

EERE FISCAL YEAR 2013 WEBSITE ANNUAL REPORT

At a Glance: EERE Total and ENERGY SAVER Site Statistics



VISITORS
6,199,215
5,088,606

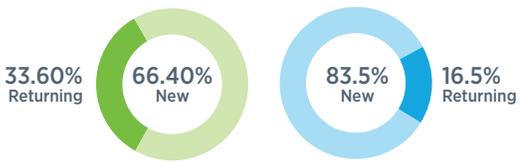


VISITS
9,165,102
6,076,614



PAGEVIEWS
27,545,354
11,169,983

NEW VS. RETURNING VISITORS



View definitions for visitors, visits, and pageviews on page 10.

AVERAGE VISIT DURATION

3:04
1:35

AVERAGE PAGEVIEWS PER VISIT

3.01
1.84

TRAFFIC TYPE



8,199,895 (90%)
4,487,707 (74%)

DESKTOP VS. MOBILE

933,672 (10%)
1,588,907 (26%)

FACEBOOK LIKES
12,127
9,352

EERE OPEN RATES
16.6%
16.7%

PROGRESS ALERTS ENN

TOP SEARCH PHRASES

comcheck radiant floor heating department of energy tankless water heater
how do wind turbines work types of insulation/insulation types
radiant barrier energy plus/energyplus insulation weatherization assistance program doe alternative fuels
department of energy/us department of energy femp solar water heater
solar decathlon hot water heater eere heat pump water heater rescheck

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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 the past 20 years. In fiscal year 2013 (FY13), EERE's Web team redesigned and updated the website's most prominent content and began an enterprise-wide migration from eere.energy.gov to energy.gov.

The EERE home page was redesigned in 2013 with the intention of updating the architecture to focus on EERE's three-pillar structure, as well as to better reflect energy.gov's design for a smoother user experience when transitioning between the two sites. The EERE landing pages were also redesigned to elevate EERE's topical content, emphasize the most important deep content within the technology office and program sites, and highlight the related content on corporate-level and crosscutting sites.

In FY13, Energy Saver went into clean-up and maintenance mode for several months following its migration to energy.gov. The EERE team also launched three new savings projects in FY13, and experts in EERE's Weatherization Assistance Program conducted a full technical review of content on 120 pages of the Energy Saver website.

Two new, high-priority EERE corporate websites were launched in FY13. EERE Successes, launched in May 2013, is a first-of-its-kind website that documents and displays EERE's successes in both topical and corporate areas. The EERE team categorized the various types of successes, formed requirements, and developed the EERE Successes website. The EERE team also launched the Clean Energy Manufacturing Initiative (CEMI) website, which informs users of CEMI partnerships, events, and funding opportunities, in conjunction with Assistant Secretary Danielson's announcement of the initiative. The website also supports President Obama's Clean Energy Manufacturing Innovation Institute by directing users to news and funding announcements related to the institute's growth.

As part of the migration of Web content to energy.gov, the EERE team drafted a list of topics and subtopics to describe the Web content for each technology office, as well as a list of crosscutting and common topics across EERE, which are informing new information architecture. The EERE team also conducted a mapping exercise of EERE's key audiences to website content, which helped to identify the most important Web content. This data was used to create a validated list of EERE's overall key Web content topics, which formed the foundation for an EERE-wide reorganization by topic.

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In the third quarter (Q3) of FY13, EERE decided to migrate to energy.gov “as-is” and to reorganize by topic after the migration. The EERE team created a site tracker and migration checklist to guide the migration timing and processes, developed wireframes to demonstrate how EERE pages might fit into the new system, and worked with Department of Energy (DOE) Public Affairs to set up an EERE subdomain on energy.gov. At the end of FY13, EERE launched 130 pages in energy.gov, including the home page, topic landing pages, and the Energy Basics website.

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.

In FY13, the EERE team posted four Energy 101 videos to the DOE YouTube channel, expanding the collection to 15.

The EERE team continued to post and distribute news through EERE’s website and GovDelivery, EERE’s email delivery tool. EERE also developed a responsive GovDelivery template so that news can be easily viewed across browsers and devices.

EERE’s hosting and content management systems continued to provide a centrally managed and full integrated internal Web environment for EERE content.

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EERE WEBSITE TRANSITION AND ENERGY.GOV

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. In FY13, EERE continued 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 improves the findability, usability, and usefulness of EERE's information and tools
- Promoting EERE corporate messaging and business goals
- Streamlining EERE's Web presence by eliminating content that does not align with user/program goals, to comply with DOE recommendations and recent federal mandates
- Enhancing EERE's governance structure
- 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 needed in order to effectively serve EERE's customers
- Working collaboratively with DOE Public Affairs and EERE.

To meet these objectives in FY13, EERE commissioned an enterprise content analysis and formed an EERE subject matter expert advisory board. The goal of the inventory was to identify key content across EERE and examine the findings of that data to identify gaps, analyze audience relationships, and uncover potential topical overlap between sites. Offices shared data about more than 2,500 pages, including information about the target audiences, type of content, office goals they meet, topics they cover, and whether the content needs to be rewritten before migration. EERE also mapped the user goals and motivations to existing EERE content to identify gaps and potential duplication across topics. Using the data from both of these analysis activities, EERE worked with programs and offices to create a validated list of EERE's overall key Web content topics, which formed the foundation for an EERE-wide reorganization by topic.

In Q3 of FY13, EERE decided to migrate its Web content "as-is" into energy.gov and to reorganize by topic after migration. The migration team reprioritized its work, creating a site tracker and migration checklist to guide the migration timing and process and to provide accountability. EERE worked with DOE Public Affairs to set up an EERE subdomain on energy.gov, and EERE developed wireframes to demonstrate how the EERE home page and topic landing pages might fit into the new system.

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At the end of FY13, EERE launched 130 pages in the new EERE subdomain in energy.gov, including the home page, topic landing pages, and Energy Basics website, all with a new, shared top-navigation menu. The migration and planning process for other EERE websites, including Education website content, was also in progress by the end of the year. In FY14, EERE will continue to meet and coordinate with the technology offices to facilitate their content transition into energy.gov. EERE also meets weekly with DOE Public Affairs to facilitate the transition of EERE content into energy.gov.

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GOVERNANCE

EERE's Web governance systems are designed to provide a consistent user experience across EERE's 150 plus Web properties, ensure quality assurance, leverage technical economies of scale, and share best practices and lessons learned.

The Communication Standards website is an important component of EERE's overall Web governance and includes EERE's requirements and best practices for creating publications, exhibits, and websites. In FY13, the EERE Web team restructured the website to better meet users' needs; the changes were based on the results of a usability study. Additionally, several key pages were added to Communication Standards in FY13 that explained:

- What Personally Identifiable Information is and how to store it
- How to create partnership websites
- Information on link-shortening services
- Redirects and bookmarks
- How to create conference websites.

EERE's other significant Web governance activities include:

- Weekly Web Governance Team (WGT) meetings that help ensure that all EERE projects fulfill EERE's Web business, template, and technical requirements. The WGT also provides consulting support to EERE Web project teams.
- Monthly Web coordinators meetings provide a forum for EERE staff and contractors to share ideas, best practices, and lessons learned, as well as to hear about new regulations, rules, and orders.

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EERE TOTAL

These are the visitors, visits, pageviews, average pageviews per visit, average visit duration, and percentage of new and returning visitors for the EERE Web enterprise for FY13. Visitor, visit, and pageview statistics include Energy Saver.

VISITORS



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

VISITORS

11,287,821*

VISITS

15,241,716

PAGEVIEWS

38,715,337

AVERAGE PAGEVIEWS PER VISIT

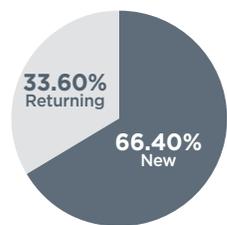
3.01

AVERAGE VISIT DURATION

3:04

*The number of unique visitors does not include the last 10 days of the fiscal year, during which time EERE's home and landing page stats reported to a different account.

NEW VS. RETURNING VISITORS



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

VISITS



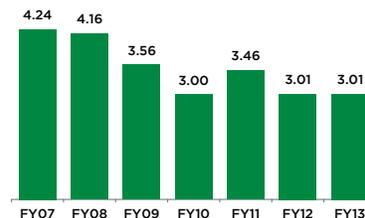
Visits:
The number of visits to the EERE website.

PAGEVIEWS



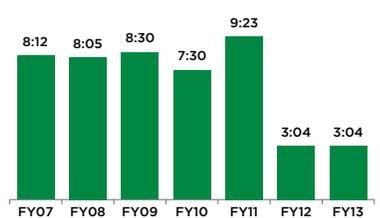
Pageviews:
The total number of pages viewed during a visit, including repeat views of a single page.

AVERAGE PAGEVIEWS PER VISIT



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

AVERAGE VISIT DURATION

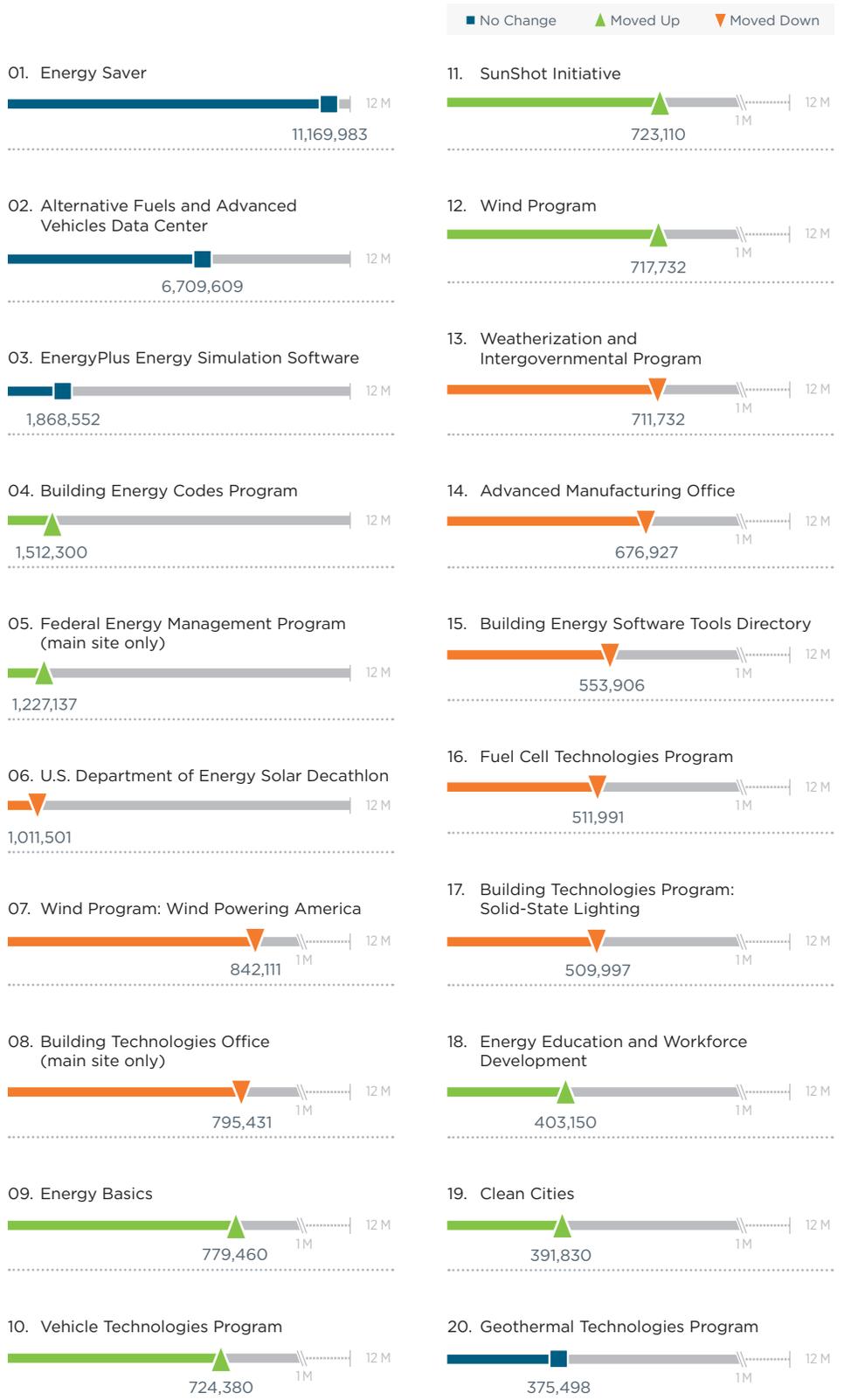


The average time duration of a session on the EERE website.

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TOP 20 WEBSITES BY VIEWS

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



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TOP 20 VISITED PAGES

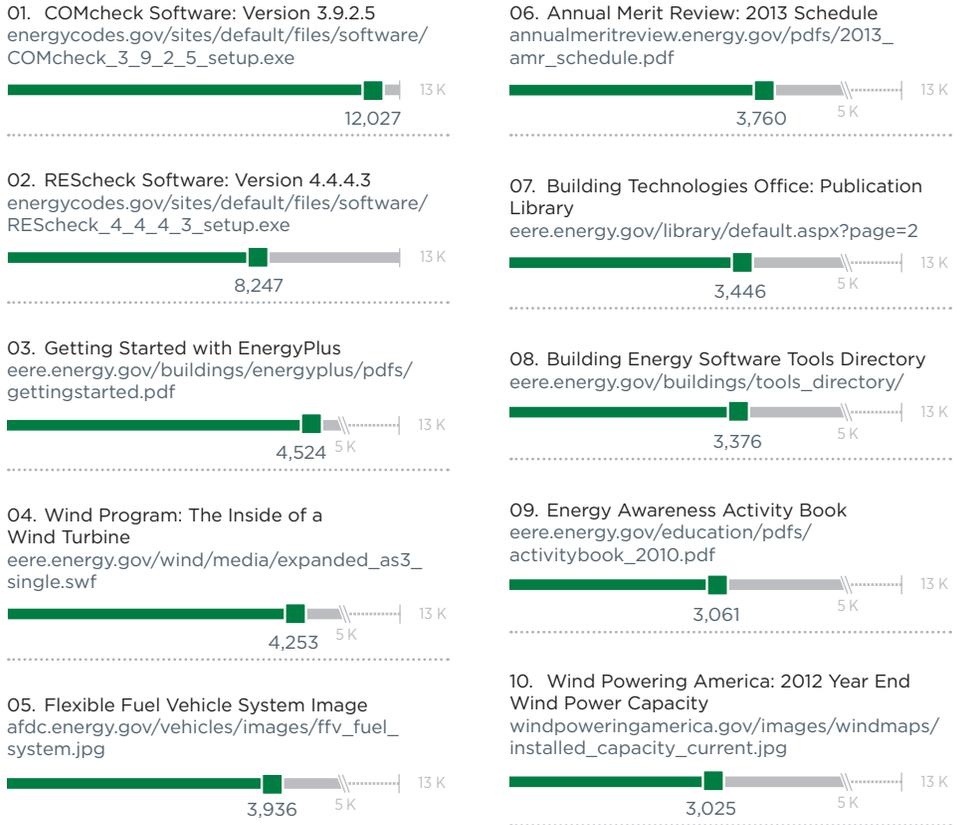
EERE's websites are composed of thousands of individual Web pages. This list shows the 20 most viewed Web pages. This list does not include pages from the Energy Saver website.



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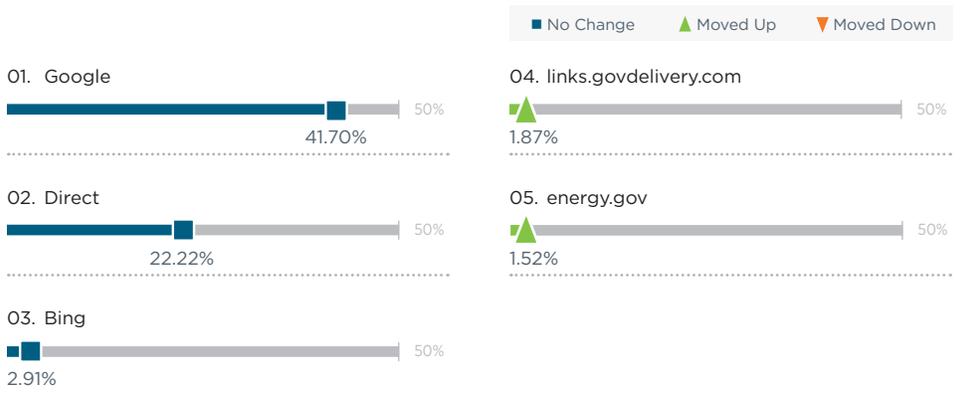
TOP 10 DOWNLOADED FILES

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 visitors to the EERE website. Direct traffic represents visitors who came directly to the EERE website without going through another website.



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

- | | |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| | ■ No Change ▲ Moved Up ▼ Moved Down |
| 1. how do wind turbines work ▲ | |
| 2. comcheck ▲ | |
| 3. energy plus/energyplus ▼ | |
| 4. rescheck ▲ | |
| 5. solar decathlon ▼ | |
| 6. eere ▼ | |
| 7. department of energy ▲ | |
| 8. femp ■ | |
| 9. alternative fuels ▲ | |
| 10. weatherization assistance program ▲ | |
| 11. biomass ▲ | |
| 12. solar decathlon 2013 ▲ | |
| 13. ethanol ▲ | |
| 14. renewable energy ▲ | |
| 15. biodiesel ▲ | |
| 16. tidal energy ▲ | |
| 17. biogas ▲ | |
| 18. geothermal energy ▼ | |
| 19. water ▲ | |
| 20. clean cities ▼ | |

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Energy Saver is EERE's resource for consumers to find information on ways to save money and energy at home. Following the completion of the Energy Saver migration to energy.gov in FY12, Energy Saver was largely in clean-up and maintenance mode for several months. Below is a description of the additional activities completed to improve Energy Saver throughout FY13.

NEW DO-IT-YOURSELF SAVINGS PROJECTS

Three new savings projects were launched in FY13. These projects provide users with step-by-step instructions for completing the projects on their own. In addition, users are provided with potential energy savings, cost estimates, a shopping list, and estimates for level of effort and time to complete. The following three projects launched in FY13:

- Lower water heating temperature
- Insulate hot water pipes for energy savings
- Insulate water heater tank.

In addition to these projects, 10 others were drafted in FY13 and will be launched in FY14. These will cover additional water heating topics, as well as weatherization topics.

WEATHERIZATION CONTENT REVIEWS AND UPDATES

Experts in the Weatherization Assistance Program (WAP) conducted a full technical review of the content on 120 pages of Energy Saver content. These reviews helped ensure that content is up-to-date, accurate, and consistent with the guidance and messaging released across EERE's residential programs. The WAP reviewers have become valued partners and sources of technical reviews; they are instrumental to the success and accuracy of the Energy Saver content.

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ENERGY SAVER

This page includes information about the visitors, visits, pageviews, average visit duration, and percentage of new and returning visitors for energysaver.gov.

VISITORS



Visitors:
The number of unduplicated (counted only once) visitors to the Energy Saver website.

VISITORS

5,088,606

VISITS

6,076,614

PAGEVIEWS

11,169,983

AVERAGE PAGEVIEWS PER VISIT

1.84

AVERAGE VISIT DURATION

1:35

VISITS



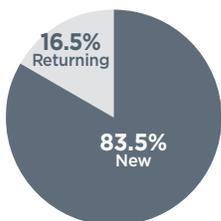
Visits:
The number of visits to the Energy Saver website.

PAGEVIEWS



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

NEW VS. RETURNING VISITORS

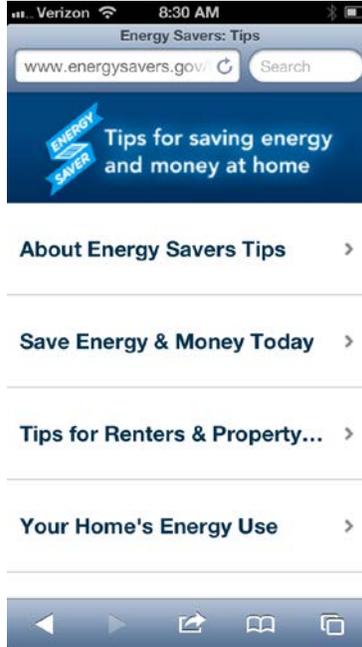


The percentage of visits from visitors who previously browsed the site versus the percentage of visitors coming to the Energy Saver website for the first time.

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ENERGY SAVER: TIPS MOBILE

This page shows the visitors, visits, pageviews, and percentage of both new and returning visitors for the Energy Saver Tips Mobile site.



VISITORS

232,273

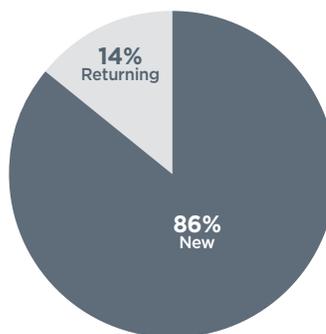
VISITS

269,094

PAGEVIEWS

702,233

NEW VS. RETURNING VISITORS



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

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TOP 20 VIEWED PAGES

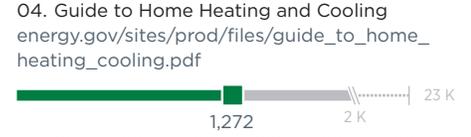
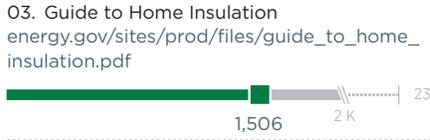
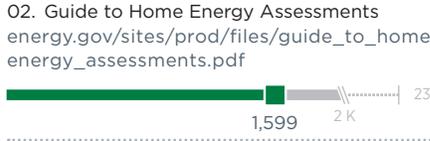
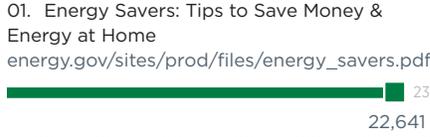
These are the top 20 most viewed Web pages on the Energy Saver website.



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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 drive visitors to the Energy Saver website. Direct traffic represents visitors who came directly to the Energy Saver website without going through another website.



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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 Energy Saver website.

- | | |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| | ■ No Change ▲ Moved Up ▼ Moved Down |
| 1. tankless water heater ▲ | |
| 2. department of energy/
us department of energy ▲ | |
| 3. types of insulation/insulation types ▲ | |
| 4. solar water heater ▼ | |
| 5. heat pump water heater ▲ | |
| 6. insulation ▲ | |
| 7. radiant barrier ▼ | |
| 8. radiant floor heating ▼ | |
| 9. doe ▲ | |
| 10. hot water heater ▲ | |
| 11. energy saving tips ▼ | |
| 12. heat pump ▼ | |
| 13. geothermal heating ▲ | |
| 14. computer ▲ | |
| 15. energy audit ■ | |
| 16. on demand water heater ▲ | |
| 17. energy.gov ▲ | |
| 18. energy efficient homes ▲ | |
| 19. radiant heat ▲ | |
| 20. ductless heat pump ▲ | |

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NEWS

For the majority of FY13, EERE news was displayed on the EERE home page and EERE's News website. On September 20, 2013, EERE's home page and the new EERE News and Blog site went live in the energy.gov platform. Throughout the year, 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 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, 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 published 39 press releases and delivered 170 Progress Alerts to email subscribers in FY13. More than 26 Home Page News Stories were also published during the year, and several additional stories were featured on the EERE home page without an accompanying story.

VIEWS AND SUBSCRIBERS

In FY13, the number of Progress Alerts posted and delivered dropped slightly, but the amount of EERE Network News and "other" news delivered to email subscribers increased. The number of subscribers to both EERE Progress Alerts and EERE Network News also increased.

GOVDelivery RESPONSIVE EMAIL TEMPLATE

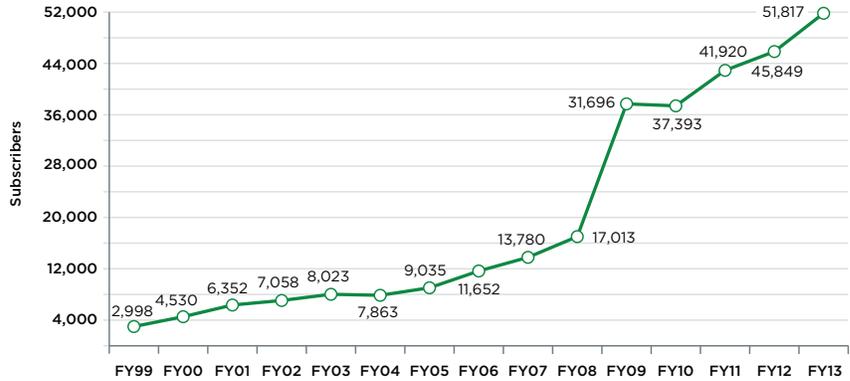
EERE developed a mobile-friendly template for GovDelivery emails in FY13. This responsive template resizes according to the dimensions of the device on which it is viewed, providing an optimized experience for users across desktop computers, tablets, and mobile devices.

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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

289,203

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

397

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

EERE NETWORK NEWS SUBSCRIBERS

51,817

PROGRESS ALERTS SUBSCRIBERS

Progress Alerts 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.



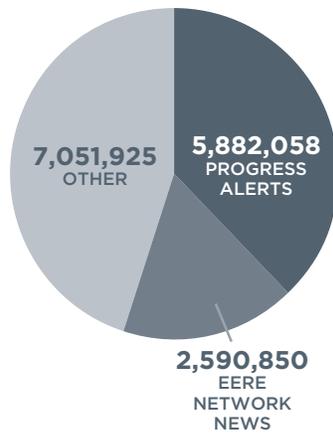
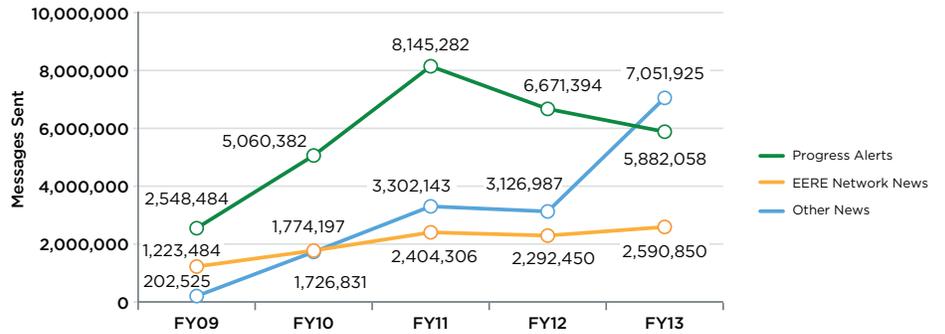
PROGRESS ALERTS SUBSCRIBERS

44,226

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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

15,524,833

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

16.6%

EERE NETWORK NEWS

16.7%

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SOCIAL MEDIA

In FY13, 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 of EERE’s social media work in FY13.

EERE AND ENERGY SAVER FACEBOOK

The EERE Facebook page was largely managed by EERE’s media team in FY13, and that team actively shared news stories, images, videos, and other items of interest from across EERE. The EERE Facebook page was given greater visibility on EERE’s home page during the April redesign and subsequent migration, and likes and page views more than doubled from FY12.

The Energy Saver Facebook page was largely used to promote new Energy Saver Blog entries and other new content on Energy Saver. Likes also increased on Energy Saver in FY13, but growth and use was slower—likely due to the migration and decreased visibility of the Energy Saver Facebook page in the new energy.gov environment.

EERE BLOG

As part of EERE’s overall migration to energy.gov, a new EERE blog was launched on September 24. In the last week of FY13, there were 8 blog entries and 813 page views. The blog was also integrated into an overall landing page for EERE news and blog entries. The page includes listings of the most recent blog and news articles, as well as feeds from EERE Facebook, select DOE Twitter updates, and a video carousel featuring Energy 101 videos. In addition, topic areas corresponding to those used on the EERE home page are available featuring news and blog entries from just those topics, so users can view and subscribe to the specific topics that interest them.

ADDTTHIS IN GOOGLE ANALYTICS

As part of an effort to streamline analytics and reporting, EERE’s Google Analytics implementation was updated to include analytics from the AddThis sharing tool that is used throughout the EERE website. This allows users to login to just one location to view regular website analytics and the statistics for pages shared using AddThis.

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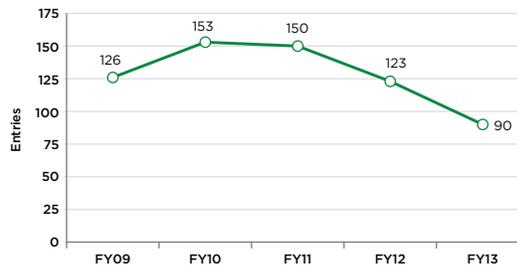
ENERGY SAVER BLOG AND COORDINATION WITH DOE PUBLIC AFFAIRS

The Energy Saver Blog continued to publish entries weekly throughout FY13, with 90 total entries for the year. Energy Saver Blog entries were posted to the Energy Saver Facebook page for greater exposure, and the Facebook page was also periodically used to highlight other Energy Saver content and campaigns. Each week, the Web team coordinated closely with DOE Public Affairs on plans for blog entries. EERE was able to share content up to 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.

ENERGY SAVER BLOG

The Energy Saver Blog is a consumer-focused blog that shares information and tips about saving energy at home.

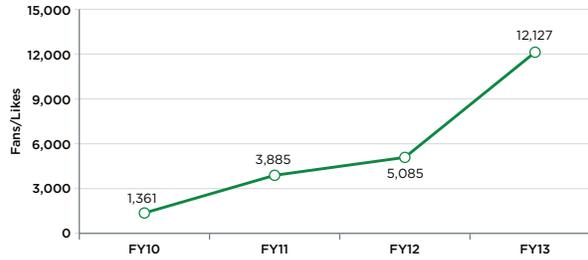
ENTRIES



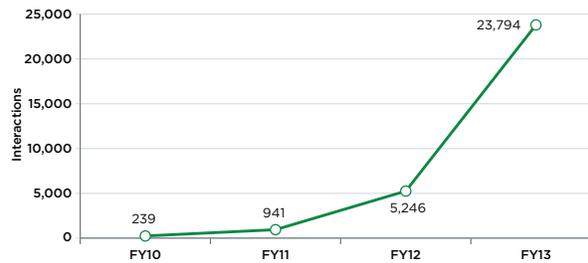
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EERE FACEBOOK

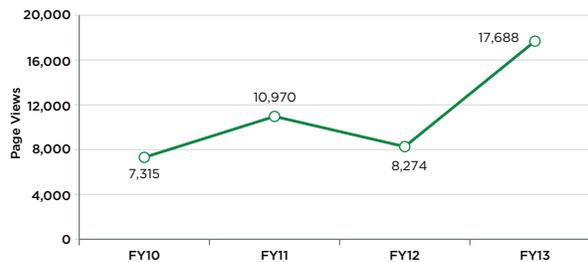
FANS/LIKES



DAILY SHARES



PAGE VIEWS



TERMS

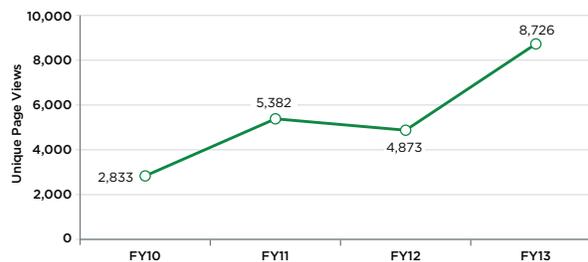
Fans/Likes: Facebook users who voluntarily connected their profile with the EERE Facebook page. Updates appear in fans' news feeds.

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.

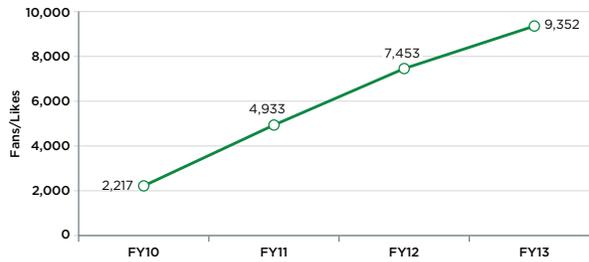
UNIQUE PAGE VIEWS



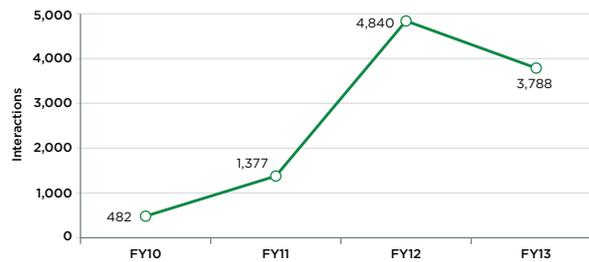
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ENERGY SAVER FACEBOOK

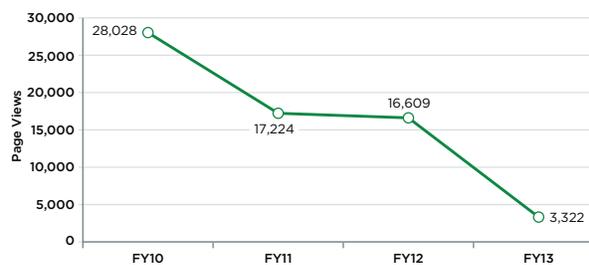
FANS/LIKES



DAILY SHARES



PAGE VIEWS



TERMS

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

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UNIQUE PAGE VIEWS



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In FY13, EERE's widgets and video projects continued to inform users about energy efficient and renewable energy technologies and draw attention to EERE's websites and tools.

ENERGY 101 VIDEO SERIES

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 someone with little or no technical background. Building on the success of previous years, four more videos were added to this collection, resulting in over 700,000 online views to-date. Furthermore, the Energy 101 videos account for 7 of the top 10 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 FOOTAGE

EERE's online public b-roll library currently serves as a centralized location for quality, high-resolution, high-definition video footage on a variety of energy-related topics. The library serves as an unprecedented collection of accessible, high-quality video footage that is available at no charge to both the media and the general public.

WIDGETS

Widgets consist of HTML code that users can place on their own websites to allow EERE content and tools to appear. When EERE updates the content, it is automatically updated on all sites that are using the widget. Throughout FY13, the EERE team continued to keep EERE's widgets up to date and available on the [EERE Social Media Web page](#).

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VIDEOS

These are the 15 Energy 101 videos created by EERE.

WIND TURBINES



VIEWS

176,087

GEOHERMAL HEAT PUMPS



VIEWS

85,905

HOME ENERGY ASSESSMENT



VIEWS

83,573

SOLAR PV



VIEWS

82,306

CONCENTRATING SOLAR POWER



VIEWS

76,980

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VIDEOS (CONT)

ELECTRIC VEHICLES



VIEWS

45,401

LUMENS



VIEWS

32,816

COOL ROOFS



VIEWS

20,804

BIOFUELS



VIEWS

19,353

ALGAE-TO-FUELS



VIEWS

18,184

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VIDEOS (CONT)

DAYLIGHTING



VIEWS

13,747

LIGHTING CHOICES



VIEWS

10,436

HYDROPOWER



VIEWS

7,365

ENERGY EFFICIENT DATA CENTERS



VIEWS

5,399

MARINE AND KYDROKINETIC ENERGY



VIEWS

4,305

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WIDGETS

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

■ No Change ■ Moved Up ■ Moved Down

DSIRE WIDGET ■



VIEWS

702,157

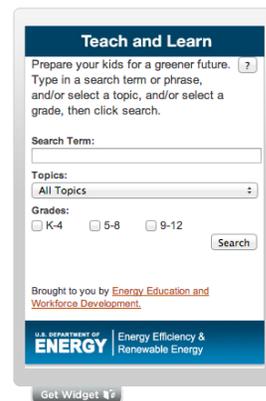
WEEKLY ENERGY SAVING TIP WIDGET ■



VIEWS

256,228

TEACH AND LEARN WIDGET ■



VIEWS

196,468

TERMS

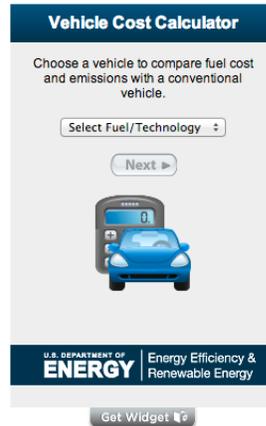
Views: The number of times a Web page containing the widget was viewed.

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WIDGETS (CONT)

■ No Change ■ Moved Up ■ Moved Down

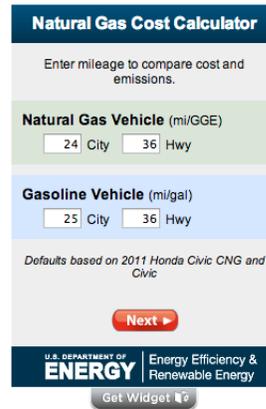
VEHICLE COST CALCULATOR WIDGET ■



VIEWS

154,751

NATURAL GAS COST CALCULATOR WIDGET ■



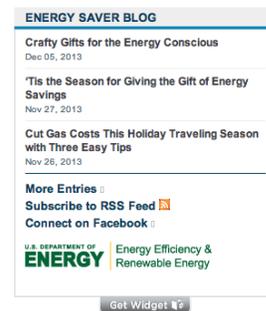
VIEWS

118,675

TERMS

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

ENERGY SAVERS BLOG WIDGET ■



VIEWS

110,838

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WIDGETS (CONT)

■ No Change ■ Moved Up ■ Moved Down

FINANCIAL OPPORTUNITIES WIDGET (SMALL) ■



IEWS

102,013

EERE NEWS WIDGET ■



IEWS

94,730

ELECTRIC-DRIVE VEHICLE COST CALCULATOR WIDGET ■



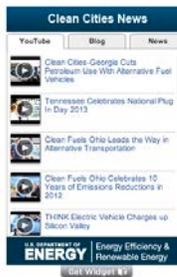
IEWS

62,587

TERMS

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

ELECTRIC-DRIVE VEHICLE COST CALCULATOR WIDGET ■



IEWS

61,286

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WEB HOSTING AND CONTENT MANAGEMENT SYSTEMS

The thousands of public-facing 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:

- **Content Management System (CMS)** - The OpenText 9.0 CMS streamlines 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, the CMS provides workflow and approval processes for Web content. In July 2011, EERE began the implementation of a new CMS, Drupal, which runs in a Linux environment. Two Drupal servers were implemented in July 2011.
- **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)** - 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.

CONTENT MANAGEMENT SYSTEM

The EERE WEBCMS server hosts OpenText version 9.0. This system allows content managers, developers, and quality assurance team members to add, update, delete, review, and publish content to the production environment through a Web interface. This system is not publicly accessible; however, it is accessible from outside of the DOE environment with a DOE account and a VPN account. Each user is provided webinar training along with his or her user account, and accounts are reaffirmed semiannually.

Content management controls are essentially the same in the Drupal CMS. The Drupal CMS is not publicly available.

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PRODUCTION ENVIRONMENT

The EERE website is available through 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.
- www3.eere.energy.gov hosts additional Web applications, such as EERE Blogs.
- 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. EERE began hosting Drupal websites in 2012.

OTHER COMPONENTS

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, to scan EERE Web pages for potential vulnerabilities. Each site is scanned quarterly, and the scan is also part of each site's annual tech maintenance, along with a broken link check and orphan file check.