

TABLE OF CONTENTS

02 EERE TOTAL

- 02 Visitors
- 02 Visits
- 02 Page Views
- 02 Average Page Views
- 02 Average Visit Duration
- 03 Top 20 Web Sites by Visits
- 03 Top 20 Visited Pages
- 04 Top 10 Downloaded Files
- 05 Top 20 Search Phrases from Commercial Search Engines

06 ENERGY SAVERS

- 06 Visitors
- 06 Visits
- 06 Page Views
- 07 Top 20 Visited Pages
- 08 Top 10 Downloaded Files
- 08 Top 10 Pages Bookmarked Using “Add This”
- 09 Top 20 Search Phrases from Commercial Search Engines

10 SOCIAL MEDIA

- 10 Energy Savers Blog
- 10 Energy Savers Social Bookmarks
- 10 Widgets and Gadgets
- 11 Energy Savers on Facebook

12 NEWS

- 12 EERE Network News Subscribers
- 12 Progress Alerts Subscribers
- 12 Total Unique Subscribers
- 12 Financial Opportunities RSS Subscribers
- 13 Email Messages Sent
- 13 EERE Program News Subscribers

SUMMARY

The FY09 Web Site Engagement Statistics report summarizes the key statistics for the EERE Web site throughout fiscal year 2009 and compares this information with previous fiscal years. This report also summarizes activity on the Energy Savers Web site and illustrates the changes and growth within EERE’s social media and news activities.

In the “EERE Total” section of this report, the number of visitors, visits, views, and file downloads on the EERE Kids Web site has been deducted from the overall statistics for the site. The Kids statistics provide an inaccurate representation of the actual activity on the Web site and do not reliably reflect the number of legitimate visitors in FY09.

EERE TOTAL

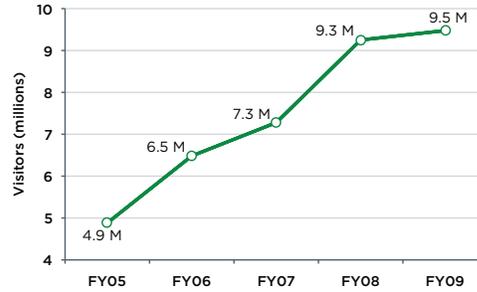
ENERGY SAVERS

SOCIAL MEDIA

NEWS

EERE TOTAL

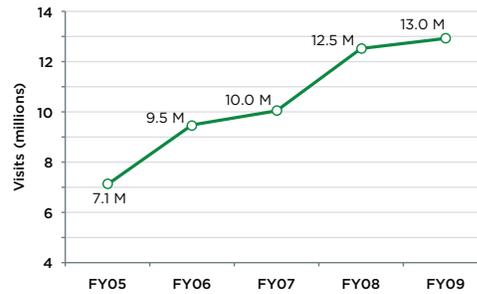
VISITORS



Visitors:

The number of people who visited the EERE Web site.

VISITS



Visits:

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

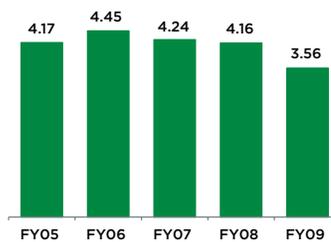
PAGE VIEWS



Page Views:

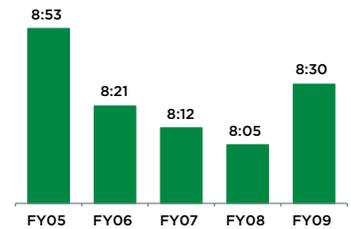
The number of times a page was viewed or a file was downloaded.

AVERAGE PAGE VIEWS



This illustrates the average number of pages viewed per visit.

AVERAGE VISIT DURATION



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

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

TOP 20 WEB SITES BY VISITS

The EERE Web site is divided into more than 125 individual Web sites. This list shows the 20 most visited Web sites.

01. Energy Savers 4,441,501	11. Geothermal Technologies 323,465
02. Wind and Hydropower Technologies 1,300,871	12. Education 281,739
03. Building Technologies 990,034	13. Green Power Network 278,244
04. Alternative Fuels and Advanced Vehicles Data Center 866,919	14. Hydrogen, Fuel Cells and Infrastructure Technologies 271,749
05. Solar Energy Technologies 818,307	15. Biomass 268,521
06. Wind Powering America 735,110	16. State Energy Program 253,711
07. News 487,758	17. Vehicle Technologies 253,201
08. Weatherization Assistance Program 455,472	18. State Activities and Partnerships 246,749
09. Federal Energy Management 447,107	19. Energy Efficiency and Conservation Block Grant Program 226,601
10. Industrial Technologies 360,303	20. Solar Decathlon 196,439

TOP 20 VISITED PAGES

EERE's many Web sites are divided into thousands of individual Web pages. This list shows the 20 most visited Web pages.

01. EERE Home Page eere.energy.gov 974,265	05. Weatherization Assistance Home Page eere.energy.gov/weatherization/ 277,105
02. Energy Savers: Weekly Energy Saving Tip energysavers.gov/includes/widgetbox.html 357,844	06. Wind Powering America: State and U.S. Wind Resource Maps windpoweringamerica.gov/wind_maps.asp 260,870
03. Energy Savers Home Page energysavers.gov 339,708	07. Solar Energy Technologies Home Page eere.energy.gov/solar/ 236,029
04. Wind and Hydropower Technologies: How Wind Turbines Work eere.energy.gov/windandhydro/wind_how.html 290,004	08. Wind Powering America: State Wind Resource Maps windpoweringamerica.gov/maps_template.asp 233,111

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

09. Energy Savers: Solar Water Heaters
energysavers.gov/your_home/water_heating/
index.cfm/mytopic=12850

230,699

10. Green Power Network: RSS Feed
eere.energy.gov/greenpower/gpn_rss.php

208,220

11. Wind and Hydropower Technologies Home
Page
eere.energy.gov/windandhydro/

189,097

12. Energy Efficiency and Conservation Block
Grant Program Home Page
eecbg.energy.gov

185,710

13. Energy Savers Tips Home Page
eere.energy.gov/consumer/tips/

183,864

14. Energy Savers: Demand (Tankless or
Instantaneous) Water Heaters
energysavers.gov/your_home/water_heating/
index.cfm/mytopic=12820

173,315

15. Wind Powering America: State Wind
Activities Pages
windpoweringamerica.gov/astate_template.asp

144,612

16. Solar Decathlon Home Page
solardecathlon.org

141,058

17. Biomass Home Page
eere.energy.gov/biomass/

139,913

18. Energy Savers: Selecting a New Water
Heater
energysavers.gov/your_home/water_heating/
index.cfm/mytopic=12770

138,535

19. Alternative Fuels and Advanced Vehicles
Data Center Home Page
afdc.energy.gov/afdc/

136,121

20. Wind Powering America: Wind Energy
Brings Jobs to Rural America
windpoweringamerica.gov/filter_detail.
asp?itemid=2358

131,969

TOP 10 DOWNLOADED FILES

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

01. Energy Savers Booklet: Tips on Saving
Energy and Money at Home
eere.energy.gov/consumer/tips/pdfs/energy_
savers.pdf

17,648

02. United States Wind Resource Map
windpoweringamerica.gov/pdfs/wind_maps/
us_windmap.pdf

11,064

03. Accessing the Energy Efficiency and
Conservation Block Grant Funding Opportunity
Announcement
eecbg.energy.gov/downloads/EECBG_FOA_
Instruction_For_Downloading.pdf

9,484

04. EERE Organization Chart
eere.energy.gov/office_eere/pdfs/eere_
orgchart.pdf

6,399

05. National Biofuels Action Plan
eere.energy.gov/biomass/pdfs/nbap.pdf

5,932

06. EnergyPlus Simulation Software
eere.energy.gov/buildings/energyplus/
download/SetEPlusV310027-win.exe

5,340

07. Weatherization Assistance Program - The
American Recovery and Reinvestment Act of
2009
eere.energy.gov/weatherization/pdfs/wx_
recovery_fact_sheet.pdf

5,205

08. Hydrogen Production
eere.energy.gov/hydrogenandfuelcells/pdfs/
doe_h2_production.pdf

5,081

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

4,998

10. Small Wind Electric Systems: A U.S.
Consumer's Guide
windpoweringamerica.gov/pdfs/small_wind/
small_wind_guide.pdf

4,815

EERE TOTAL

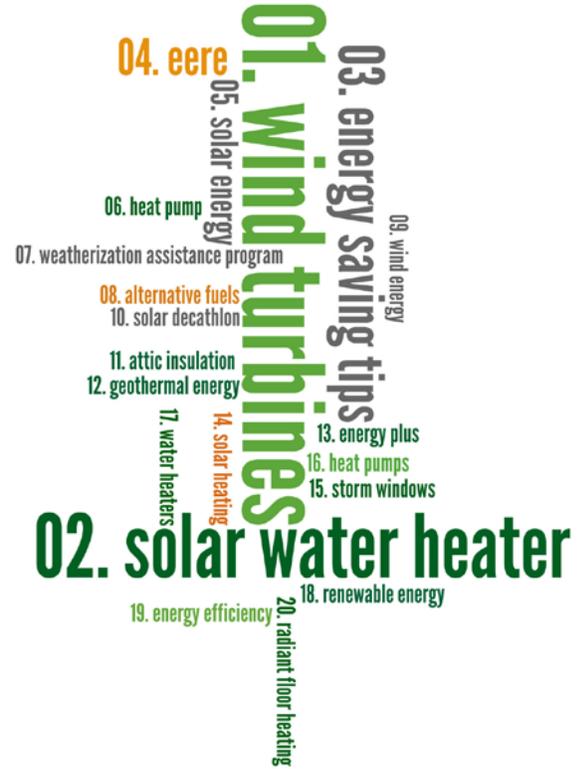
ENERGY SAVERS

SOCIAL MEDIA

NEWS

TOP 20 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES

1. wind turbines
2. solar water heater
3. energy saving tips
4. eere
5. solar energy
6. heat pump
7. weatherization assistance program
8. alternative fuels
9. wind energy
10. solar decathlon
11. attic insulation
12. geothermal energy
13. energy plus
14. solar heating
15. storm windows
16. heat pumps
17. water heaters
18. renewable energy
19. energy efficiency
20. radiant floor heating



EERE TOTAL

ENERGY SAVERS

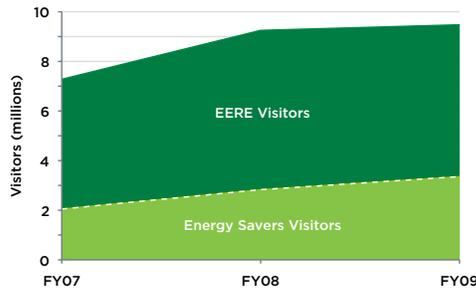
SOCIAL MEDIA

NEWS

ENERGY SAVERS

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

VISITORS

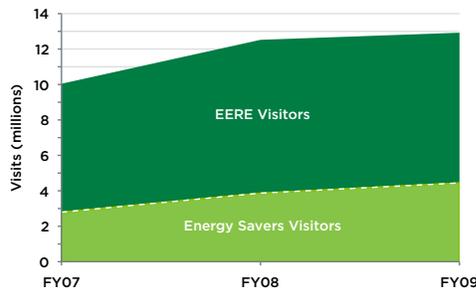


Visitors:

The number of people who visited the EERE Web site.

	FY07	FY08	FY09
EERE Total	7,278,016	9,250,551	9,475,768
Energy Savers	2,046,981	2,827,145	3,354,503

VISITS

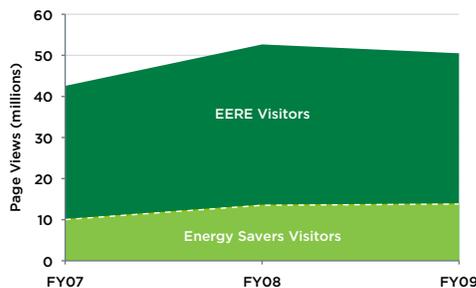


Visits:

A single session in which a visitor viewed at least one page or downloaded a file.

	FY07	FY08	FY09
EERE Total	10,042,270	12,521,538	12,923,184
Energy Savers	2,792,412	3,866,864	4,443,296

PAGE VIEWS



Page Views:

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

	FY07	FY08	FY09
EERE Total	42,569,087	52,657,879	50,503,121
Energy Savers	10,017,410	13,502,318	13,792,815

Note: In April 2009, the Consumer site URL changed to energysavers.gov. The numbers reported here combine the old Consumer site with the new Energy Savers site.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

TOP 20 VISITED PAGES

01. Weekly Energy Saving Tip energysavers.gov/includes/widgetbox.html	357,844	11. Geothermal Heat Pumps energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12640	109,208
02. Energy Savers Home Page energysavers.gov	339,708	12. Energy Savers Tips: Insulation eere.energy.gov/consumer/tips/insulation.html	102,268
03. Solar Water Heaters energysavers.gov/your_home/water_heating/index.cfm/mytopic=12850	230,699	13. Adding Insulation to an Existing Home energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11350	99,449
04. Energy Savers Tips Home Page eere.energy.gov/consumer/tips/	183,864	14. Your Home energysavers.gov/your_home/	95,449
05. Demand (Tankless or Instantaneous) Water Heaters energysavers.gov/your_home/water_heating/index.cfm/mytopic=12820	173,315	15. Energy-Efficient Water Heating energysavers.gov/your_home/water_heating/index.cfm/mytopic=13030	83,918
06. Selecting a New Water Heater energysavers.gov/your_home/water_heating/index.cfm/mytopic=12770	138,535	16. Portable Heaters energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12600	82,583
07. Heat Pump Systems energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12610	127,383	17. Space Heating and Cooling energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12300	82,275
08. Home Energy Audits energysavers.gov/your_home/energy_audits/index.cfm/mytopic=11160	127,224	18. Types of Insulation energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11510	81,500
09. Radiant Heating energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12590	124,084	19. Estimating Appliance and Home Electronic Energy Use energysavers.gov/your_home/appliances/index.cfm/mytopic=10040	79,961
10. Do-It-Yourself Home Energy Audits energysavers.gov/your_home/energy_audits/index.cfm/mytopic=11170	110,633	20. Insulation and Air Sealing energysavers.gov/your_home/insulation_airsealing/index.cfm/mytopic=11220	79,021

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

TOP 10 DOWNLOADED FILES

01. Energy Savers Booklet: Tips on Saving Energy and Money at Home
eere.energy.gov/consumer/tips/pdfs/energy_savers.pdf

17,648

02. Energy Savers Booklet: Tips on Saving Energy and Money at Home (Spanish Version)
eere.energy.gov/consumer/tips/pdfs/energy_savers_spanish.pdf

1,204

03. Top 10 Tips to Cut Winter Energy Costs
energysavers.gov/seasonal/pdfs/staywarm_checklist.pdf

874

04. Average Daily Solar Radiation per Month (Flat Plate Tilted at Latitude)
energysavers.gov/pdfs/208.pdf

638

05. Energy Savers Stay Warm, Save Money Campaign Fact Sheet
energysavers.gov/seasonal/pdfs/staywarm_factsheet.pdf

603

06. Find Out How Much Energy Costs and How Much is Used in Your Area (Winter)
energysavers.gov/seasonal/pdfs/staywarm_energyinfo.pdf

547

07. Stay Warm, Save Money PowerPoint Slide
energysavers.gov/seasonal/docs/stay_warm_save_money_insert_wo_doe.ppt

477

08. Average Daily Solar Radiation per Month (Two-Axis Tracking Concentrator)
energysavers.gov/pdfs/130.pdf

460

09. Stay Warm, Save Money Letterhead
energysavers.gov/seasonal/docs/stay_warm_letterhead_fall_no_doe.doc

263

10. Find Out How Much Energy Costs and How Much is Used in Your Area (Summer)
energysavers.gov/seasonal/pdfs/stay_cool-fs-energyinfo.pdf

160

TOP 10 PAGES BOOKMARKED USING "ADD THIS"

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

209

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

195

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

161

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

154

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

126

06. Energy Savers Home Page
energysavers.gov

121

07. Geothermal Heat Pumps
energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12640

110

08. When to Turn Off Personal Computers
energysavers.gov/your_home/appliances/index.cfm/mytopic=10070

107

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

104

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

100

EERE TOTAL

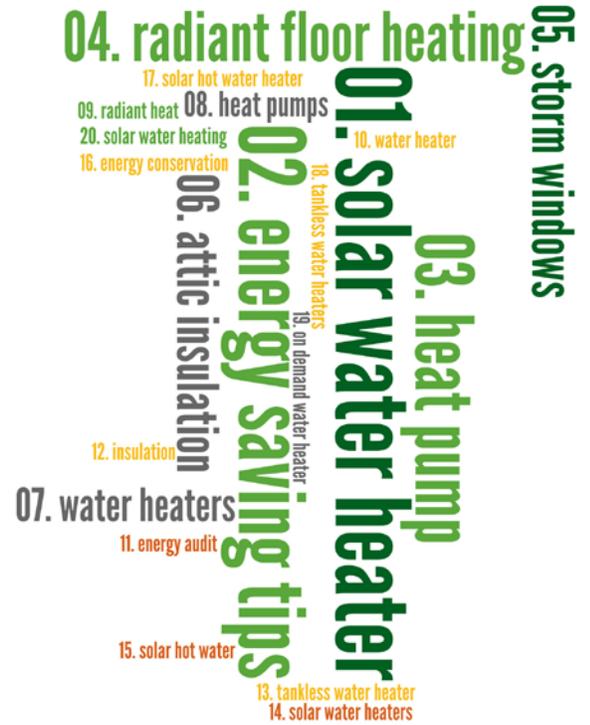
ENERGY SAVERS

SOCIAL MEDIA

NEWS

TOP 20 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES

1. solar water heater
2. energy saving tips
3. heat pump
4. radiant floor heating
5. storm windows
6. attic insulation
7. water heaters
8. heat pumps
9. radiant heat
10. water heater
11. energy audit
12. insulation
13. tankless water heater
14. solar water heaters
15. solar hot water
16. energy conservation
17. solar hot water heater
18. tankless water heaters
19. on demand water heater
20. solar water heating



EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

SOCIAL MEDIA

ENERGY SAVERS BLOG (Oct. 1, 2008–Sept. 30, 2009)

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

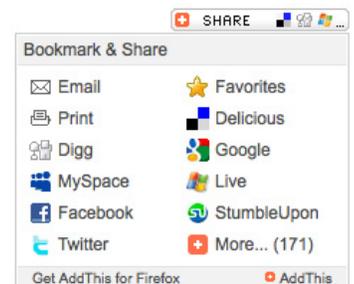
ENTRIES	COMMENTS	RSS SUBSCRIBERS	PAGE VIEWS
126	661	405	74,718

ENERGY SAVERS SOCIAL BOOKMARKS (July 1, 2008–Sept. 30, 2009)

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

TIMES USED

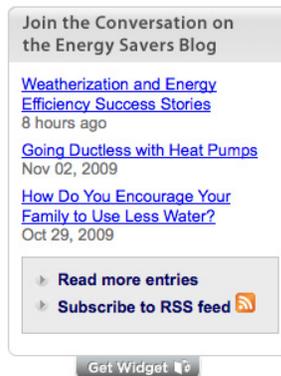
5,538



WIDGETS AND GADGETS

Widgets are pieces of HTML code that visitors can place on their own Web sites. When they place this code on their Web site, EERE’s content appears. When EERE updates the content, it is automatically updated on all sites that installed the widget. Gadgets are tools similar to widgets that users can install on iGoogle.

ENERGY SAVERS BLOG WIDGET (March 24, 2009–Sept. 30, 2009)



VIEWS
5,409,375

TERMS

Page views: the number of times a page was viewed

Views: the number of times the widget was viewed

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

WIDGETS AND GADGETS (CONT)

FINANCIAL OPPORTUNITIES WIDGET (July 27, 2009–Sept. 30, 2009)

Financial Opportunities for Business, Industry, and Universities

[Recovery Act: Energy Efficiency and Conservation Block Grants: Competitive Solicitation: Retrofit Ramp-up and General Innovation Fund Programs](#)
Oct 20, 2009

[Solar America Showcase General Projects](#)
Aug 03, 2009

▶ See more financial opportunities

▶ Subscribe to RSS feed

U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

Get Widget

VIEWS

28,339

ENERGY SAVING TIP WIDGET (Oct. 1, 2008–Sept. 30, 2009)

Weekly Fall Energy Saving Tip

Add caulk or weatherstripping to seal air leaks around leaky doors and windows.

Find out more ways to prepare for fall's energy costs from ENERGYSAVERS.GOV

Put this widget on your own site to get weekly updated tips.

VISITS

357,884

VIEWS

694,586

TERMS

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

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

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

Interactions: actions taken by Energy Savers fans and include likes, comments, wall posts, etc.

Updates: updates to the Energy Savers Facebook page by EERE staff who administer the page

EERE NETWORK NEWS iGOOGLE GADGET

« Top Stories Biomass Buildings Federal Geothermal Hydr »

[Secretary Chu Announces More than \\$165 Million for Industrial Energy Efficiency Projects](#)
11/3/2009

[Obama Administration Announces More than \\$38 Million for Energy Efficiency and Conservation Projects in Alaska, Kansas, Utah and West Virginia](#)
11/2/2009

[DOE Awards up to \\$5.5 Million for X PRIZE to Promote Clean, Energy Efficient Vehicles](#)
11/2/2009

U.S. Department of Energy

Gadgets powered by Google

INSTALLS

230

ENERGY SAVERS ON FACEBOOK (Sept. 14–30, 2009)

FANS

215

INTERACTIONS
(likes, comments, wall posts, etc.)

5

UPDATES

9

EERE TOTAL

ENERGY SAVERS

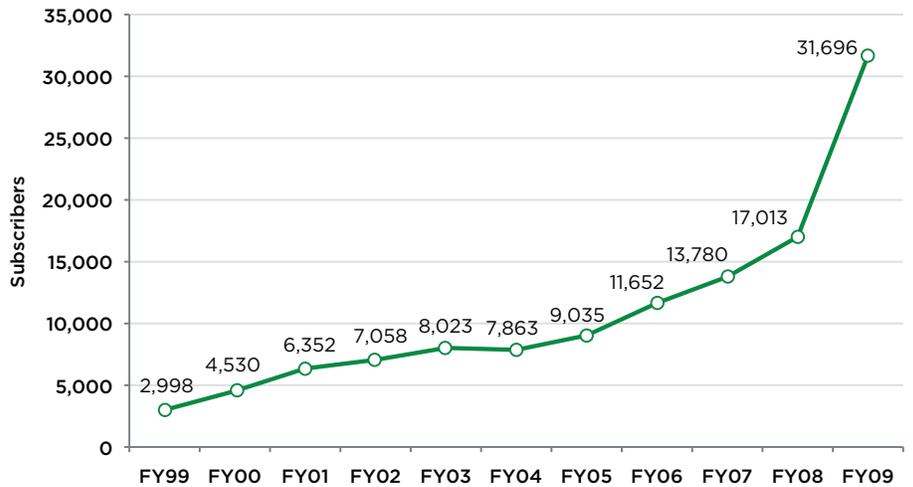
SOCIAL MEDIA

NEWS

NEWS

EERE NETWORK NEWS SUBSCRIBERS

EERE Network News is a weekly e-newsletter that covers 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 Web site or its RSS feed. This graph shows the growth of subscribers to the e-mail version of EERE Network news.



TOTAL UNIQUE SUBSCRIBERS

59,407

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

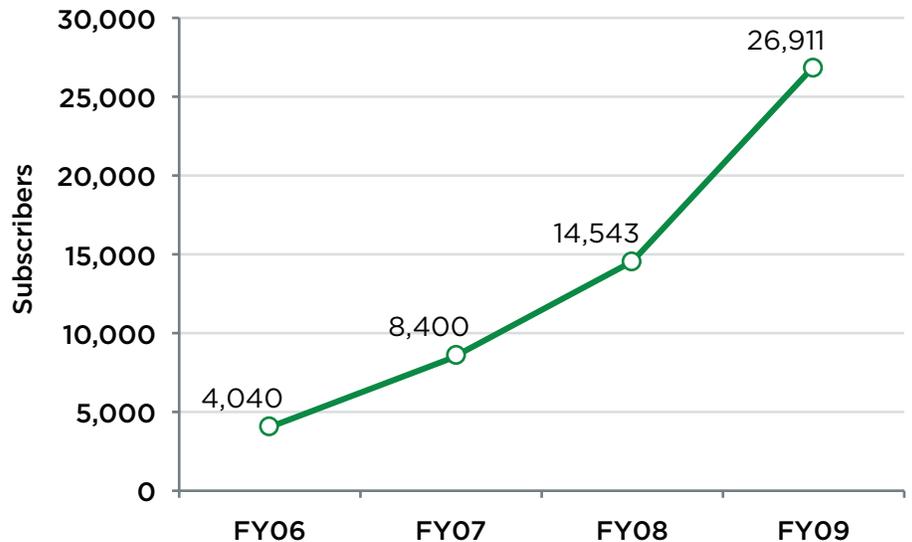
FINANCIAL OPPORTUNITIES RSS SUBSCRIBERS

402

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

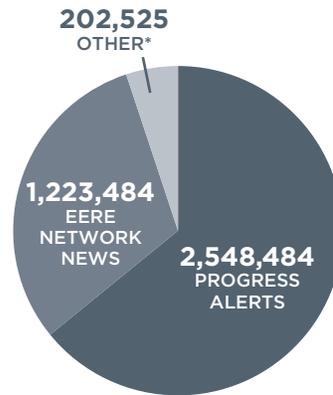
PROGRESS ALERTS SUBSCRIBERS

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





EMAIL MESSAGES SENT

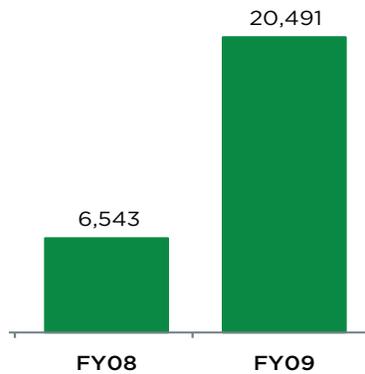


This chart shows the total number of e-mails sent through GovDelivery, including EERE Network News, Progress Alerts, and other corporate-level news outlets not reported in this report, such as the EERE Communication Standards listserv.

TOTAL EMAIL MESSAGES SENT

3,974,493

EERE PROGRAM NEWS SUBSCRIBERS



EERE Program News is a monthly newsletter that covers EERE program news, DOE policies, and new energy-related technologies. It is available through an e-mail mailing list and can be read on the EERE Web site. This graph shows the number of subscribers to the e-mail version of EERE Program News.