

# EERE FISCAL YEAR 2010 WEB SITE ANNUAL REPORT

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## SUMMARY

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The Energy Efficiency and Renewable Energy (EERE) Web site, [eere.energy.gov](http://eere.energy.gov), is the public Web site for the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy. It serves as a vehicle to display EERE-related news, events, research, and information. At the end of fiscal year 2010 (FY10), the EERE Web enterprise consisted of more than 130 Web site areas and more than 51,000 individual pages, documents, and files.

FY10 was a record-setting year for traffic to EERE's Web sites. FY10 Energy Savers activities were highly focused on incentives for energy efficiency and renewable energy—including tax credits and appliance rebates, which led to record-setting visits, visitors, and page views. Other Energy Savers work included developing a strategic plan for the Energy Savers family of sites, adding new LED lighting content, adding high-resolution diagrams for easy download, refacing the site to align with the new EERE template, and moving the Tips and Consejos sites to [energysavers.gov](http://energysavers.gov).

Reader interest in EERE's news stories also rose in FY10. Subscribers to Progress Alerts increased 21%, and subscribers to the EERE Network News increased 18% (compared to FY09). Overall, EERE experienced a 128% increase in the number of subscribers to the EERE news products hosted in GovDelivery. EERE also increased the number of total news alerts mailed by 113%.

EERE extended its social media strategy in FY10 by launching Facebook pages for Energy Savers and EERE. These important additions complement the suite of EERE's other Web 2.0 activities, including blogs, social bookmarking, widgets, gadgets, and RSS feeds.

2010 marked the first significant enterprise-wide update to the EERE Web site in eight years. A new home page, topical landing pages, and site-wide template improved the user experience by updating the site's look and feel, making it easier to find EERE's more than 130 Web site areas, creating a new template structure that addresses the priorities of EERE's stakeholders, and making it clearer to users the collection of Web files they are searching. Various components of user-centered design were leveraged throughout the redesign project, and ongoing usability testing will guide the implementation of iterative improvements.

Two key EERE management reports also were delivered in FY10, including the Strategic Plan for the EERE Web site, which outlines the mission, vision, audiences, key messages, goals, strategies, and activities for [eere.energy.gov](http://eere.energy.gov); and the EERE program Web site audience analysis, which identified content preferences and visitor patterns among key visitor segments.

The Communication Standards Web site continues to be EERE's primary resource for information regarding print, exhibit, and Web standards and is recognized by the Federal Web Managers Council as a model of federal publication standards and style guides. Throughout FY10, information from surveys, feedback widgets, statistics, and Webmaster e-mails was collected, which led to the development of a report outlining planned FY11 improvements to the site.

**EERE TOTAL**

ENERGY SAVERS

SOCIAL MEDIA

NEWS

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VISITORS

14,190,381

VISITS

18,773,233

PAGE VIEWS

61,953,755

AVERAGE PAGE VIEWS PER VISIT

3.00

AVERAGE VISIT DURATION

7:30

TERMS

**Visitors:** The number of people who visited the EERE Web site

**Visits:** Sessions in which a visitor viewed at least one page or downloaded a file

**Page Views:** The number of times a page was viewed or a file was downloaded

**EERE TOTAL**

**TOP 10 WEB SITES BY VISIT**

EERE's many Web sites are divided into thousands of individual Web pages. This list shows the 10 most visited Web sites.

01. Energy Savers  
<http://www.energysavers.gov/>

10,758,296

02. Wind & Water Power Program  
<http://www.eere.energy.gov/windandhydro/>

1,166,835

03. Building Technologies Program  
<http://www.eere.energy.gov/buildings/>

1,109,430

04. Alternative Fuels and Advanced Vehicles Data Center  
<http://www.afdc.energy.gov/afdc/>

734,304

05. Wind Powering America  
<http://www.windpoweringamerica.gov/>

621,126

06. Solar Decathlon  
<http://www.solardecathlon.gov/>

579,733

07. Solar Energy Technologies Program  
<http://www.eere.energy.gov/solar/>

541,668

08. News  
<http://www.eere.energy.gov/news/>

460,772

09. Federal Energy Management Program  
<http://www.eere.energy.gov/femp/>

399,406

10. Industrial Technologies Program  
<http://www.eere.energy.gov/industry/>

305,520

**EERE TOTAL**

ENERGY SAVERS

SOCIAL MEDIA

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**EERE TOTAL**

**TOP 10 VISITED PAGES**

EERE's many Web sites are divided into thousands of individual Web pages. This list shows the 10 most visited Web pages.

01. Seasonal Weekly Tips \*  
<http://www.energysavers.gov/includes/widgetbox.html>

3,435,222

02. Energy Savers: Approved Energy Efficient Appliance Rebate Programs  
<http://www.energysavers.gov/financial/70022.html>

1,552,610

03. Energy Savers: Rebates for ENERGY STAR Appliances  
<http://www.energysavers.gov/financial/70020.html>

1,125,559

04. EERE Home Page  
<http://www.eere.energy.gov/>

854,913

05. Energy Savers Home Page  
<http://www.energysavers.gov/>

787,687

06. Energy Savers: Tax Credits for Energy Efficiency  
<http://www.energysavers.gov/financial/70010.html>

454,758

07. Solar Decathlon Home Page  
<http://www.solardecathlon.gov/>

378,085

08. Wind and Water Power Program: How Wind Turbines Work  
[http://www.eere.energy.gov/windandhydro/wind\\_how.html](http://www.eere.energy.gov/windandhydro/wind_how.html)

236,139

09. Wind Powering America: 80-Meter Wind Maps and Wind Resource Potential  
[http://www.windpoweringamerica.gov/wind\\_maps.asp](http://www.windpoweringamerica.gov/wind_maps.asp)

230,933

10. Energy Savers: Financial Opportunities  
<http://www.energysavers.gov/financial/>

217,573

\*In August 2010, EERE stopped collecting statistics on this page.

**EERE TOTAL**

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**TOP 5 DOWNLOADED FILES**

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

01. ENERGY STAR State Appliance Rebate Program: California  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_CA.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_CA.pdf)

23,857

02. ENERGY STAR State Appliance Rebate Program: Illinois  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_IL.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_IL.pdf)

19,978

03. Energy Savers Booklet: Tips for Saving Energy and Money at Home  
[http://www.eere.energy.gov/consumer/tips/pdfs/energy\\_savers.pdf](http://www.eere.energy.gov/consumer/tips/pdfs/energy_savers.pdf)

15,458

04. ENERGY STAR State Appliance Rebate Program: Ohio  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_OH.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_OH.pdf)

14,932

05. ENERGY STAR State Appliance Rebate Program: Florida  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_FL.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_FL.pdf)

12,838

**TOP 5 REFERRING SITES**

01. Direct

28.6%

02. Google

22.0%

03. [www.greenguide77.com](http://www.greenguide77.com)

13.7%

04. Yahoo

2.1%

05. Bing

2.0%

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TOP 10 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES

01. solar decathlon	61,543	06. weatherization assistance program	38,944
02. energysavers.gov	61,441	07. attic insulation	36,402
03. cash for appliances	48,404	08. eere	32,849
04. solar water heater	47,676	09. insulation	31,372
05. appliance rebates	39,959	10. heat pump	30,977





EERE TOTAL

**ENERGY SAVERS**

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## ENERGY SAVERS

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FY10 Energy Savers activities were highly focused on incentives for energy efficiency and renewable energy, including tax credits and appliance rebates. Other work included adding new LED lighting content, adding high-resolution diagrams for easy download, refacing the site to align with the new EERE template, and moving the Tips and Consejos sites to the energysavers.gov domain. Finally, a strategic plan for the Energy Savers family of sites was also developed.

## TAX CREDITS

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To improve communication about the energy efficiency and renewable energy tax credits offered through 2010 or 2016 (depending on the purchase), an easy-to-read summary of each credit was added to the Energy Savers site. In FY10, the content was redesigned with a pleasing “expand/collapse” navigation that allows users to easily focus on the content they need within a long page.

## REBATES

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Appliance rebates offered by the states were the biggest draw to Energy Savers in FY10. Energy Savers was the one-stop federal location where news media directed users to find out more about the programs in their states. To accommodate the large volume of traffic from all fifty states and six territories, two central pages housing general information on the program and a map and summary of the state programs were developed. In addition, 56 individual pages and PDFs were added—one for each state and territory. This group of pages was updated daily as changes were made to each individual state program. As the programs progressed, state “spotlight” stories were added for each state. A Flash feature on the main rebate pages highlighted several of these stories at a time.

## REFACING

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The Energy Savers site was refaced to give the site an updated look and feel and align with the new EERE template. This is considered an interim step in a larger Energy Savers redesign effort. The refaced site went live on September 30, 2010.

## MOVING TIPS/CONSEJOS TO ENERGYSAVERS.GOV

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To support the branding scheme on Energy Savers and unite consumer-oriented content in one location, the English and Spanish versions of the Energy Savers: Tips on Saving Energy and Money at Home sites and booklets were moved to the EnergySavers.gov domain. This move is the first step in combining and streamlining the simpler Tips content and the more complex content in the Your Home section of Energy Savers.

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## **ENERGY SAVERS** (CONTINUED)

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### **CONTENT**

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In addition to the information on tax credits and rebates, several other pieces of content were added to Energy Savers in FY10. The first is information on LED lighting, which includes general information on LED lights and the different types of lighting products available. The second piece is high-resolution versions of the many diagrams throughout the site. Making these diagrams available streamlines the process for the many users who request the diagrams, and it also saves time and money spent on fielding the requests and finding the files.

### **STRATEGIC PLAN**

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A strategic plan for Energy Savers was developed in FY10 to guide ongoing activities and planned content and design updates. The plan includes the mission, goals, key messages, guiding principles, and success indicators that inform all activities on Energy Savers. This strategic plan will be updated as needed.

### **HOSTING**

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In February, EnergySavers.gov was moved to a new server to better handle high volume and fluctuations in traffic. Since that time, the site has successfully handled spikes in traffic related to announcements and news stories that generated a great deal of public interest, such as the state appliance rebates. The site now has a 24 x 7 uptime.

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## ENERGY SAVERS

### TOP 10 VISITED PAGES

01. Seasonal Weekly Tips\*

<http://www.energysavers.gov/includes/widgetbox.html>

3,435,222

02. Energy Savers: Approved Energy Efficient Appliance Rebate Programs

<http://www.energysavers.gov/financial/70022.html>

1,552,610

03. Energy Savers: Rebates for ENERGY STAR Appliances

<http://www.energysavers.gov/financial/70020.html>

1,125,559

04. Energy Savers Home Page

<http://www.energysavers.gov/>

787,687

05. Energy Savers: Tax Credits for Energy Efficiency

<http://www.energysavers.gov/financial/70010.html>

454,758

06. Energy Savers: Financial Opportunities

<http://www.energysavers.gov/financial>

217,753

07. Energy Savers: Solar Water Heaters

[http://www.energysavers.gov/your\\_home/water\\_heating/index.cfm/mytopic=12850](http://www.energysavers.gov/your_home/water_heating/index.cfm/mytopic=12850)

216,202

08. Energy Savers: Florida Appliance Rebates

[http://www.energysavers.gov/financial/rebates/state\\_FL.cfm](http://www.energysavers.gov/financial/rebates/state_FL.cfm)

174,141

09. Energy Savers: Demand (Tankless or Instantaneous) Water Heaters

[http://www.energysavers.gov/your\\_home/water\\_heating/index.cfm/mytopic=12820](http://www.energysavers.gov/your_home/water_heating/index.cfm/mytopic=12820)

169,705

10. Energy Savers: Radiant Heating

[http://www.energysavers.gov/your\\_home/space\\_heating\\_cooling/index.cfm/mytopic=12590](http://www.energysavers.gov/your_home/space_heating_cooling/index.cfm/mytopic=12590)

166,397

### VISITORS

7,740,571

### VISITS

10,758,296

### PAGE VIEWS

28,475,979

### TERMS

**Visitors:** The number of people who visited the EERE Web site

**Visits:** Sessions in which a visitor viewed at least one page or downloaded a file

**Page Views:** The number of times a page was viewed or a file was downloaded

\*In August 2010, EERE stopped collecting statistics on this page.

EERE TOTAL

**ENERGY SAVERS**

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## TOP 5 DOWNLOADED FILES

01. ENERGY STAR State Appliance Rebate Program: California  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_CA.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_CA.pdf)

23,857

02. ENERGY STAR State Appliance Rebate Program: Illinois  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_IL.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_IL.pdf)

19,978

03. Energy Savers Booklet: Tips for Saving Energy and Money at Home  
[www.eere.energy.gov/consumer/tips/pdfs/energy\\_savers.pdf](http://www.eere.energy.gov/consumer/tips/pdfs/energy_savers.pdf)

15,458

04. ENERGY STAR State Appliance Rebate Program: Ohio  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_OH.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_OH.pdf)

14,932

05. ENERGY STAR State Appliance Rebate Program: Florida  
[http://www.energysavers.gov/financial/rebates/pdfs/rebate\\_summary\\_FL.pdf](http://www.energysavers.gov/financial/rebates/pdfs/rebate_summary_FL.pdf)

12,838

## TOP 5 PAGES BOOKMARKED USING "ADD THIS"

01. Energy Savers: Rebates for ENERGY STAR Appliances  
<http://www.energysavers.gov/financial/70020.html>

2,233

02. Energy Savers: Florida Appliance Rebates  
[http://www.energysavers.gov/financial/rebates/state\\_FL.cfm](http://www.energysavers.gov/financial/rebates/state_FL.cfm)

1,123

03. Energy Savers: Tax Credits for Energy Efficiency  
<http://www.energysavers.gov/financial/70010.html>

971

04. Energy Savers: Texas Appliance Rebates  
[http://www.energysavers.gov/financial/rebates/state\\_TX.cfm](http://www.energysavers.gov/financial/rebates/state_TX.cfm)

738

05. Energy Savers: Approved Energy Efficient Appliance Rebate Programs  
<http://www.energysavers.gov/financial/70022.html>

574

EERE TOTAL

**ENERGY SAVERS**

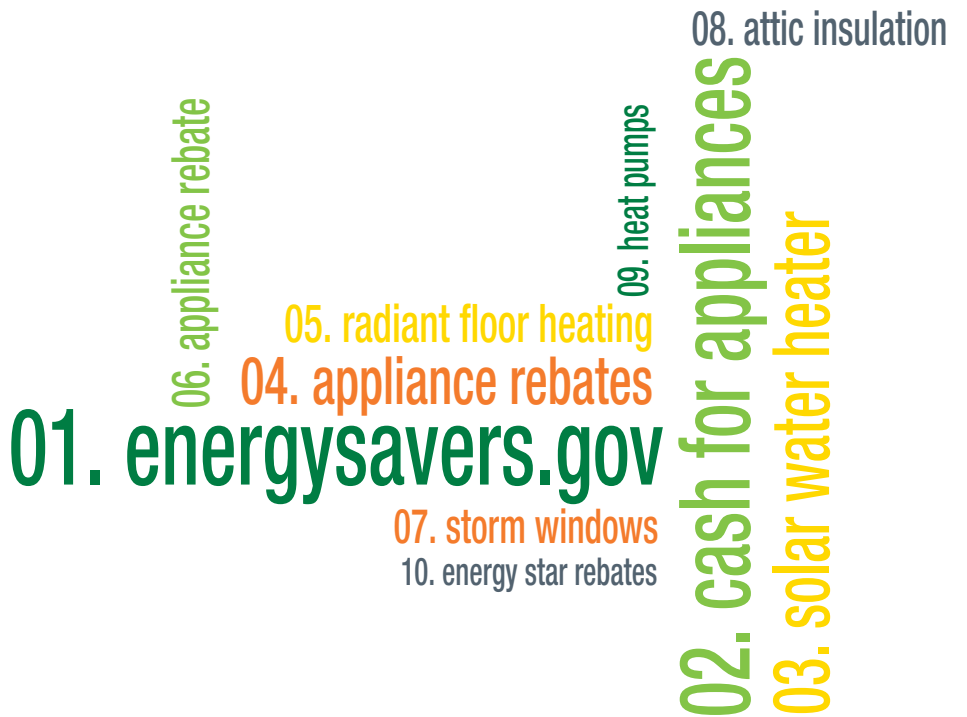
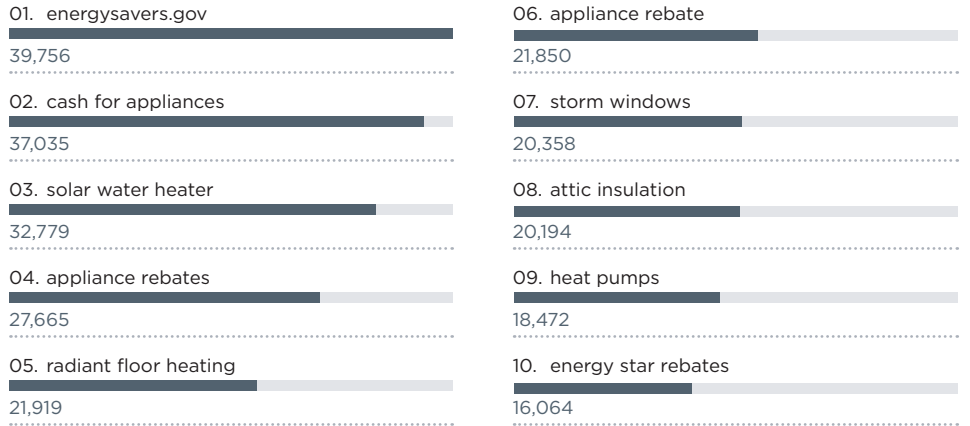
SOCIAL MEDIA

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## TOP 10 SEARCH PHRASES FROM COMMERCIAL SEARCH ENGINES



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## SOCIAL MEDIA

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EERE continued to grow its social media presence in FY10 through blogging, social networks, and sharing tools such as widgets. Strategies, processes, and guidance documents were formalized in FY10 through the development of a strategic plan and social media standards.

## ENERGY SAVERS BLOG

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The Energy Savers blog continues to publish regularly and attract readers and comments. In FY10, the team published 153 entries—roughly three entries per week. The blog is overseen by managing editor Allison Casey, with approvals in FY10 by Sarah Kirchen and Drew Bittner. Contributing writers throughout FY10 included Drew Bittner, Erin Pierce, Eric Barendsen, Kyle Rudzinski, Sean Large, Shannon Shea, Scott Minos, Amy Foster-Parish, John Lippert, Elizabeth Spencer, Andrea Spikes, Chris Stewart, and Allison Casey. In December, the blog was named one of nine Great Blogs from the federal government by OhMyGov.com.

## FACEBOOK: EERE AND ENERGY SAVERS

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The EERE Facebook page launched March 26, 2010 and grew to 1,361 “fans” or people who “like” the page by September 30, 2010. The EERE Facebook page is primarily populated by news and Progress Alerts that are first posted on the EERE Web site. The EERE Information Center also submits an update once per week that highlights interesting topics that came up in their work in the Information Center. Occasionally, other updates and items of interest are posted.

The Energy Savers Facebook page went live just before the start of FY10 (September 17, 2010). Throughout the fiscal year, the page steadily gained “fans” or people who “like” the page; 2,220 people “liked” the page as of September 30, 2010. The main source of content for the Energy Savers Facebook page is the Energy Savers Blog; entries are posted on Facebook the same day they are published on the blog. In addition, tips, videos, and links to new content are also shared on the page.

## WIDGETS

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Widgets continue to be popular ways to distribute content and to make it easy for users to share our content with others. Current widgets on EERE and Energy Savers include EERE News, EERE Financial Opportunities, Energy Savers Blog, Energy Savers Seasonal Tips, EERE News iGoogle Gadget, TAP Webcast, and the Technology Commercialization Portal widget.

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## SOCIAL MEDIA (CONTINUED)

### SOCIAL MEDIA STANDARDS

To address questions about how and when to use social media tools, a new page was added to the EERE Communication Standards site detailing the various options for using social media. The page outlines the tools that are available for programs to use for their own projects (such as blogs, RSS feeds, and widgets), and it also covers common social media tools where programs can contribute at the Office level (such as Facebook) or Department level (such as Twitter, Flickr, Vimeo, and YouTube).

### STRATEGIC PLANS

A draft strategic plan for EERE social media activities was developed in FY10 to guide EERE's ongoing efforts in social media. The strategic plan includes the overall approach to social media, guiding principles, success indicators and measurement, implementation roadmap, and planned FY10 and FY11 activities. A similar strategic plan was developed for Energy Savers social media activities. These strategic plans will be updated and revised as needed to align with department-level plans and guidance.

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## SOCIAL MEDIA

### ENERGY SAVERS BLOG

The Energy Savers blog ([eereblogs.energy.gov/energysavers](http://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.

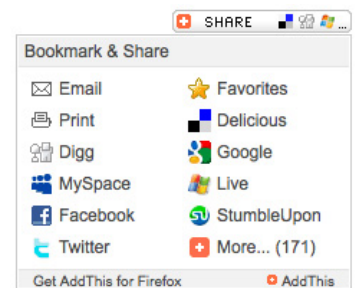
ENTRIES	COMMENTS	RSS SUBSCRIBERS	PAGE VIEWS
153	923	684	214,510

### ENERGY SAVERS SOCIAL BOOKMARKS

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

22,738



### TERMS

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

**Fans/Likes:** Facebook users who have voluntarily connected their profile with EERE and Energy Savers Facebook pages. Updates appear in fans’ news feeds

**Interactions:** Actions taken by fans and include likes, comments, wall posts, etc.

**Updates:** Updates to the EERE and Energy Savers Facebook pages by EERE staff who administer the pages

### EERE ON FACEBOOK

FANS/ LIKES	INTERACTIONS (likes, comments, wall posts, etc.)	PAGE VIEWS	UNIQUE PAGE VIEWS
1,361	239	7,315	2,833

### ENERGY SAVERS ON FACEBOOK

FANS/ LIKES	INTERACTIONS (likes, comments, wall posts, etc.)	PAGE VIEWS	UNIQUE PAGE VIEWS
2,217	482	28,028	4,990



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## 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

Join the Conversation on the Energy Savers Blog

[Chimneys: Warm and Cozy or Easy Exit for Your Heat?](#)  
23 hours ago

[How Saving Energy Might Be Contagious](#)  
Jan 11, 2010

[What Steps Do You Take to Maintain Your Furnace?](#)  
Jan 07, 2010

▶ Read more entries

▶ Subscribe to RSS feed

Get Widget

VIEWS

13,488,975

### FINANCIAL OPPORTUNITIES WIDGET

Financial Opportunities for Business, Industry, and Universities

[Program Year 2010 Weatherization Formula Grants](#)  
Jan 05, 2010

[Recovery Act: Batteries For Electrical Energy Storage in Transportation](#)  
Dec 16, 2009

[Recovery Act: Electrofuels](#)  
Dec 16, 2009

▶ See more financial opportunities

▶ Subscribe to RSS feed

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

Get Widget

VIEWS

116,990

### EERE NETWORK NEWS iGOOGLE GADGET

Top Stories | Biomass | Buildings | Federal | Geothermal | Hybrids

[Labor Department Awards \\$155 Million to Support Green 2009](#)  
1/13/2010

[EIA Sees Gasoline Hitting \\$3 per Gallon by Summer](#)  
1/13/2010

[DOE Steps Lead to Significant Increase in Compliance with Energy Efficiency Reporting Requirements](#)  
1/13/2010

U.S. Department of Energy

Google | Gadgets powered by Google

INSTALLS

360

## TERMS

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

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

### EERE NEWS WIDGET

Energy Efficiency & Renewable Energy News

DOE Awards \$19 Million to Modernize Nation's Electric Grid

FERC Proposes Rule to Integrate Variable Energy Resources into Grid

DOE Offers \$50 Million Loan Commitment to CNG Carmaker

LA Auto Show Features EVs, Hybrids, and Alternative Fuel Vehicles

Ford Names Markets for Focus Electric, its First All-Electric Vehicle

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

Get Widget

IMPRESSIONS

11,632

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## NEWS

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The publication and distribution of EERE news products continues to serve as a primary function of the EERE home page, EERE's News Web site, and EERE's e-mail news delivery tool, GovDelivery.

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

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

In FY10, EERE published 107 press releases and 168 Progress Alerts. More than 59 Home Page News Stories were also posted in this time—the exact number is higher and includes several items that were featured on the home page but did not have an accompanying story.

## SITE VISITORS AND NEWSLETTER SUBSCRIBERS

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While the number of visits to the EERE News Web site declined 5.5% (compared to FY09), the numbers of e-mail news subscribers, e-mails sent, and news items managed in GovDelivery increased in FY10. Subscribers to Progress Alerts rose 21%, and subscribers to the EERE Network News rose 18%. Overall, EERE realized a 128% increase in the number of subscribers to all EERE news products, a 113% increase in total e-mails sent, and a 74% increase in newsletters managed in GovDelivery. Similar trends were recorded for EERE's other news products.

## EERE FACEBOOK PAGE

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FY10 marked the beginning of EERE's Facebook page, where 1,361 Facebook users have "become fans" of EERE. As a result, EERE's news headlines appear on these Facebook users' news feeds.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

**NEWS**

STANDARDS

REDESIGN

## EERE NEWS SUMMARY

### E-MAIL NEWS UPDATES SUBSCRIBERS

Users may subscribe to up to 25 e-mail news services.

TOTAL UNIQUE SUBSCRIBERS

**139,950**

This figure includes 41,593 e-mail addresses added on Oct. 20, 2009, for a one-time Energy Plus software e-mail.

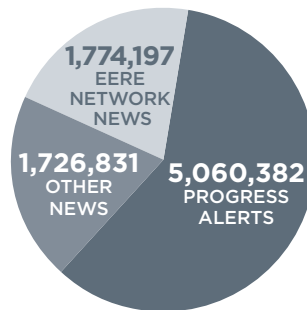
EERE NETWORK NEWS SUBSCRIBERS

**37,393**

PROGRESS ALERTS SUBSCRIBERS

**32,480**

### E-MAIL MESSAGES SENT



TOTAL E-MAIL MESSAGES SENT

**8,561,410**

This figure only includes e-mails sent using GovDelivery.

### FINANCIAL OPPORTUNITIES RSS SUBSCRIBERS

TOTAL SUBSCRIBERS

**691**

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

**STANDARDS**

REDESIGN

## STANDARDS

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Communication Standards is the primary location for all of EERE's resources on print, exhibit, and Web standards. Throughout FY10, information was gathered from surveys, feedback widgets, statistics, and Webmaster e-mails in order to collect information on how users interact with the site and what could be improved in an FY11 redesign.

## FEEDBACK WIDGETS

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In early FY11, the "feedback widgets" were added to the right column of every page on Communication Standards. This widget allows users to say if they found what they were looking for and to provide comments on the page they were reading. This has helped identify what pages users feel are lacking information and what pages are working successfully.

## COMMUNICATION STANDARDS CUSTOMER SURVEY

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A survey of the Web coordinators and contractors was conducted in mid-FY10. This survey was answered by a variety of people who work on the site, including federal workers and contractors who work in the fields of print, exhibits, and Web sites. The feedback they provided helped identify successful and unsuccessful elements on the site.

## FY11 REDESIGN RECOMMENDATIONS REPORT

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The conclusion of all of the FY10 research was the development of an FY11 Redesign Recommendations Report, which recommends a complete re-architecture of the Communication Standards navigation in FY11, a redesign for the home page, and the potential addition of more graphical elements to help label and highlight content.

## THE "INTRODUCTION TO STANDARDS" PODCAST

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In FY10, the Introduction to Standards podcast was started. This podcast series provides five-minute summaries of some of the most important requirements on Communication Standards. Since its inception in January 2010, four podcasts have been developed.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

**STANDARDS**

REDESIGN

## **STANDARDS** (CONTINUED)

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### **DEVELOPMENT OF NEW GUIDELINES AND REQUIREMENTS**

In order to provide ongoing improvements to the EERE Web site, several new guidelines and requirements were introduced in FY10, including guidelines on Social Media, RSS Feeds, QA Checklists, and Refacing Guidelines.

### **ONGOING IMPROVEMENTS OF EXISTING STANDARDS**

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Several existing standards were updated in order to provide clearer guidance on how to follow them or were updated to make them simpler or easier to follow. Updated standards this year include the Electronic Newsletters, Video Standards, Linking Policy, EERE Style Guide, and Native File Formats/PDF Linking Standards.

EERE TOTAL

ENERGY SAVERS

SOCIAL MEDIA

NEWS

STANDARDS

REDESIGN

## REDESIGN

FY10 marked the first significant enterprise-wide update to the eere.energy.gov Web site in eight years. This project included three major FY10 deliverables: designing a new home page, creating 13 new landing pages, and designing a new EERE Web site template. As part of the new template, all 10 EERE program Web sites—and a select number of other sites—were redesigned in FY10. A phased implementation will continue in FY11.

The impacts of these improvements enhanced the user experience by:

- Updating the look and feel and providing a more engaging interface
- Making it easier to find EERE's 130+ sites
- Creating a new site template that addresses the priorities of EERE's stakeholders
- Aligning the Web site with new DOE/EERE branding
- Making it clearer to users the collection of EERE Web files they are searching.

The EERE Home Page redesign introduced a plain-language, topic-oriented navigation; organized content into clear categories; added white space; increased the prominence of the rotating news stories; and updated the look and feel to match the new EERE-wide design.

Another key deliverable of the redesign project was the new corporate landing pages. Created to help users understand the breadth of content located throughout the EERE Web enterprise, these pages organize key program, initiative, and consumer-targeted content by topic instead of following EERE's internal, program-oriented organization. The results of the template usability testing demonstrate these pages are already a popular and valuable addition to the EERE Web site.

The new template included new global navigation, new treatment for search, new site-wide look and feel, new information architecture, updated code, additional social media tools, and a new mobile version of the Web site. The template provides an improved structure for EERE's programs and offices and allows for greater flexibility and customization.

Various components of user-centered design were—and will continue to be—leveraged throughout the redesign project. Customer surveys, statistics analysis, Webmaster inquiries, stakeholder interviews, and usability tests played a significant role in shaping the redesign project. Usability testing for the new template began in FY10 and was implemented in early FY11. The results of ongoing user-centered design practices will guide the implementation of future enhancements.

## **REDESIGN** (CONTINUED)

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More than two dozen Web coordinators and contractors served on the redesign project's advisory team. The purpose of this group was to review and provide feedback on the project's various deliverables, including site-wide information architecture and Web design and the process for rolling out the redesign and conducting usability testing. In addition to contributing to the project's overall success, members of the advisory team demonstrated a high level of support and ownership in the redesign project, which positively impacted the willingness of the EERE Web community to adopt the new template.

Communicating with the EERE Web community also was an important component of the redesign project. Sharing updates and answering questions during each EERE monthly Web coordinators meeting, posting updates on the Communication Standards blog, and responding to individual e-mail and telephone inquiries played a part in keeping the community engaged and informed.