



**U.S. Department of Energy
Energy Efficiency
and Renewable Energy**

Bringing you a prosperous future where energy
is clean, abundant, reliable, and affordable

EERE Web Site Year-End Report 2006

Prepared for
**The U.S. Department of Energy
Office of Energy Efficiency and Renewable Energy**

By
The National Renewable Energy Laboratory

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FY06 Key Accomplishments

New Site Navigation Tools/Portal Archive

To make information on the EERE Web site more accessible, we added several new navigation tools, including a site name index and a subject index. In addition, the EERE home page now has a Popular Topics section that directs users to selected major topics. The new tools are more effective than the content classification engine used in the technology portal, so the portal will be archived in the first quarter of FY07.

Web Site Policies for E-Gov Compliance

The new Web Site Policies page demonstrates compliance with OMB's e-gov guidelines. This page is linked from the EERE home page and can be easily expanded to accommodate future e-gov requirements. It provides a central location for information about EERE Web policies and how we comply with federal Web requirements.

Featured Content on Consumer Site

New content was added to the EERE Consumer site in FY06. The Energy Calculators & Software pages provide links to internal and external energy calculators. These tools are in high demand, and the pages provide a centralized source for access. Content was also created to support the Department of Energy's "Easy Ways to Save Energy" campaign.

Regional Office Archive

Because of the consolidation of the regional offices into the Golden Field Office and the National Energy Technology Laboratory, the regional office Web sites were archived. Staff conducted an extensive inventory of the content to retain unique information and managed the archiving to meet the needs of regional office staff and the consolidation schedule.

Office of EERE Special Requests

The Assistant Secretary's office took special interest in the EERE Web site in FY06, and we established a process to quickly respond to requests for EERE Daily News items and speeches. In addition, the Assistant Secretary has indicated an interest in creating a podcast. We developed a process and template for posting and archiving podcasts. This template will serve as a model for podcasts by EERE programs.

Information for Media Site

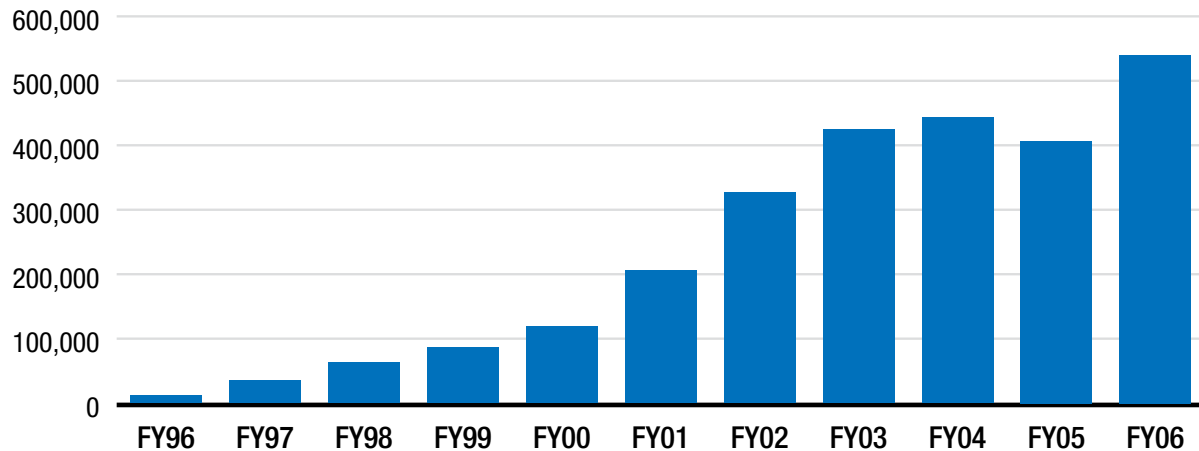
The EERE Information for Media site, which was completed in FY06, provides members of the press with information about EERE's programs, campaigns, and initiatives as well as access to resources such as photographs and multimedia.

1 General EERE Site Metrics

Visitors

Since the inception of the EERE Web site, visitor numbers have steadily increased. In the past 11 years, the number of visitors has increased from 12,000 to 540,000. This is due to the increasing popularity and availability of the Internet as well as increasing interest in energy efficiency and renewable energy technologies.

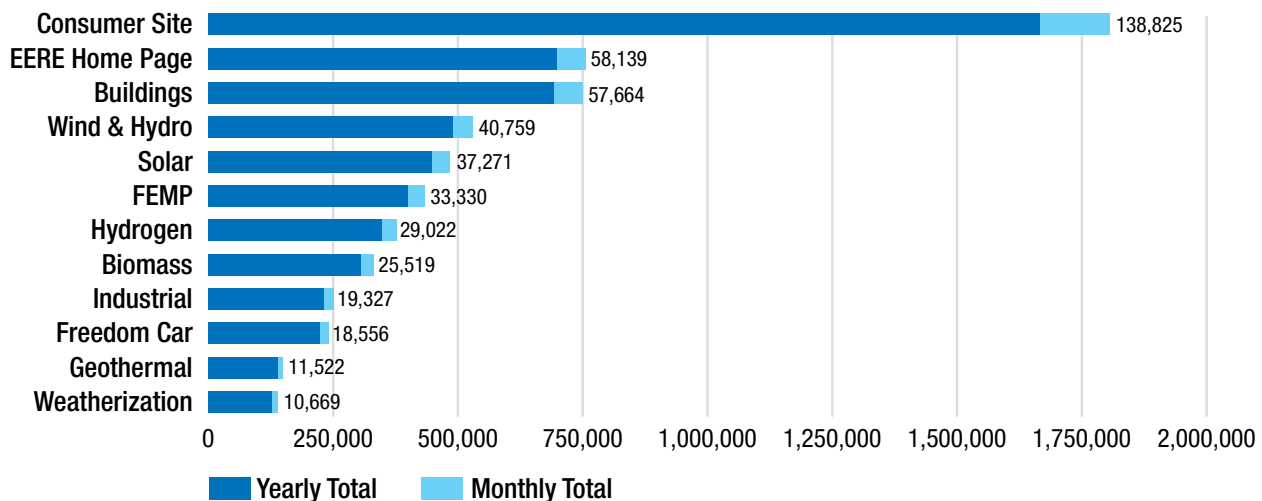
**Average number of EERE Web site visitors
per month FY96 – FY06**



Visitors to EERE Program and Consumer Web Sites

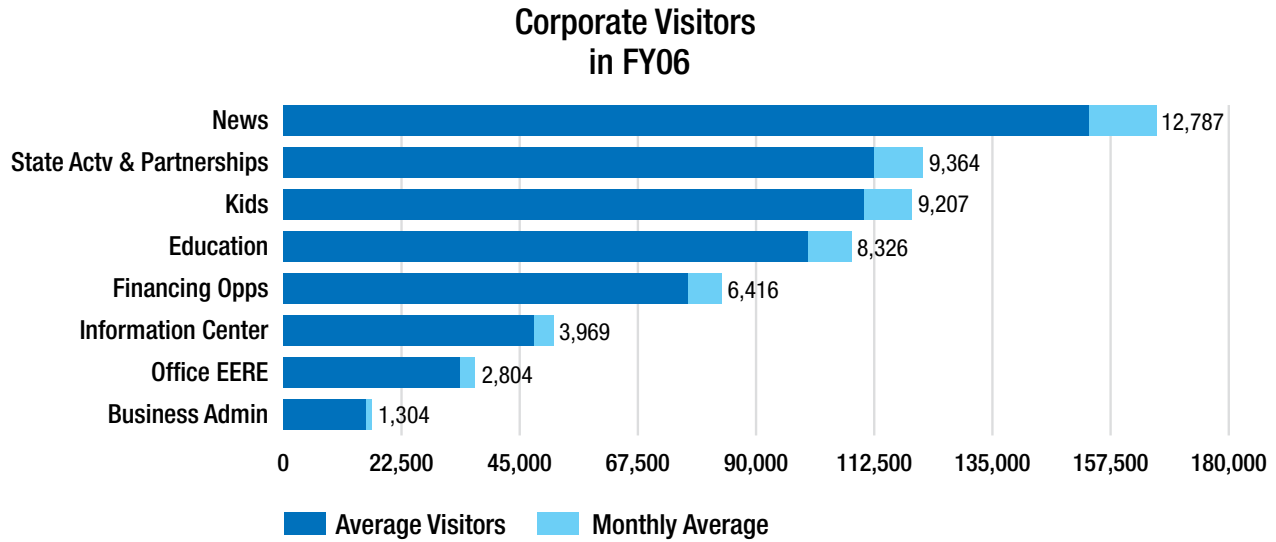
A Consumer's Guide to Energy Efficiency and Renewable Energy is by far the most visited Web site within the EERE family of sites. In fact, it attracts 141% more visitors than the second-most-popular site, Building Technologies Program. Most visitors to the site are first-time visitors and consumers. Because the majority of the program sites are not intended for consumers, the Consumer Web site serves this important user segment.

Visitors in FY06



Visitors to EERE Corporate Web Sites

EERE corporate Web sites include sites that are not managed by the programs. EERE News is the most active corporate site. It averages 12,787 monthly visitors and served approximately 153,000 visitors over the year.



Search Engine Results

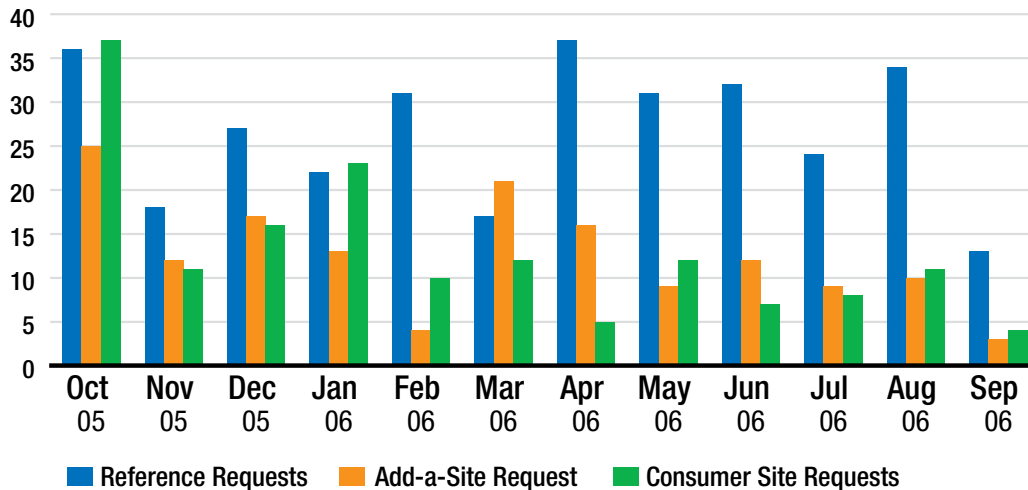
EERE pages continue to rank high in commercial search engines, as shown in the following table. The top row shows the top three commercial search tools and how many pages they each index. The first column shows the term used in the search engine, “energy efficiency” and “renewable energy,” the second column is the date when the search was performed, and the third through fifth column show how the EERE home page consistently ranks in the top 15 results of all three search engines; most frequently number one. The long-term effort put into optimization techniques has paid off, demonstrated by the exceptionally high rankings of the EERE home page.

	Date	Google >8 billion pages	MSN Search >5 billion pages	Yahoo >4 billion pages
energy efficiency	7/1/05	10: home page	1: home page	1: home page
	6/26/06	1: home page	2: home page	3: home page
	9/11/06	1: home page	3: home page	8: home page
renewable energy	7/1/05	14: home page	1: home page	2: home page
	6/26/06	2: home page	1: www.eere.energy.gov/kids/ 2: home page	2: home page
	9/11/06	3: home page	1: www.eere.energy.gov/kids/	3: home page

Webmaster Inquiries

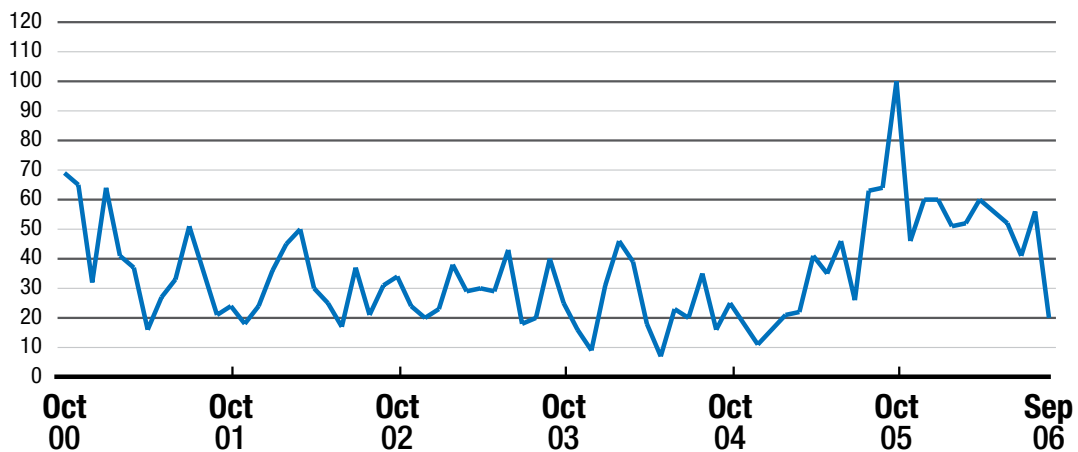
The EERE Webmaster received a record number of inquiries in 2006. Inquiries increased 69% from 2005 because of national attention focused on EERE technologies. The majority of Webmaster inquiries are redirects to other EERE Webmasters – reference request that users should have submitted to other Webmasters instead of to the overall EERE Webmaster.

**Total Webmaster Inquiries
FY 2006**



Over a longer period, a spike in Webmaster inquiries is obvious. The peak month was October 2005, which had 100 inquiries.

**Total Webmaster Inquiries
from FY01 to FY 2006**



2 EERE Site Management Metrics

Page Counts

In order to effectively manage the EERE Web site, a number of metrics are collected. The page counts below were generated using the EERE search engine. The search engine does not include files larger than 1.2 MB or pages that contain question marks in their URL. The total includes all file types (e.g., .html, .htm, .shtml, and .cf files as well as PDFs and Word, Excel, and PowerPoint documents).

<http://www.eere.energy.gov> and <http://www1.eere.energy.gov>

Total = 37,306

PDFs = 9,629

Word documents = 750

Excel documents = 130

PowerPoint documents = 149

EERE Template Implementation

The current EERE Web template (launched in 2003) increases usability and establishes a strong brand for EERE. The effort to get all 37,000 of EERE's Web pages into the template is still in progress. The metrics show that we are very close to completion with only 9 sites left to convert. As an important part of branding a site the URL is important and over time we have worked to move the EERE family of sites into the approved domain convention and we continue to make progress on this front.

Number of sites and subsites in template – 128

Number of sites not in template – 9

Number of sites using EERE domain convention – 113 (sites and subsites)

Number of unique domains – 35*

*This number includes independent, unique domains (e.g., www.govforums.gov) and unique domains that redirect to EERE sites (e.g., www.buildings.gov redirects to www.eere.energy.gov/buildings/). It does not include three sites on the domain action list that are not considered part of the official inventory: Building Energy Codes Resource Center, IAC Database, and the Plant-Wide Assessment Database.

EERE Home Page Features

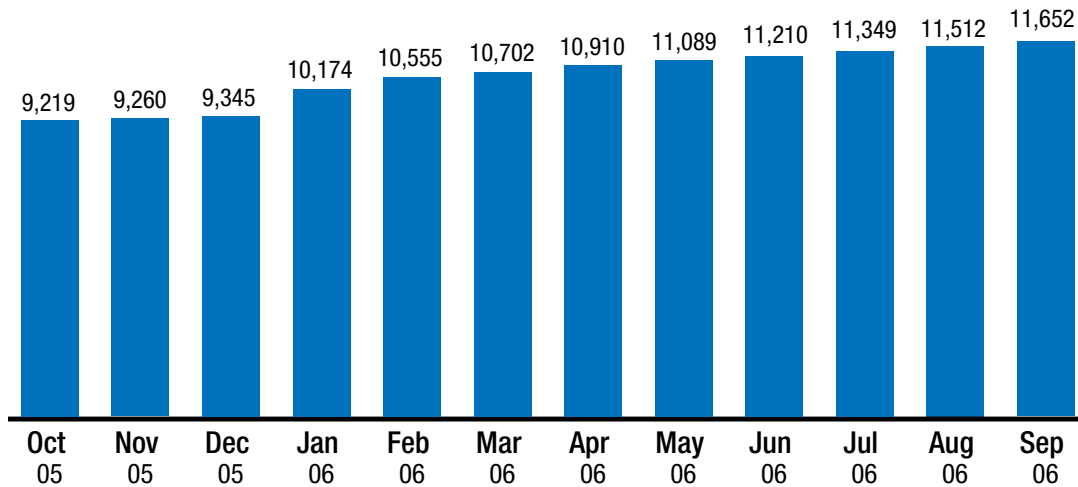
The EERE home page receives substantial traffic. In order to promote EERE special initiatives, national plans, and other relevant issues, these types of items are featured on the EERE home page. Below is a list of the FY06 features for the 3rd & 4th quarter.

Feature	Posted	Removed
Solar America Initiative		April 19
FEMP Earth Day	April 6	April 25
Vision for Victory	April 19	April 28
Gas Saving Tips	April 27	Aug. 15
RO Consolidation	May 19	July 14
Easy Ways to Save Energy		June 12
Disaster Recovery	June 12	Oct 4
Energy Savers en Espanol	Aug. 2	Sept. 11
Subject/Site Name Index	Aug. 15	Aug. 23
National Action Plan for Energy Efficiency	Aug. 23	—
National Renewable Energy Conference	Sept. 11	—

3 EERE Network News Online Newsletter

EERE Network News showed steady subscribers growth throughout the year. Since last year, the number of subscribers has increased by 2,600. The national attention to energy efficiency and renewable energy issues contributed to this impressive growth. In FY06, the site's subscriber base grew 29% — the largest increase in one year.

**EERE Network News
Subscribers FY06**



Over time, *EERE Network News*' steady growth is impressive. Since FY99, the subscriber base has grown from 2,998 to 11,652.

**EERE Network News
Subscribers 1999 – FY06**

