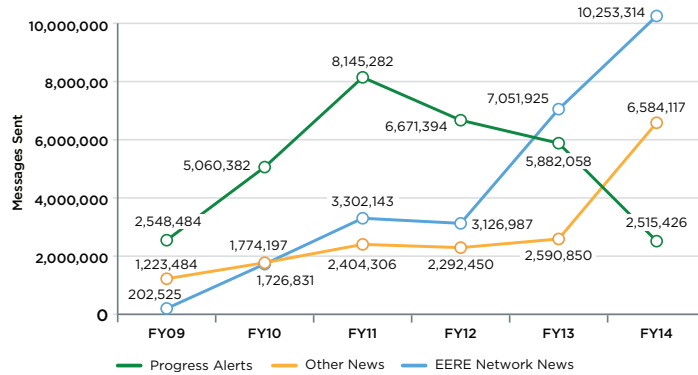
### PROGRESS ALERTS SUBSCRIBERS

**51,593**

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## 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

**19,352,857**

## 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.

### EERE NEWS

**15.2%**

### EERE NETWORK NEWS

**15.6%**

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**SOCIAL MEDIA**

VIDEO

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## SOCIAL MEDIA

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In FY14, the EERE Web team continued to maintain and improve EERE’s social media channels and provide related support to programs and offices. The following activities are highlights of EERE’s social media work in FY14.

### EERE AND ENERGY SAVER FACEBOOK

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The EERE and Energy Saver Facebook pages were created in 2009.

In FY14, the EERE Facebook page was largely managed by EERE’s media team, who shared news stories, images, videos, and other items of interest from across EERE. The EERE Facebook page’s likes more than quadrupled in number, and page views nearly tripled. EERE’s Facebook is now among the 25 most popular federal government Facebook pages.

The Energy Saver Facebook page was largely used to promote new Energy Saver blog entries and other content on Energy Saver. The Facebook page was also periodically used to highlight other Energy Saver content and campaigns. Likes also increased on the Energy Saver Facebook, but growth was slower—likely due to the migration and decreased visibility of links to the Energy Saver Facebook page in the energy.gov environment. To address this issue, a contact block was added to several Energy Saver pages, with plans to add the block to Energy Saver topic pages and the home page in FY15. The contact block includes the Energy Saver webmaster email form for consumer inquiries and a link to the Energy Saver Facebook page.

### EERE AND ENERGY SAVER BLOG

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The EERE Blog was launched at the end of FY13 and, in FY14, published 194 blog articles on a variety of topics pertaining to program offices and energy efficiency and renewable energy topics. The EERE Blog also served as an important support tool in the rapid growth of EERE social media because it provided EERE Facebook fresh EERE-related content to highlight on a regular basis.

The Energy Saver Blog continued to publish entries weekly throughout FY14, with 83 total entries for the year. Energy Saver blog entries were posted to the Energy Saver Facebook page for greater exposure. Each week, the Energy Saver team coordinated closely with DOE Public Affairs on plans for blog entries. Energy Saver shared content with the Energy Blog when topics were covered that DOE Public Affairs found relevant, and the Energy Blog also shared entries on the Energy Saver Blog that were relevant for the consumer audience. In addition, DOE Public Affairs developed several consumer-oriented outreach products (such as infographics) that the Energy Saver team helped review and promote on social media.

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## ENERGY SAVER SOCIAL MEDIA STRATEGY

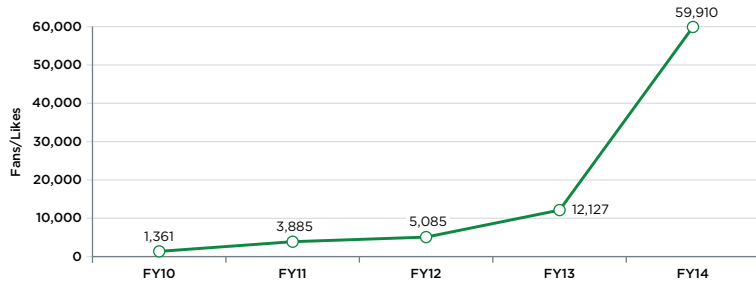
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The Energy Saver team drafted a new social media strategy in FY14 in order to audit current practices and identify new campaigns and engagement opportunities for Energy Saver. The strategy also provides a plan for increased promotion of evergreen content and monthly themes across Energy Saver. In addition, the Energy Saver social media strategy addressed potential opportunities for cross-promotion with DOE Public Affairs and the EERE media team. Initial elements of the strategy were tested in August and September of FY14 and showed greater reach and engagement on Energy Saver social media. A total rollout of the strategy is planned for FY15.

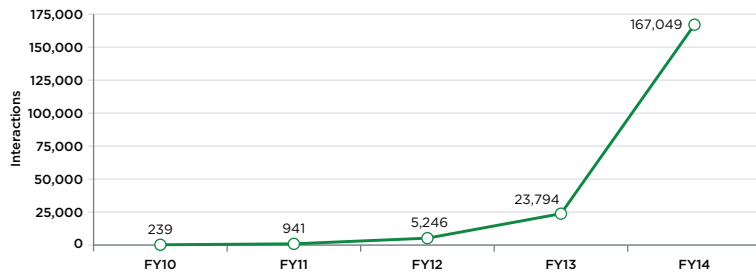
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## EERE FACEBOOK

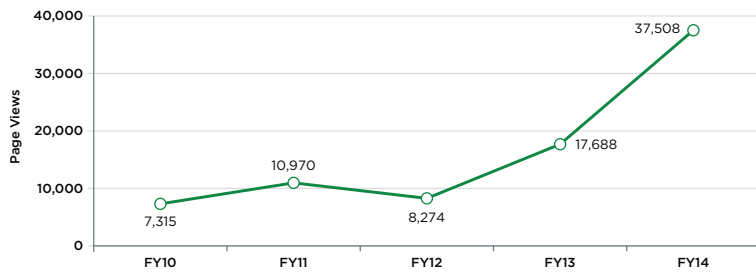
### FANS/LIKES



### DAILY SHARES



### PAGE VIEWS



## TERMS

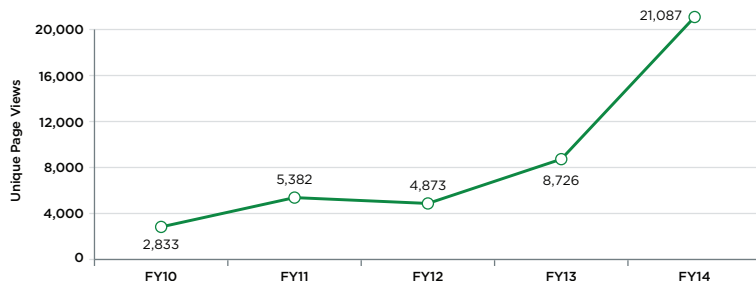
**Fans/Likes:** Facebook users who voluntarily connected their profile with the EERE Facebook page. Updates may appear in fans' news feeds.

**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.

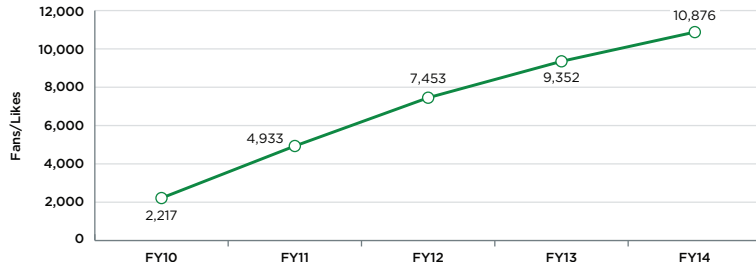
### UNIQUE PAGE VIEWS



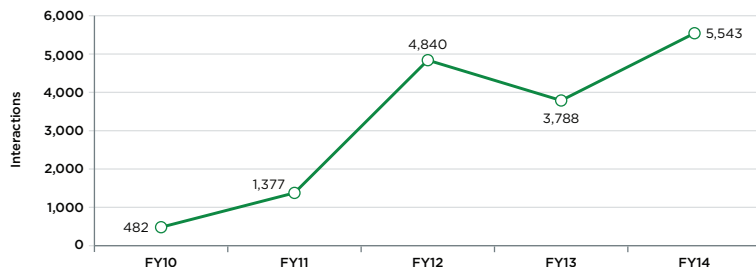
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## ENERGY SAVER FACEBOOK

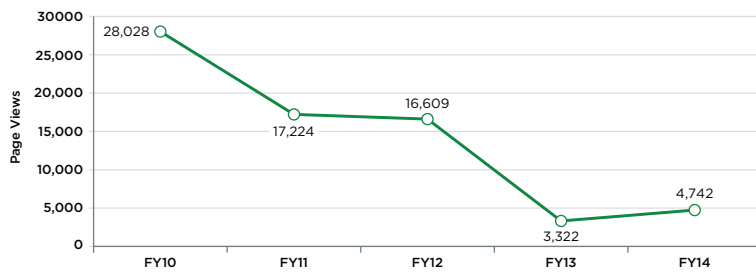
### FANS/LIKES



### DAILY SHARES



### PAGE VIEWS



### TERMS

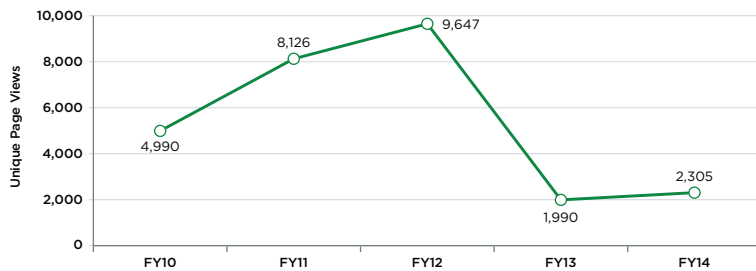
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### UNIQUE PAGE VIEWS





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## VIDEO

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In FY14, EERE's videos continued to inform specific audiences and the general public about energy efficient and renewable energy technologies and draw attention to EERE websites and tools.

### ENERGY 101 VIDEO SERIES

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The vision behind the Energy 101 video series was to produce a series of fast-paced, entertaining, and relatively short videos that could explain fairly complex subjects to individuals with little or no technical background. Building on the success of previous years, three new videos were added to this collection with one video update, resulting in over 1 million online views to date for the series. Furthermore, the Energy 101 videos account for nine of the top ten most popular videos on the DOE YouTube channel. Energy 101 videos have also accompanied numerous DOE press releases and have been shared on a number of industry sites, furthering the reach of EERE communication products.

### B-ROLL REELS

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EERE produced six new b-roll reels and migrated all b-roll content to Vimeo to ensure easier access for media and other educational and nonprofit organizations. EERE's public Vimeo library currently functions as a centralized location for quality, high-definition video footage on a variety of energy-related topics that is available at no charge to both the media or the general public.

The EERE B-roll Web page was also updated to present a more organized look and feel for users navigating to the collections, and was more prominently placed in the About Us section under News & Blog.

### EERE PARTNER TESTIMONIAL VIDEOS

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It's no secret that EERE makes a tremendous impact on the private energy sector each year, and in FY14, EERE began taking steps to highlight this work. Two videos, which explain the positive outcomes of DOE funding, were produced with industry partners, laying the groundwork for future videos on this topic.

### ADDITIONAL VIDEO EFFORTS

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In addition to the video products listed above, EERE also produced videos to support major national events in FY14, including the American Energy and Manufacturing Competitiveness Summit and Datapalooza 2014. These videos helped to extend the reach of these events, engaging more individuals online as the videos were posted.

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## VIDEOS

These are the top five EERE videos in FY14 with FY14 views and views to date.

### 01. ENERGY 101: WIND TURBINES



FY14 VIEWS

**90,498**

**265,385** VIEWS TO DATE

### 02. ENERGY 101: GEOTHERMAL HEAT PUMPS



FY14 VIEWS

**55,889**

**182,719** VIEWS TO DATE

### 03. ENERGY 101: SOLAR PV



FY14 VIEWS

**41,333**

**122,779** VIEWS TO DATE

### 04. ENERGY 101: HOME ENERGY ASSESSMENT



FY14 VIEWS

**41,183**

**124,096** VIEWS TO DATE

### 05. ENERGY 101: LUMENS



FY14 VIEWS

**33,063**

**65,335** VIEWS TO DATE

## TERMS

**Views:** The number of times that a video was watched through YouTube.

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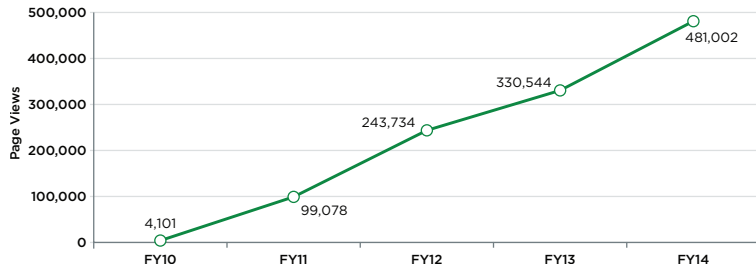
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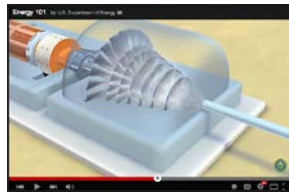
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## ENERGY 101 TOTAL VIEWS



## VIDEOS PRODUCED IN FY14

### ENERGY 101: GEOTHERMAL ENERGY



Published: July 30, 2014

FY14 VIEWS

7,697

### ENERGY 101: WIND TURBINES—2014 UPDATE



Published: May 6, 2014

FY14 VIEWS

11,270

### ENERGY 101: FUEL CELL TECHNOLOGY

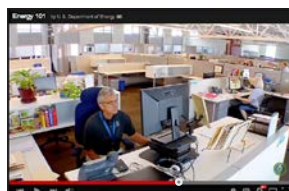


Published: March 11, 2014

FY14 VIEWS

7,176

### ENERGY 101: ENERGY EFFICIENT COMMERCIAL BUILDINGS



Published: March 4, 2014

FY14 VIEWS

4,171

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## WEB HOSTING AND CONTENT MANAGEMENT SYSTEMS

### EERE SUPPORT FOR ENERGY.GOV

EERE plays a critical role in support of the energy.gov platform’s success with renewable energy and energy efficiency content. In FY14, EERE Communications began providing additional energy.gov site publishing support through its new Site Coordinator responsibilities. In this role, EERE team members coordinate with DOE Public Affairs to provide a first line of technical support for EERE’s users of the energy.gov Content Management System (CMS).

### EERE CENTRALIZED WEB HOSTING ENVIRONMENT (ECWHE)

EERE Web pages are managed by staff from many different offices. The EERE Centralized Web Hosting Environment (ECWHE) was created to provide an integrated, centrally managed Web environment to host all EERE public websites in order to lessen administrative burden, reduce costs, and enhance service capabilities, as well as help standardize the look and feel of all EERE websites.

The ECWHE system includes the following components:

- **CMS**—The OpenText 9.0 CMS streamlined the creation, organization, and management of Web content. Editable content is separated from website layout (which provides the look and feel of EERE websites). Additionally, these tools provide workflow and approval processes for Web content. The system will be retired in Q2 FY15.
- **EERE Publication and Product Library**—The library allows visitors to find publications and products provided by EERE. The database allows visitors to search for publications and products, download or view publications online, and request publications to be mailed to their address.
- **Asset Transfer System (ATS)**—This system will also be retired along with the OpenText 9.0 CMS in Q2 FY15. The ATS is a custom application used for transferring website attachments (PDFs, Microsoft Word documents, images, etc.) to the staging and/or production environments. Attachments are placed on the EERE File Transfer Protocol (FTP) server in password-protected directories and then transferred automatically by the ATS to the appropriate directories on the CMS, staging, or production servers.
- **Custom applications**—Custom applications have been developed for various special purposes throughout EERE. Each application is operated and managed by individual business owners.

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## PRODUCTION ENVIRONMENT

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The EERE website is available through energy.gov and various production Web servers, which are supported by SQLServer and MySQL database servers.

- www1.eere.energy.gov allows public, anonymous access to EERE's websites and hosts the majority of EERE's Web pages and applications not yet hosted in energy.gov.
- www3.eere.energy.gov hosts additional Web applications, such as Clean Cities and the BioEnergy blog.
- www4.eere.energy.gov allows public anonymous access to EERE Drupal websites, such as the Better Buildings Alliance and Better Buildings Challenge sites and applications.
- www5.eere.energy.gov allows public anonymous access to EERE Web applications such as the Buildings Home Energy Scoring Tools and DOE Zero Energy Ready Home Partner Locator.

## OTHER EERE HOSTING COMPONENTS

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ECWHE relies upon shared services provided by the EERE HQ LAN/Infrastructure for various activities. Specifically, the EERE FTP server is used by the ECWHE ATS to transfer files to the test, staging, and production environments. Additionally, ECWHE uses an application scanning utility, Watchfire AppScan, and Netsparker to scan EERE Web pages for potential vulnerabilities. Each site is scanned quarterly, and the scan is also part of each site's annual technical maintenance, along with a broken link check and orphan file check.

## ADDITIONAL HOSTING ENVIRONMENTS

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EERE maintains an inventory of websites and applications hosted at DOE labs and third-party hosting environments.