U.S. Department of Energy

Energy Efficiency and Renewable Energy Web Site

Data: September 6, 2009 through December 12, 2009
Scope: www1.eere.energy.gov

Subcontractor: PublicInsite Web Site Optimization Inc.
NREL Subcontract #: AGC-0-99194-01
NREL Technical Monitor: Chris Stewart (MS 303)
Date: April 2010
Deliverable: Phase II Final presentation and results (master)

Alex Langshur, President
Tyler Gibbs, Director of Operations

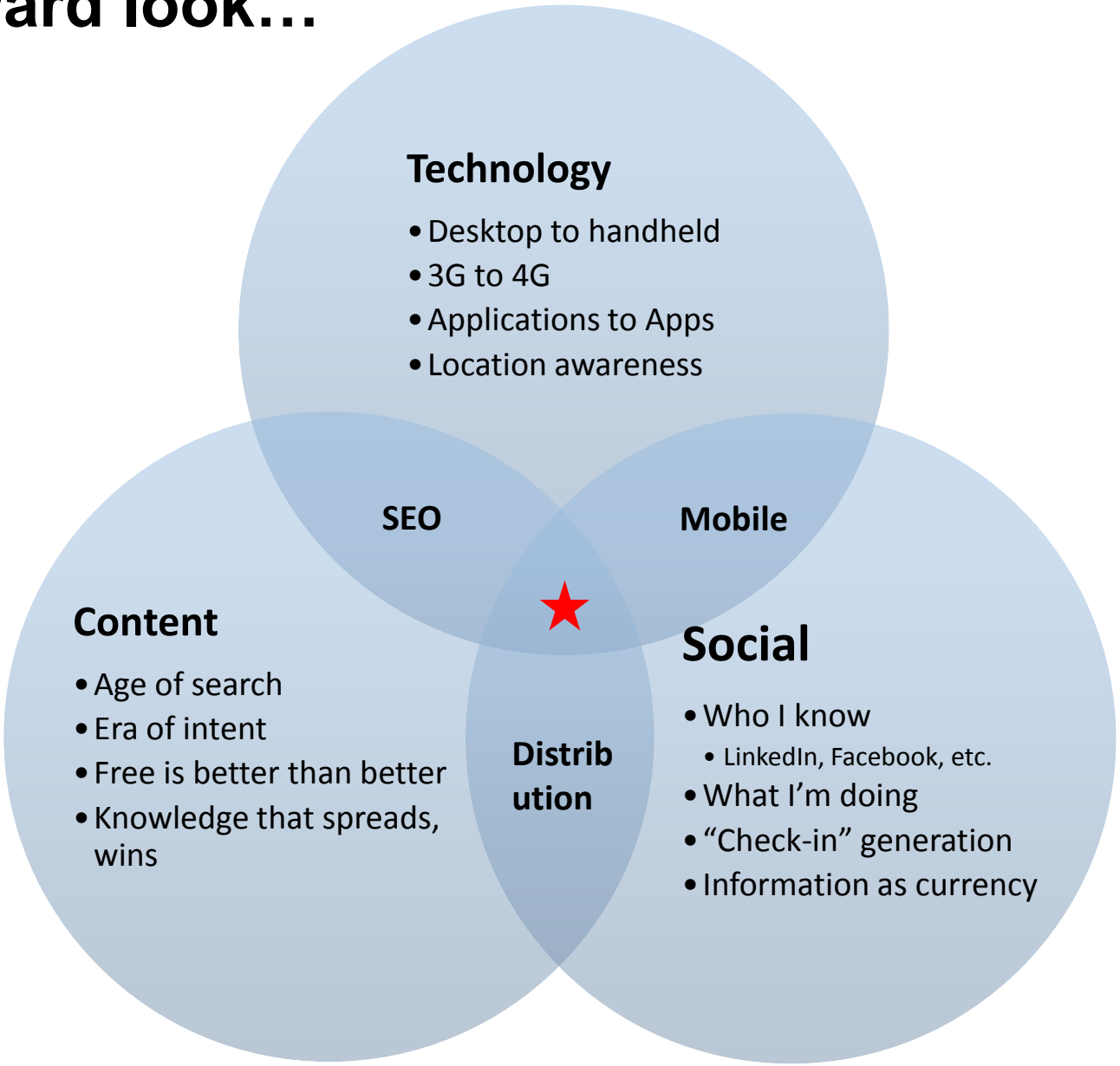
Converting visits to value

www.PublicInsite.com

EERE– Analysis Overview

- Goals:
  - Measure and track Energy Efficiency and Renewable Energy content use by key audiences found on the 'www1' sub-domain of the site
  - Identify Key Performance Indicators (KPIs) to assess impact and level of visitor engagement
- What: Macro level traffic patterns
  - Presentation of big picture trends, key terms and distinctions
- Who: Target audience analysis
  - High resolution examination of visit patterns from key targeted audiences
- Where & Why: Analysis of the Energy Efficiency and Renewable Energy content
  - What content do key audiences segments prefer?
  - How do they engage with the Web site and its content?
  - What brings them to the site?

A forward look…



Key Findings

- An engaged, active, diverse and consistent visitor base
  - Visit often and spend awhile looking at many more pages
    - 6.2 pages/visit & 3.5 minutes/visit (PI benchmark = 4 pages/visit; 3 min/visit)
- Significant traffic volumes
  - 2,134,000 visits & 13,269,000 page views in 14 week period
    - Weekly traffic averages ~ 152,500 visits and 947,800 page views
- Site is under performing in search
  - 17% below benchmark for search driven traffic reflects fundamental issue that needs to be addressed
    - Systemic issues at both content production and posting levels (e.g. image based titles)
  - But, where it works, it renders the home page less important
    - Wind power is most searched on topic, but captures only 3% of navigation click-throughs

Key Findings

- Major audiences of interest represent a minimum of 47% of all traffic
  - Americans at Home one of the largest stakeholders and heaviest user of EERE site accounting for at least 8% of all traffic.
  - Post Secondary Education make up a minimum of 4% of traffic
    - Show clear and unmistakable preference for content concerning biomass, geothermal, hydrogen fuel cells and hydro power
  - US Federal Government (2%) round out top 3
    - Overwhelming preference for FEMP & fleet (vehicles and fuel) navigation / content options
- 31% of all traffic is International – a very high percentage
  - This audience **must** be treated separately as it will skew all interpretation, particularly when focusing on national visitors
- EERE brand does not carry through to the program sites
  - A finding consistent with the type of data set provided for analysis

Key Findings

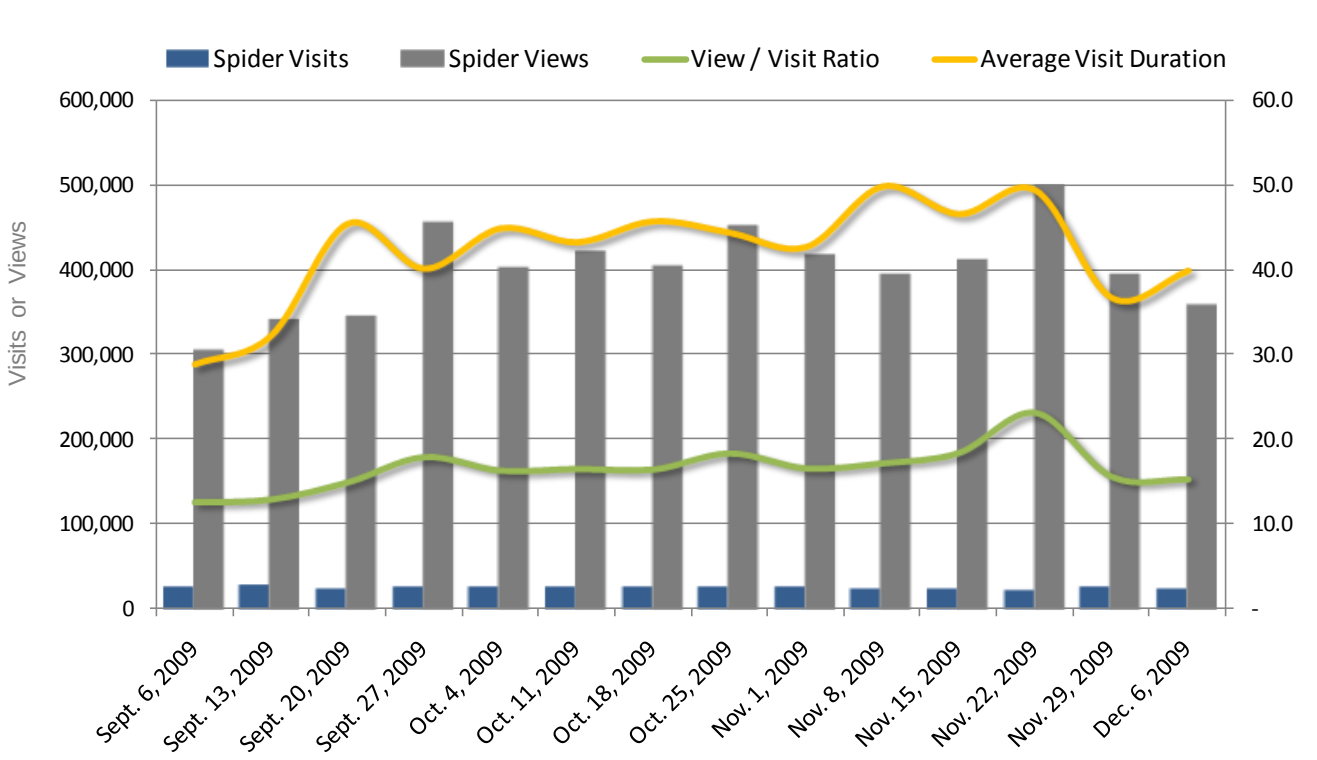
- Site referrer data suggests navigational challenges
  - 67% of visitors appear to arrive directly on the www1. domain (i.e. a non-referred visit) – this is well outside the norm and benchmark for other sites. Reasons may include:
    - High click-through rates from emails sent by each program (NOTE: this should be tracked and measured)
    - A very familiar audience of regular users who have bookmarked the site
    - Some users who may know the URL (although unlikely given its complicated nature)
  - OR, no ability to easily switch between programs (silo structure) forces users to go “back” to home page and re-enter to another program
    - As long as occurring in the same session, then could appear to be as non-referred
- PDF intensive nature of the site is unusual
  - 62% of page views are PDF – has significant implications for time on site, engagement scenarios and measurement options going forward

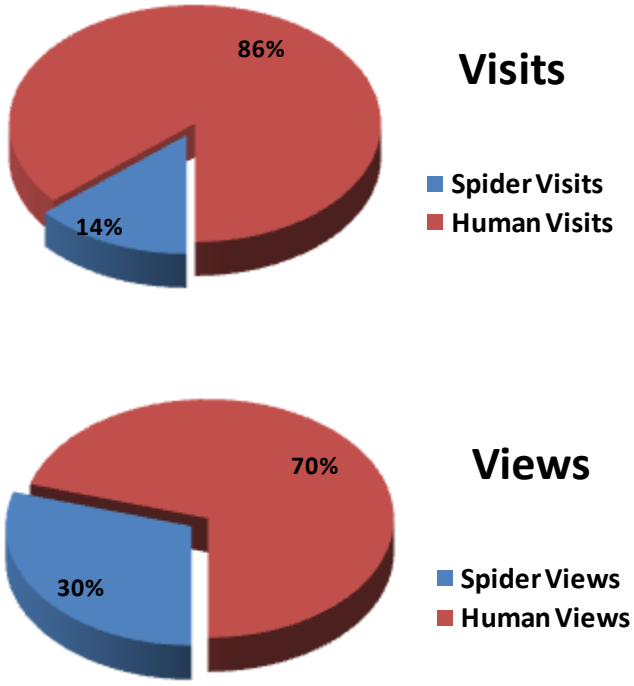
Key Findings -

- 70.2% of all search-driven visits fall within just 5 categories of terms (based on the Top 500 Search Terms):
  - **Wind**: low level of engagement (VVR of 2.7 and AVD of 3.7 minutes – 73 related terms)
  - **Consumer**: near average engagement (VVR of 4.2 and AVD of 2.0 minutes – 72 related terms)
  - **Solar**: large variety of interest and near average engagement; VVR (3.9) and average time on site 3.8 minutes – 74 related terms
  - **Geothermal**: VVR of 3.0 and average AVD of 3.2 minutes – 39 related terms)
  - **Hydrogen & Fuel Cells**: lower range of interest but high engagement (VVR of 7.2 and AVD of 3.1 minutes – 28 related terms)
- 14 Categories of keyword themes driving over 75,000 visits and 333,000 page views – approximately 4.4% of total visits and 3.2% of total site-wide page views

VVR = View / Visit Ratio
AVD = Average Visit Duration

Spider Traffic (non-humans)

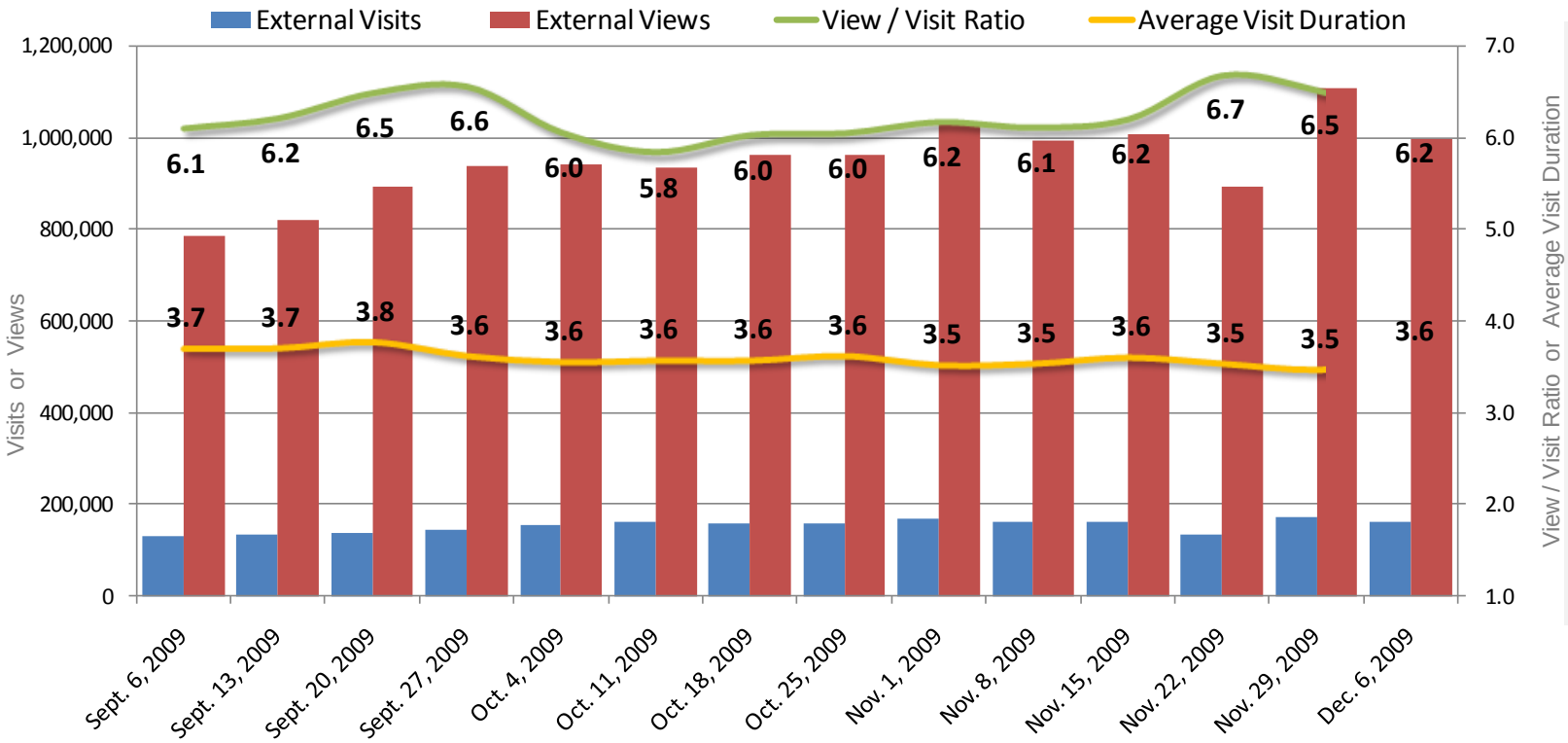




339,000 Visits
5,589,000 Views

Non-human traffic (robots, spiders, link checkers, site scrapers, etc.) to the Web site is substantial and relatively consistent, and if not considered, can have substantial negative impact on understanding behaviors and needs of the real visitors.

Total Visits and Page Views – EERE



Summary

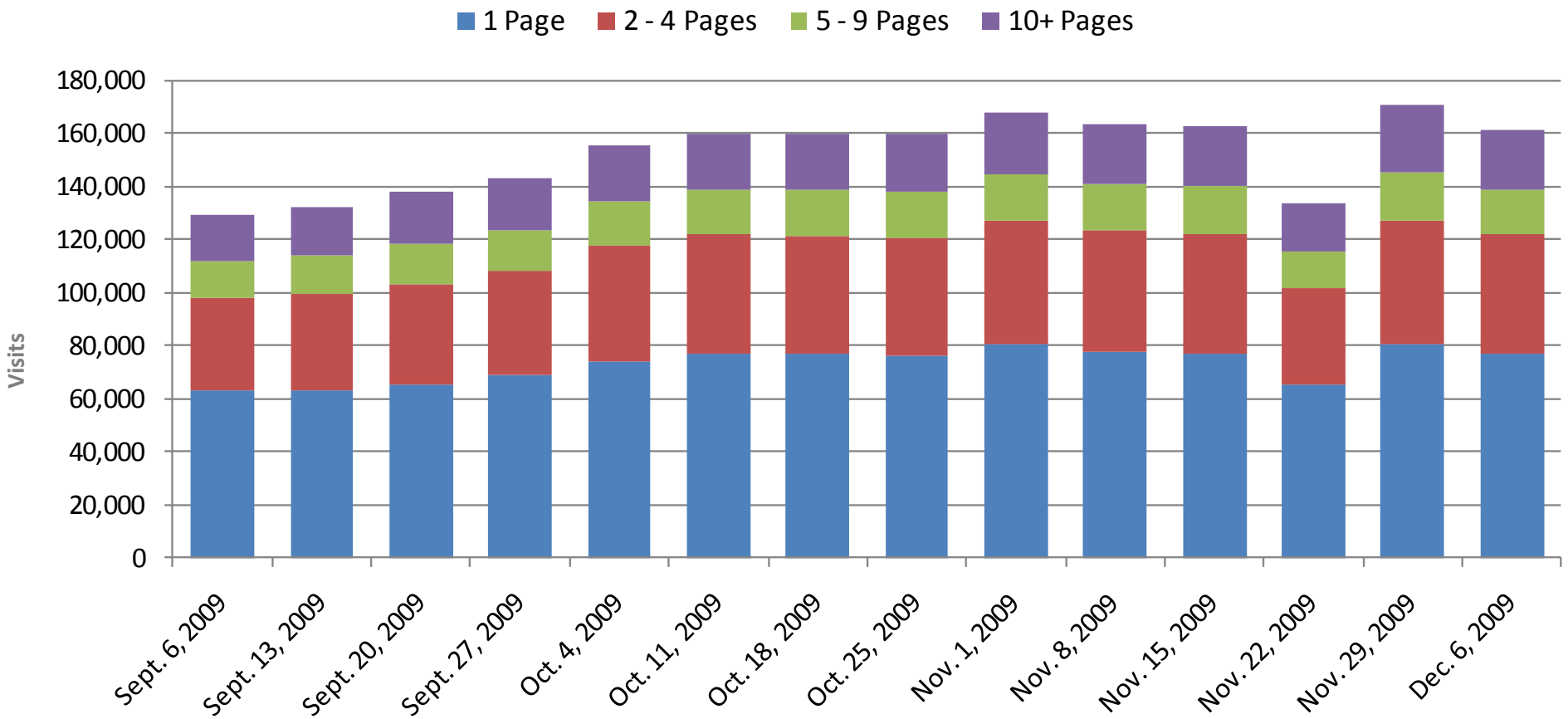
Total Visits
2,134,000
152,500 / week

Total Views
13,269,000
947,800 / week

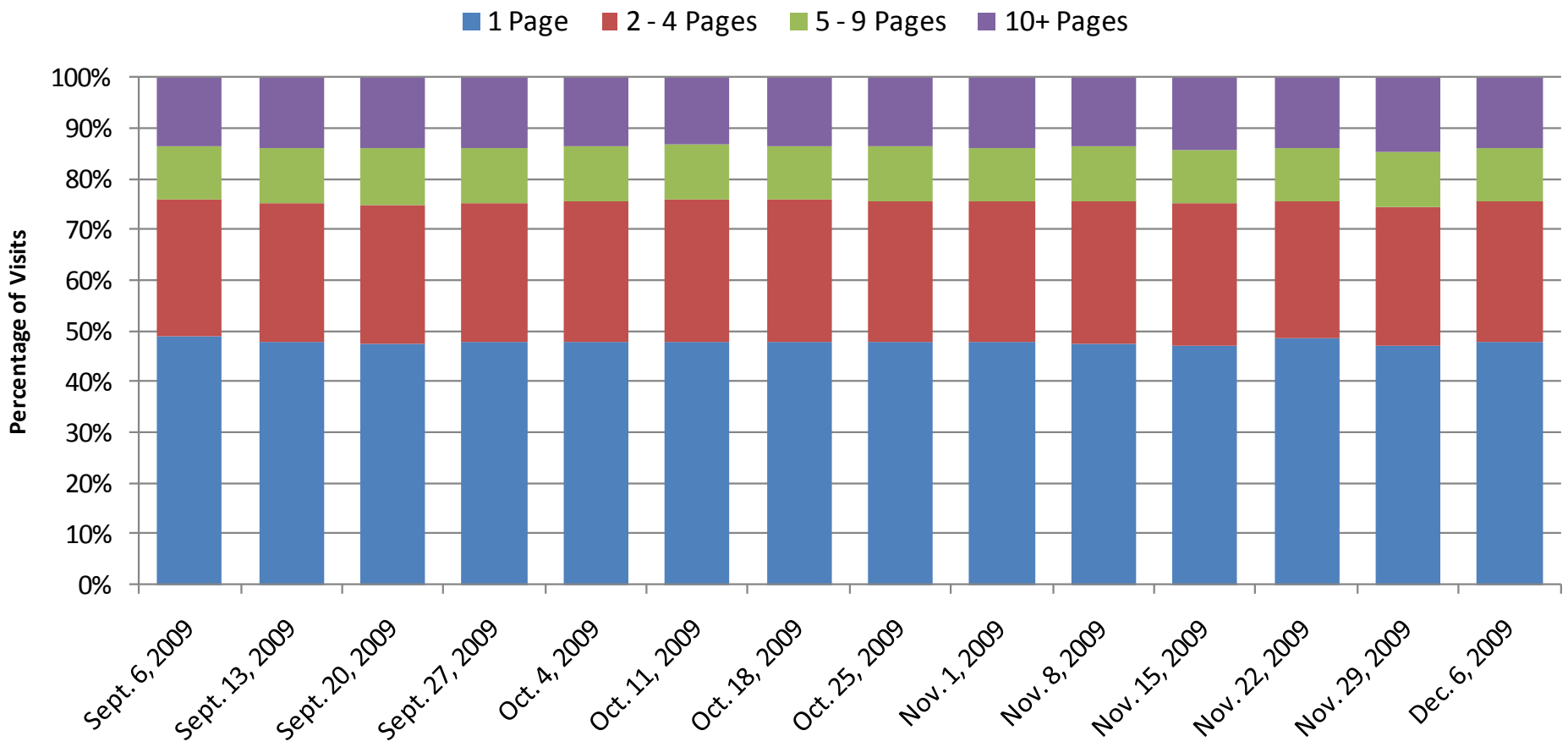
View / Visit Ratio
6.2 pages per visit

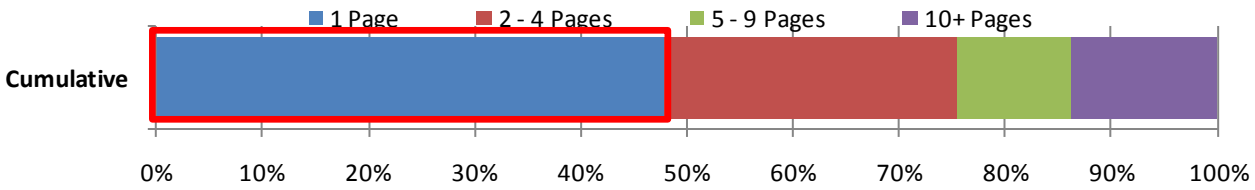
This data reflects the Total Visits, Total Views, View / Visit Ratio and Average Visit Duration for the entire Energy Efficiency and Renewable Energy Web site. Note that this demonstrates 'external' traffic data only; Energy Efficiency and Renewable Energy traffic has been removed.

Pages Viewed per Visit



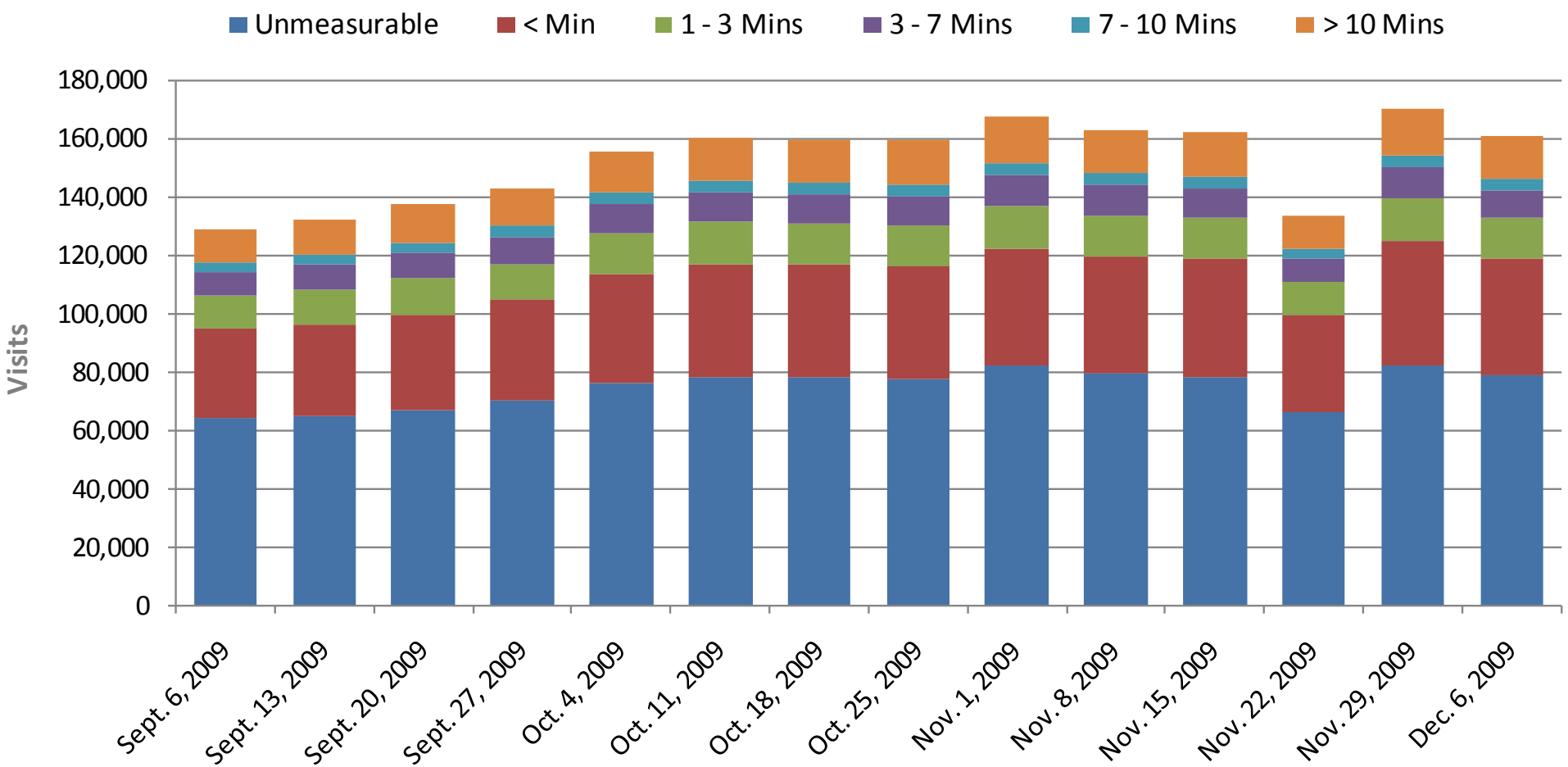
Pages Viewed per Visit



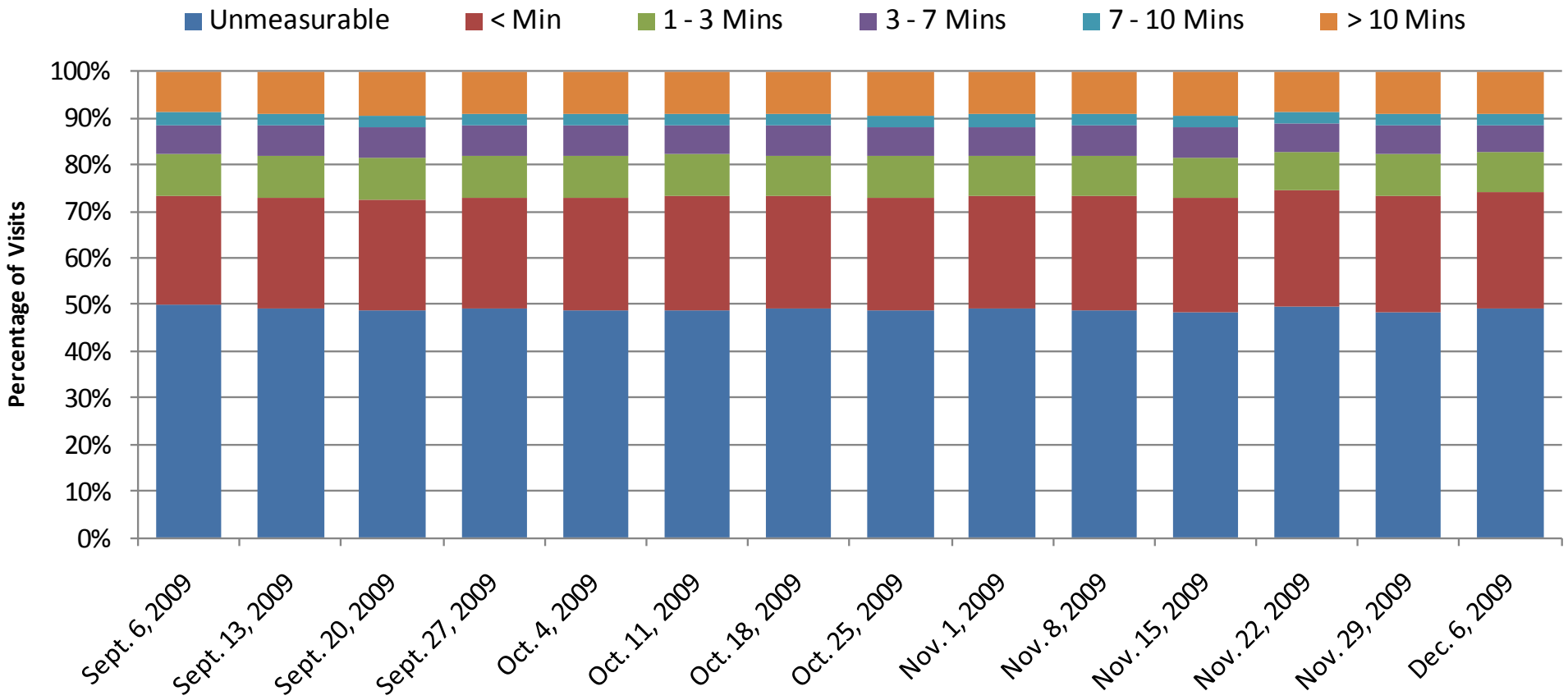


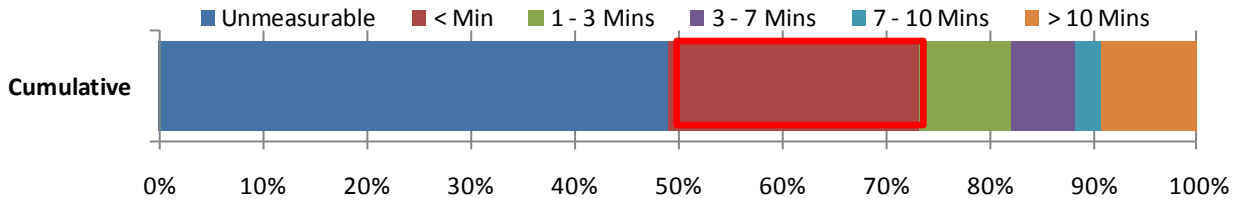
47.8%
of all visits view only 1 page

Visitor Duration Breakdown



Visitor Duration Breakdown





24.3%

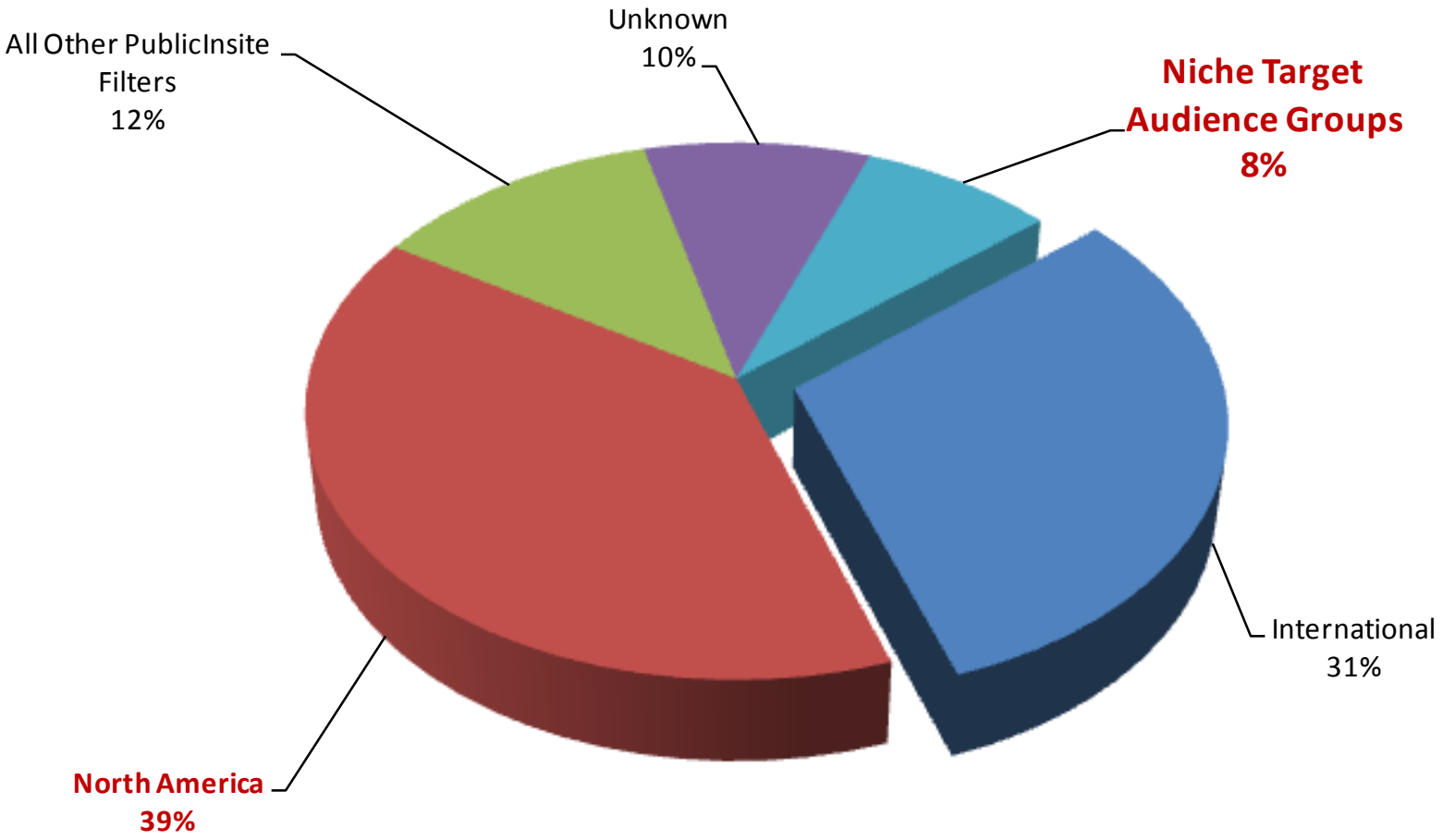
of all visits spend 1 minute or less with an additional 49.0% unmeasurable.

Energy Efficiency and Renewable Energy
Analysis Overview

- Who: Target audience analysis
  - These next slides look at the traffic from specific audiences
  - We'll examine traffic from 10 main audiences:
    - Americans At-Home and American Daytime Visitors
    - US Municipal, State and Federal Governments
    - US Education Institutions (US Schools and School Boards & US Post Secondary)
    - Environmental Organizations
    - Energy Sector Visitors
    - International Visitors
  - Provides a high resolution examination of visit patterns from key target audiences and helps identify variances to the 'average' visitor.

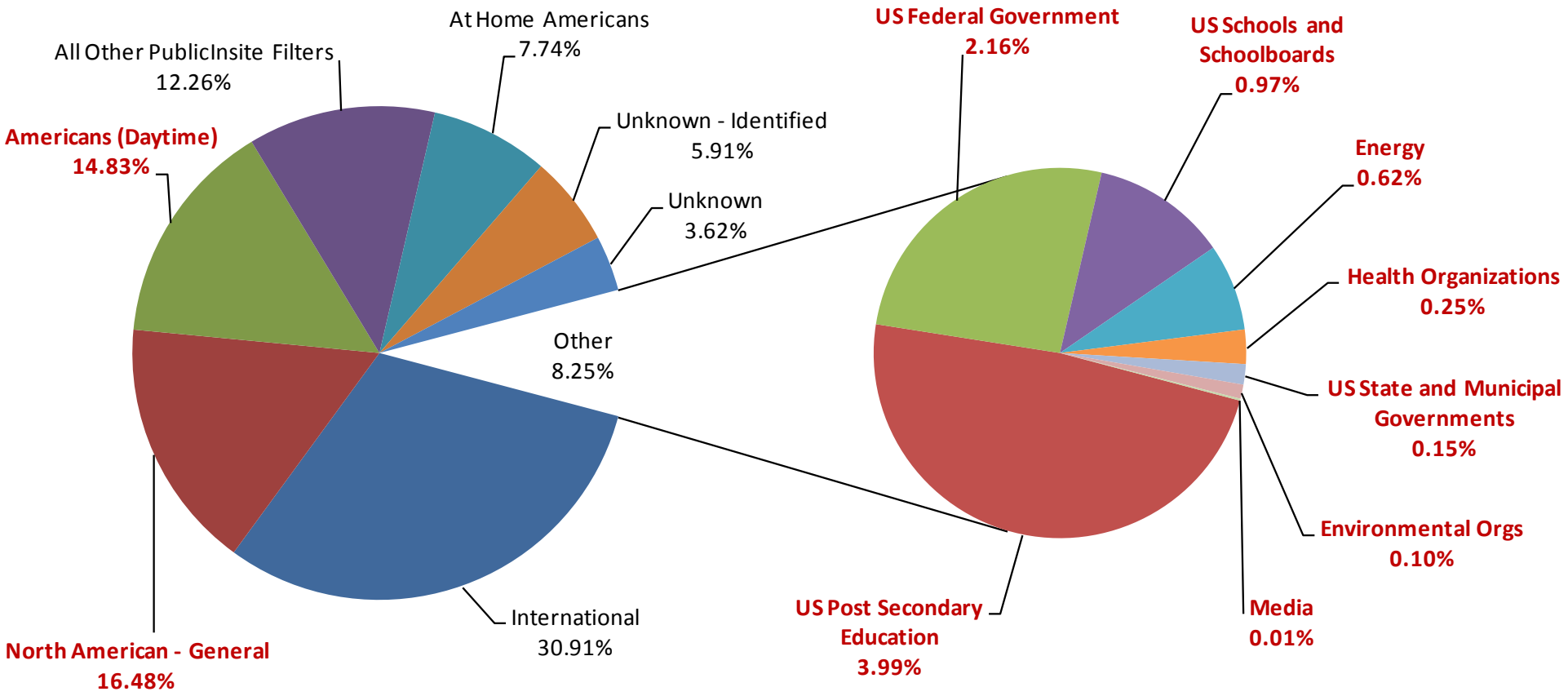
Visitor Profile – Overview

All Traffic to EERE

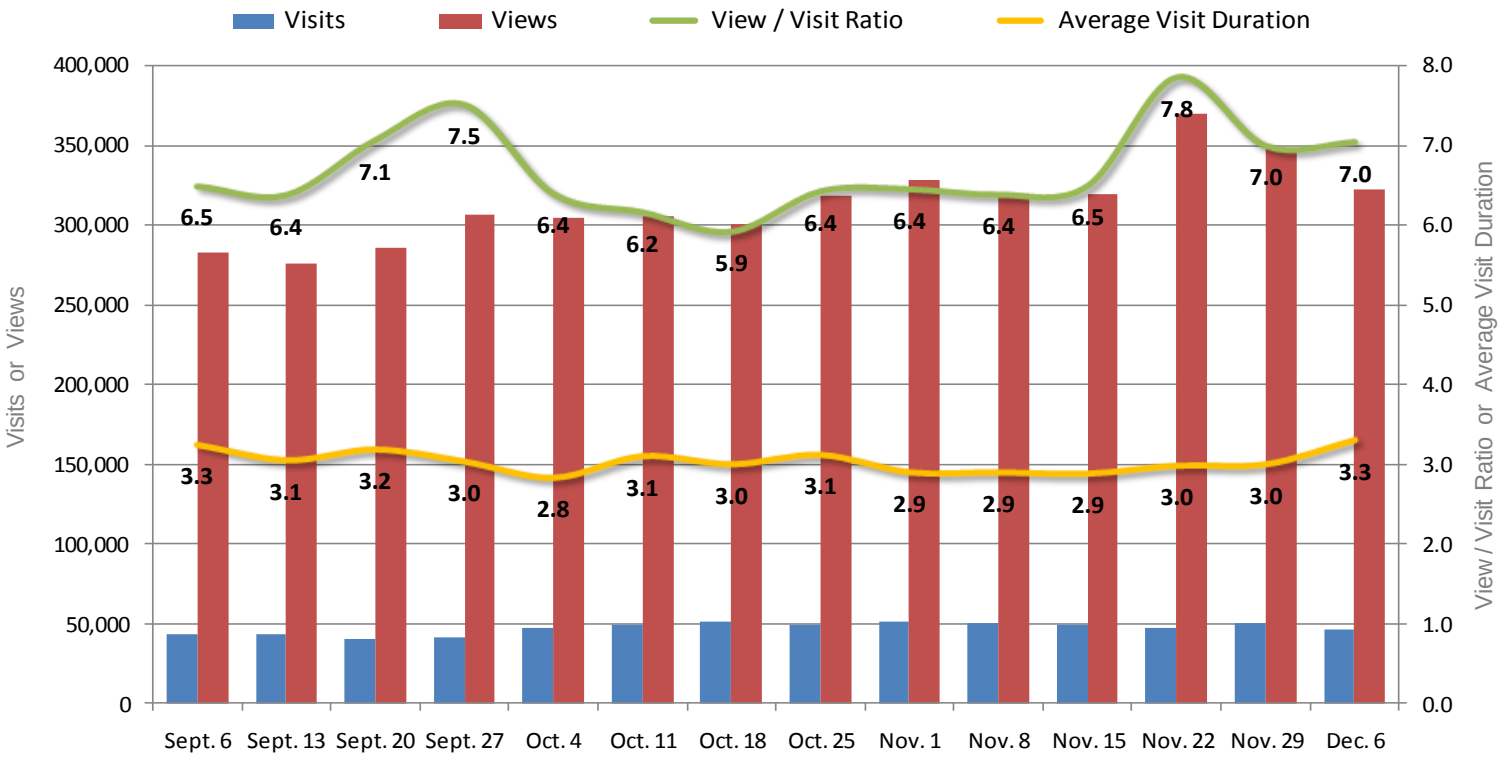


Visitor Profile

The Full Picture…



Traffic Patterns from International Visitors



Summary

Representation
30.9%

Total Visits
665,300

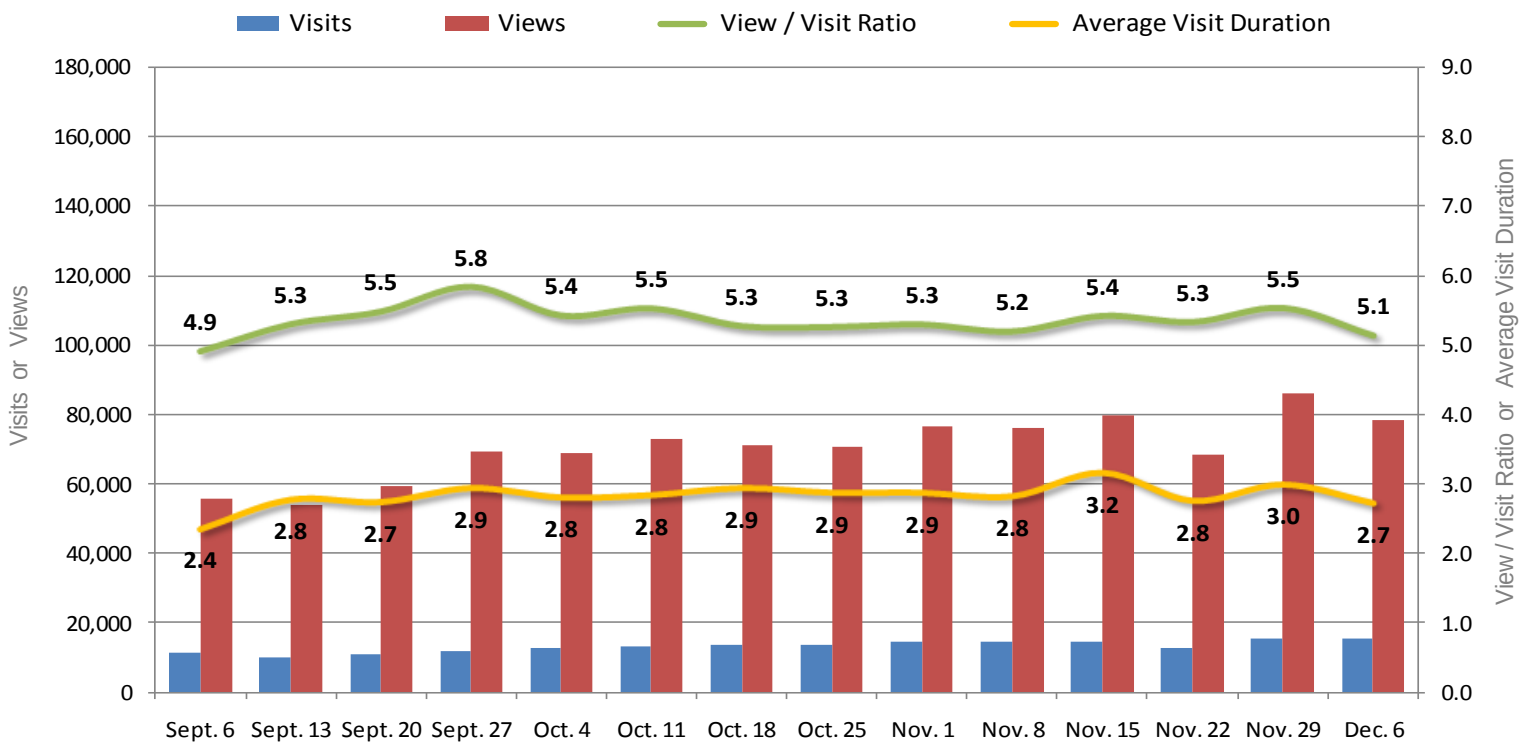
Total Views
4,422,000

View / Visit Ratio
6.6 pages per visit

Average Time Onsite
3.0 minutes / visit

Represents all visitors outside of the United States or Canada.

Traffic Patterns from At-Home Americans



Summary

Representation
7.8%

Total Visits
184,000

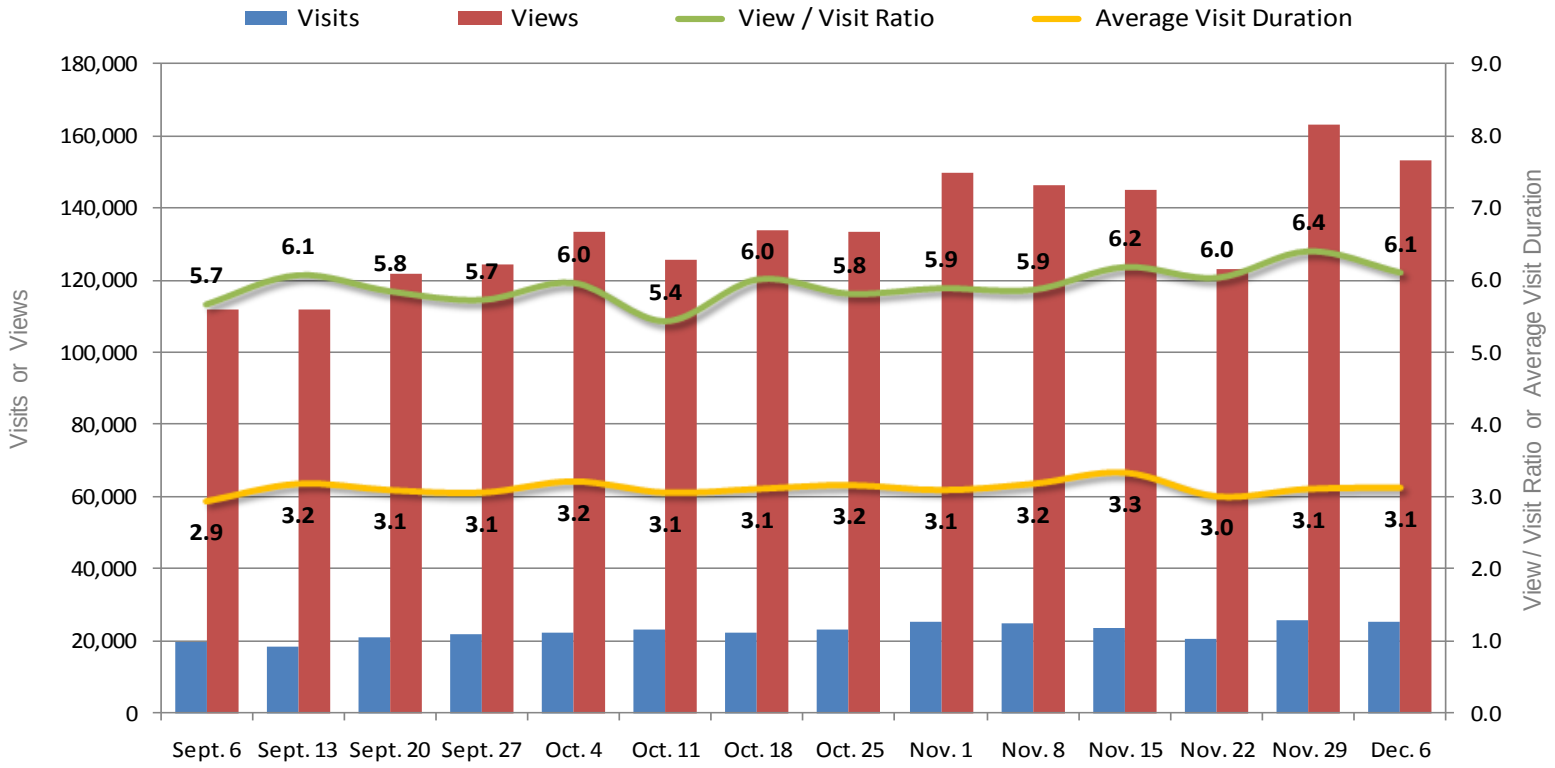
Total Views
986,900

View / Visit Ratio
5.4 pages per visit

Average Time Onsite
2.8 minutes / visit

"Americans" represent all visitors to the site from major Internet Service Providers (ISPs) in the United States visiting from the hours of 7 PM to 6 AM.

Traffic Patterns from Americans (Daytime)



Summary

Representation
14.8%

Total Visits
316,000

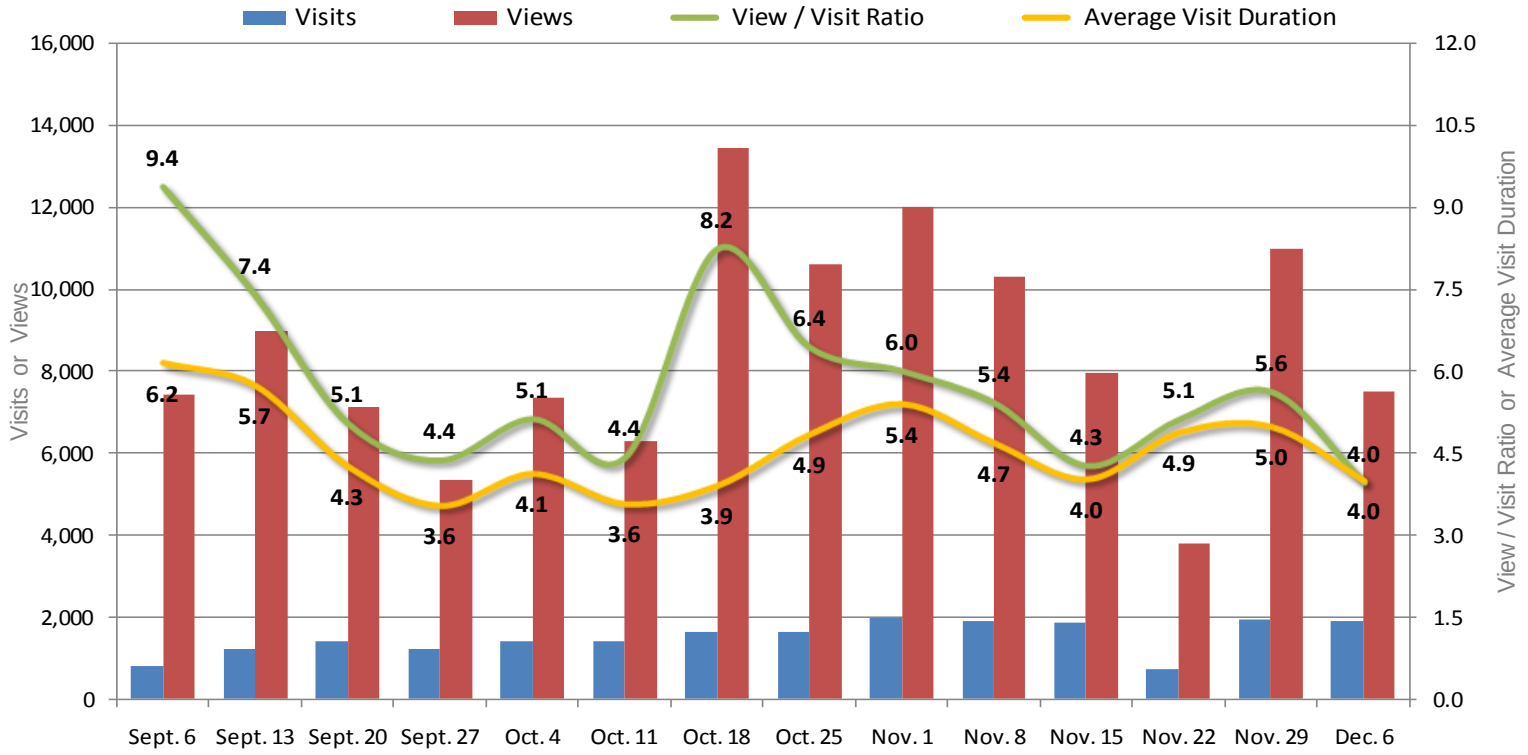
Total Views
1,876,000

View / Visit Ratio
5.9 pages per visit

Average Time Onsite
3.1 minutes / visit

"Americans" represent all visitors to the site from major Internet Service Providers (ISPs) in the United States visiting from the hours of 6 AM to 7 PM.

Traffic Patterns from US Schools and School Boards



Summary

Representation
~1.0%

Total Visits
21,100

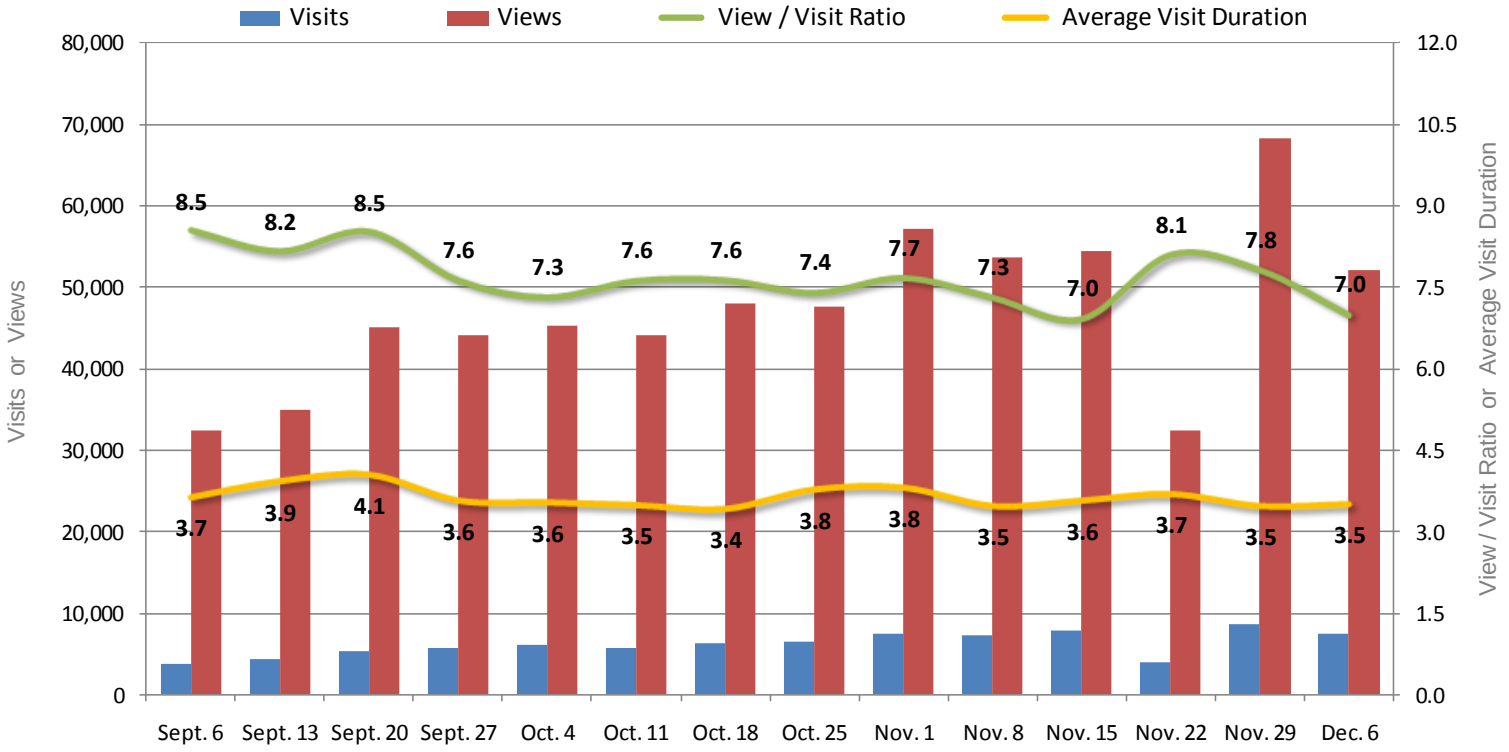
Total Views
119,100

View / Visit Ratio
5.6 pages per visit

Average Time Onsite
4.5 minutes / visit

US Schools and School Boards represents a sample of visitors from Kindergarten through Grade 12 Schools and School Boards across the United States. Visitors captured in this filter may include teachers and administrative workers, however, our data over the years reflects that it is primarily students due to seasonal lulls (i.e. traffic declines when students are on vacation).

Traffic Patterns from US Post Secondary Education



Summary

Representation
4.0%

Total Visits
86,500

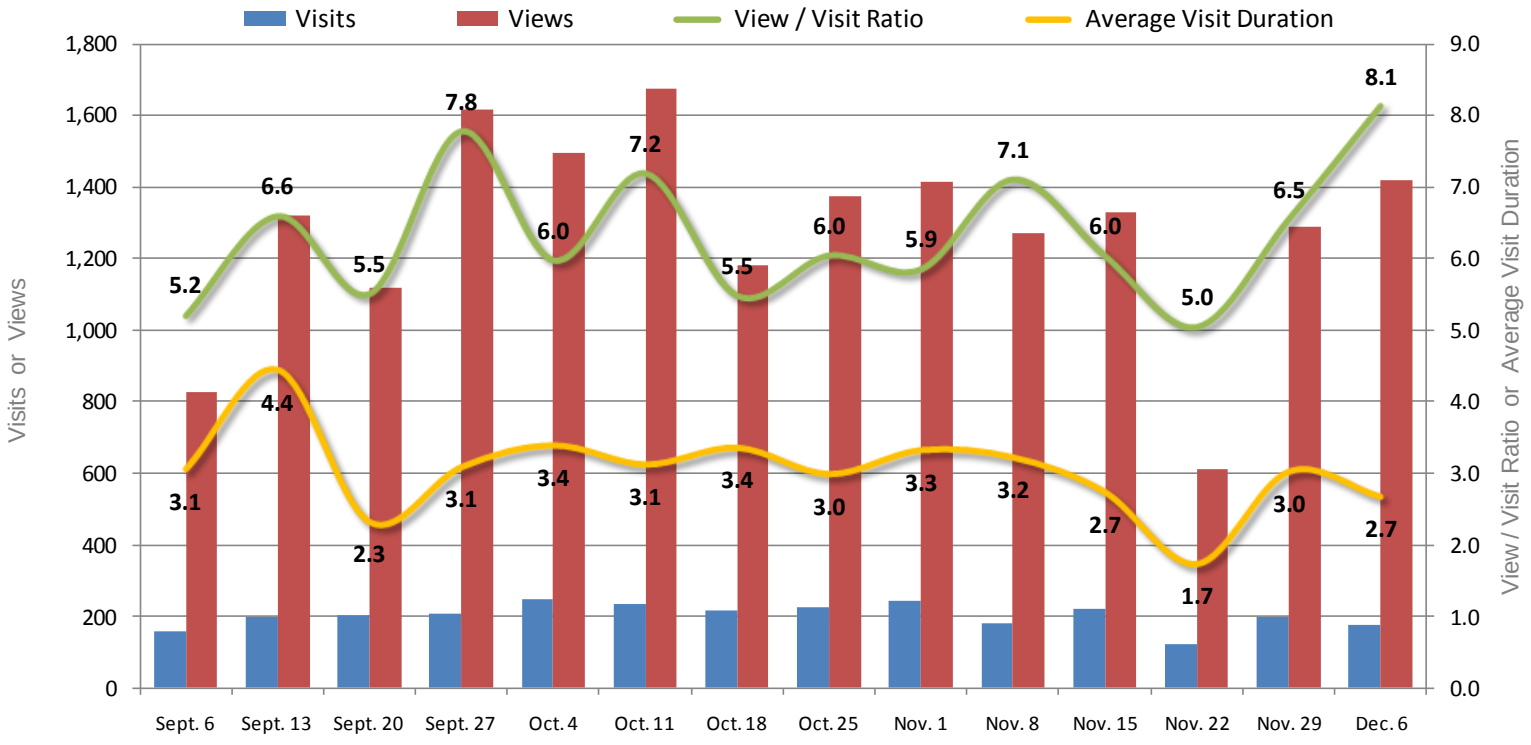
Total Views
659,900

View / Visit Ratio
7.6 pages per visit

Average Time Onsite
3.6 minutes / visit

US Post Secondary Education represents a sample of visitors Universities and Colleges across the United States. Visitors captured in this filter may include teachers and administrative workers, however, our data over the years reflects that it is primarily students due to seasonal lulls (i.e. traffic declines when students are on vacation).

Traffic Patterns from US State/Municipal Government



Summary

Representation
0.15%

Total Visits
2,800

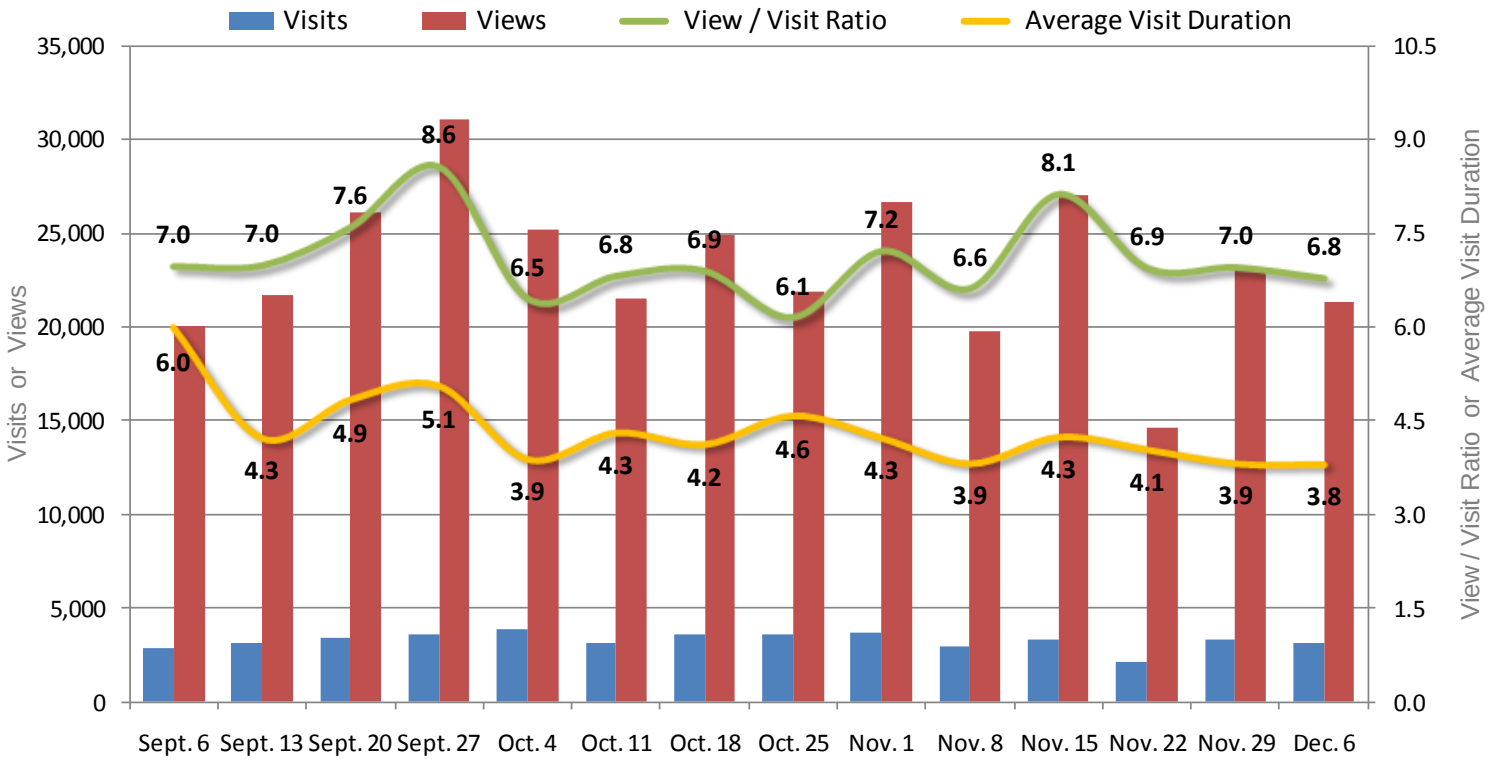
Total Views
17,900

View / Visit Ratio
6.3 pages per visit

Average Time Onsite
3.1 minutes / visit

US State/Municipal Government represents a sample of US State and Municipal departments and agencies.

Traffic Patterns from US Federal Government



Summary

Representation
2.2%

Total Visits
45,800

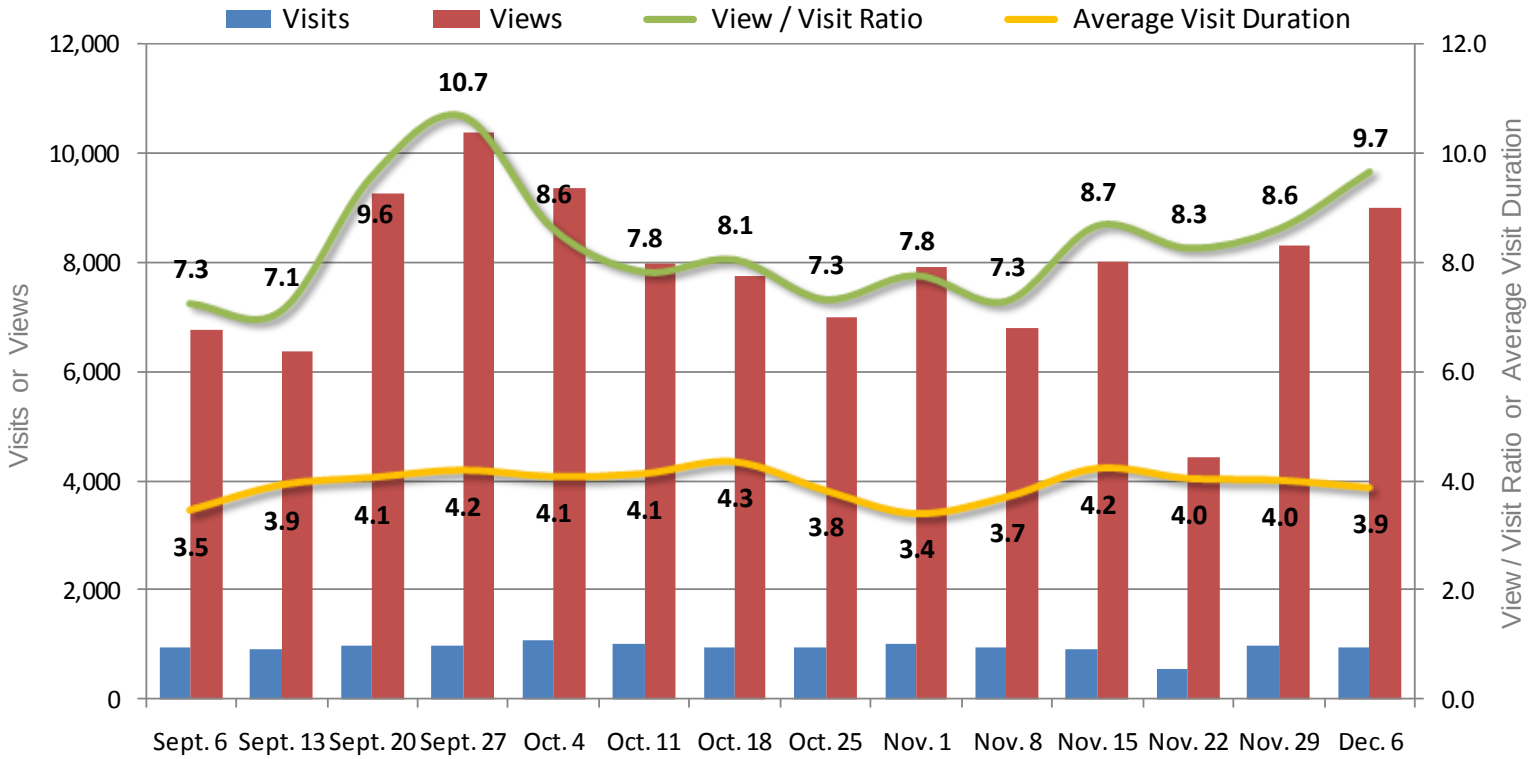
Total Views
325,000

View / Visit Ratio
7.1 pages per visit

Average Time Onsite
4.4 minutes / visit

US Federal Government represents a sample of US Federal departments and agencies.

Traffic Patterns from the Energy Sector



Summary

Representation
~0.6%

Total Visits
13,000

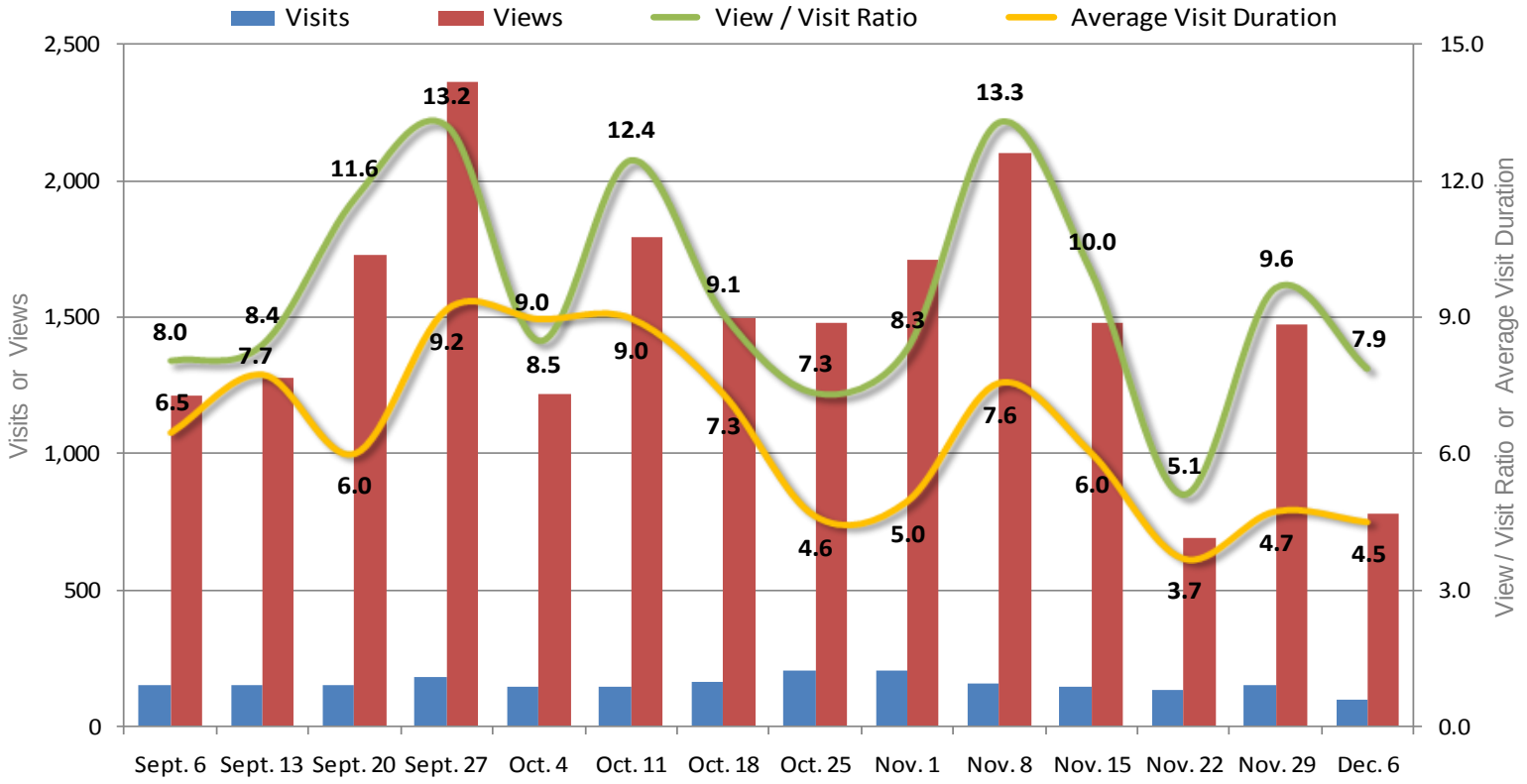
Total Views
109,000

View / Visit Ratio
8.4 pages per visit

Average Time Onsite
3.9 minutes / visit

Represents a sample of major retailers and producers of energy in North America.

Traffic Patterns from the Environment Sector



Summary

Representation
0.1%

Total Visits
2,100

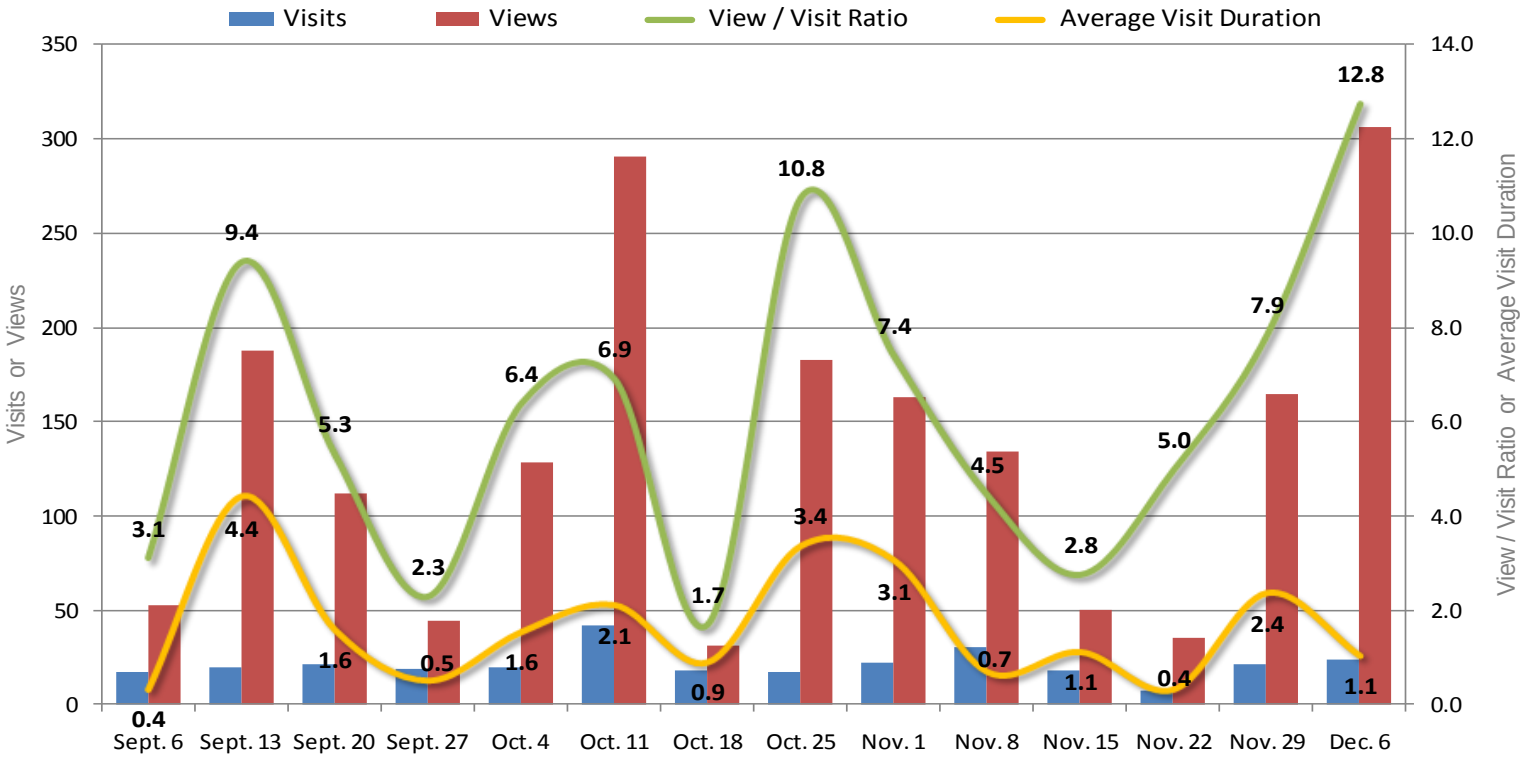
Total Views
20,790

View / Visit Ratio
9.4 pages per visit

Average Time Onsite
6.5 minutes / visit

Traffic from Environmental Sector organizations across North America.

Traffic Patterns from Media Organizations



Summary

Representation
0.01%

Total Visits
< 300

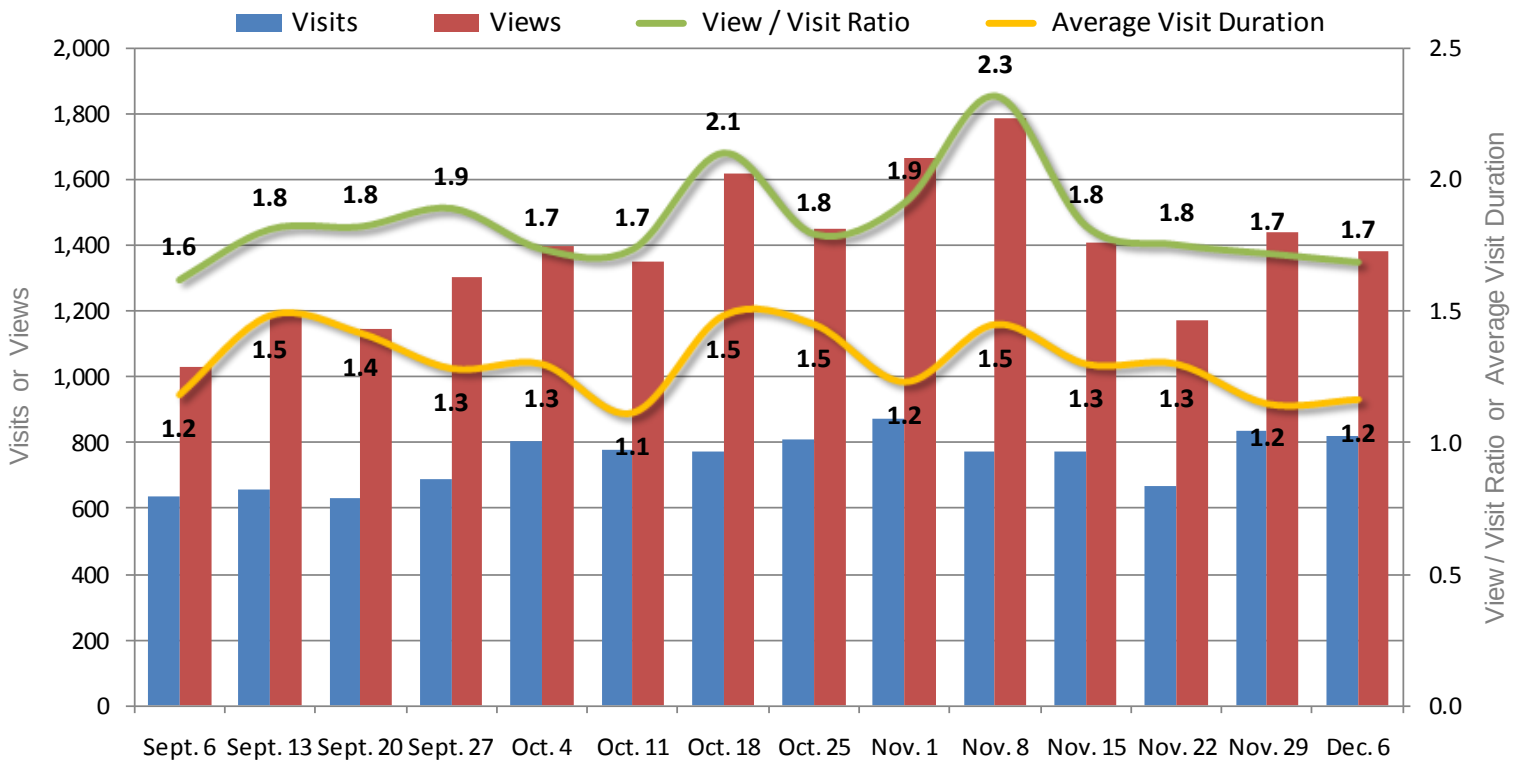
Total Views
1,800

View / Visit Ratio
6.4 pages per visit

Average Time Onsite
1.7 minutes / visit

Outlines the total traffic from major print and broadcast media organizations in North America.

Traffic Patterns from Mobile Browsers



Summary

Representation
0.5%

Total Visits
10,500

Total Views
19,350

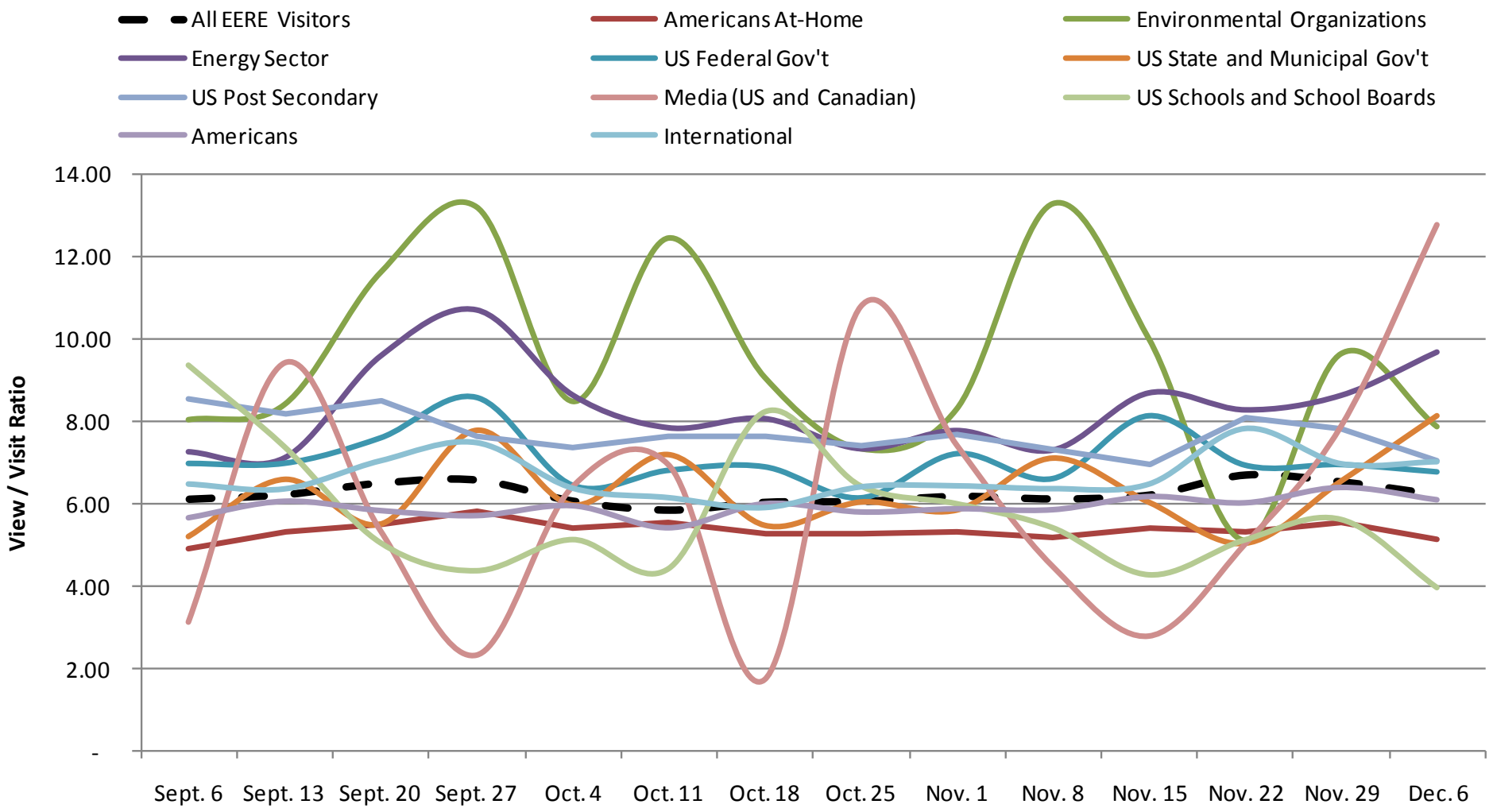
View / Visit Ratio
1.8 pages per visit

Average Time Onsite
1.3 minutes / visit

This represents people visiting the site from major mobile browsers such as through cell phones, iPods, or other wireless devices with browsing capabilities.

Targeted Audience Engagement Compared

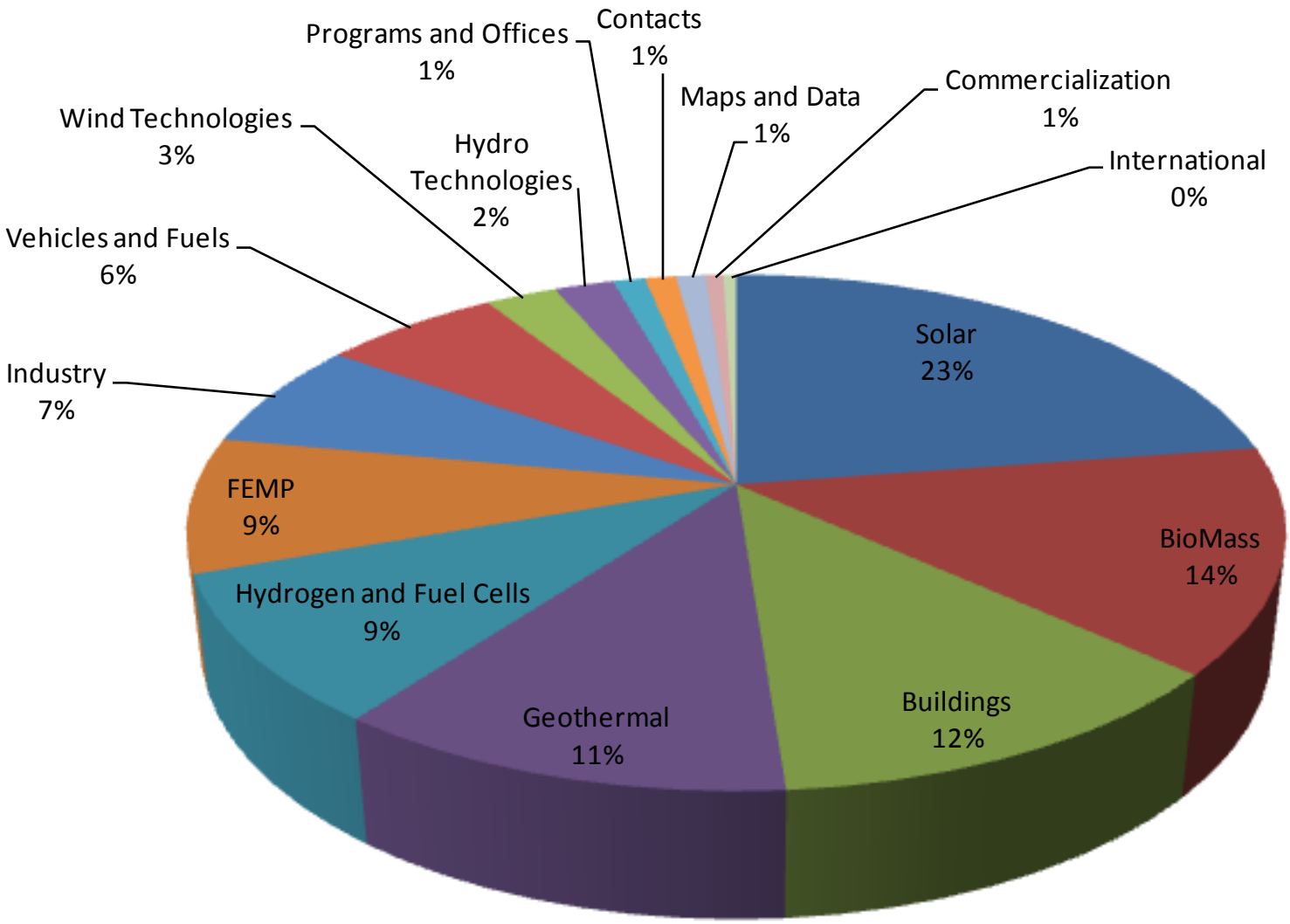
Comparison of View / Visit Ratios



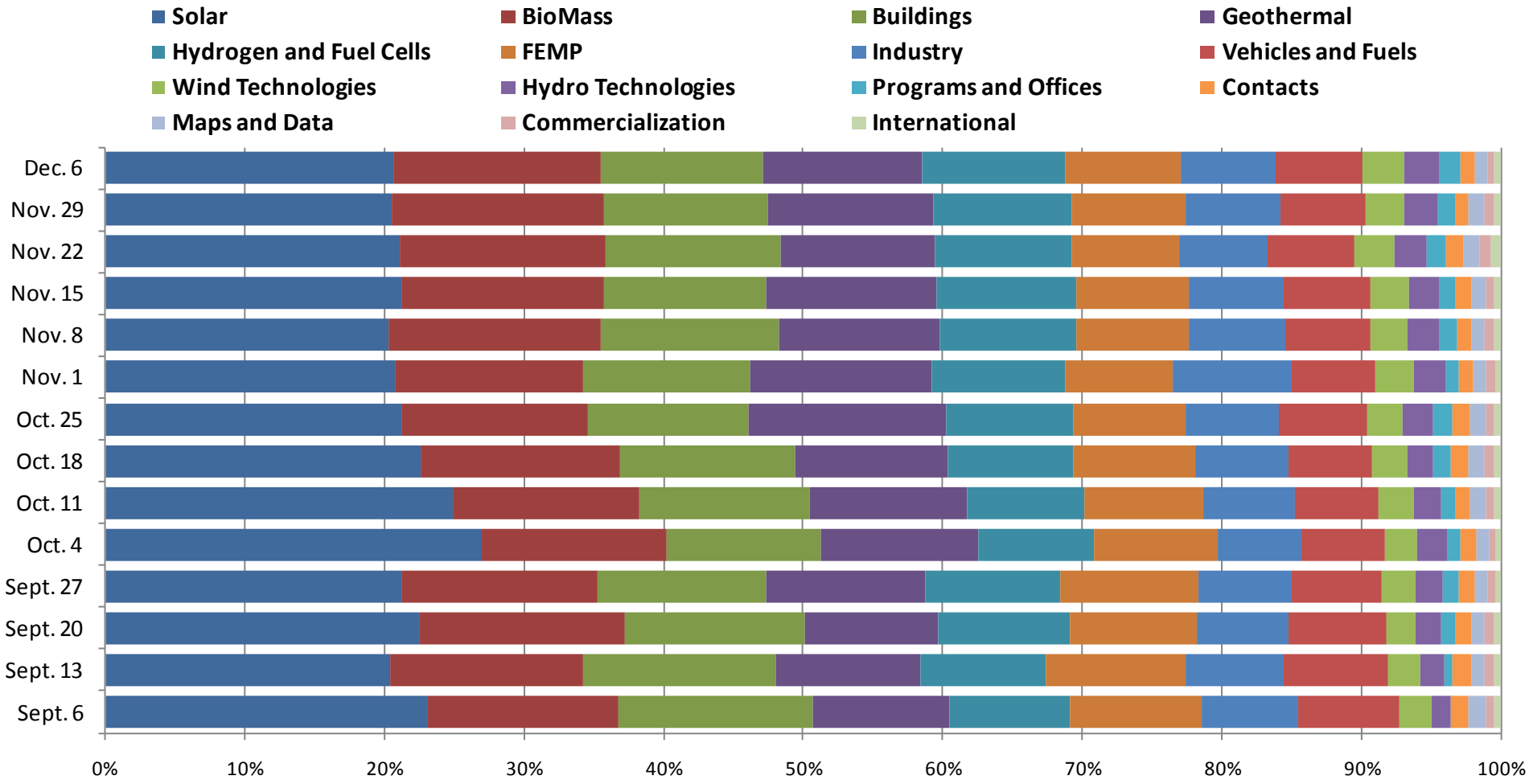
EERE – Analysis Overview

- Where & Why: Analysis of the Energy Efficiency and Renewable Energy content
  - Following slides explore various dimensions of content consumption
    - Which pages (HTML, PHP, ASP, CFM, etc) are the most often viewed and how does this change through time?
    - Which documents (PDF's, XLS, DOC etc.) are the most often viewed and how does this change through time?
    - Which pages are most preferred by the varying targeted audiences?
  - What brings them to the content?
    - How do they find the content and who sends them there?
  - What are the goals of the visitor?
    - What keywords do users enter in major search engine to commence their dialog?
    - What was the 'intent' of their visit based on their keyword queries?

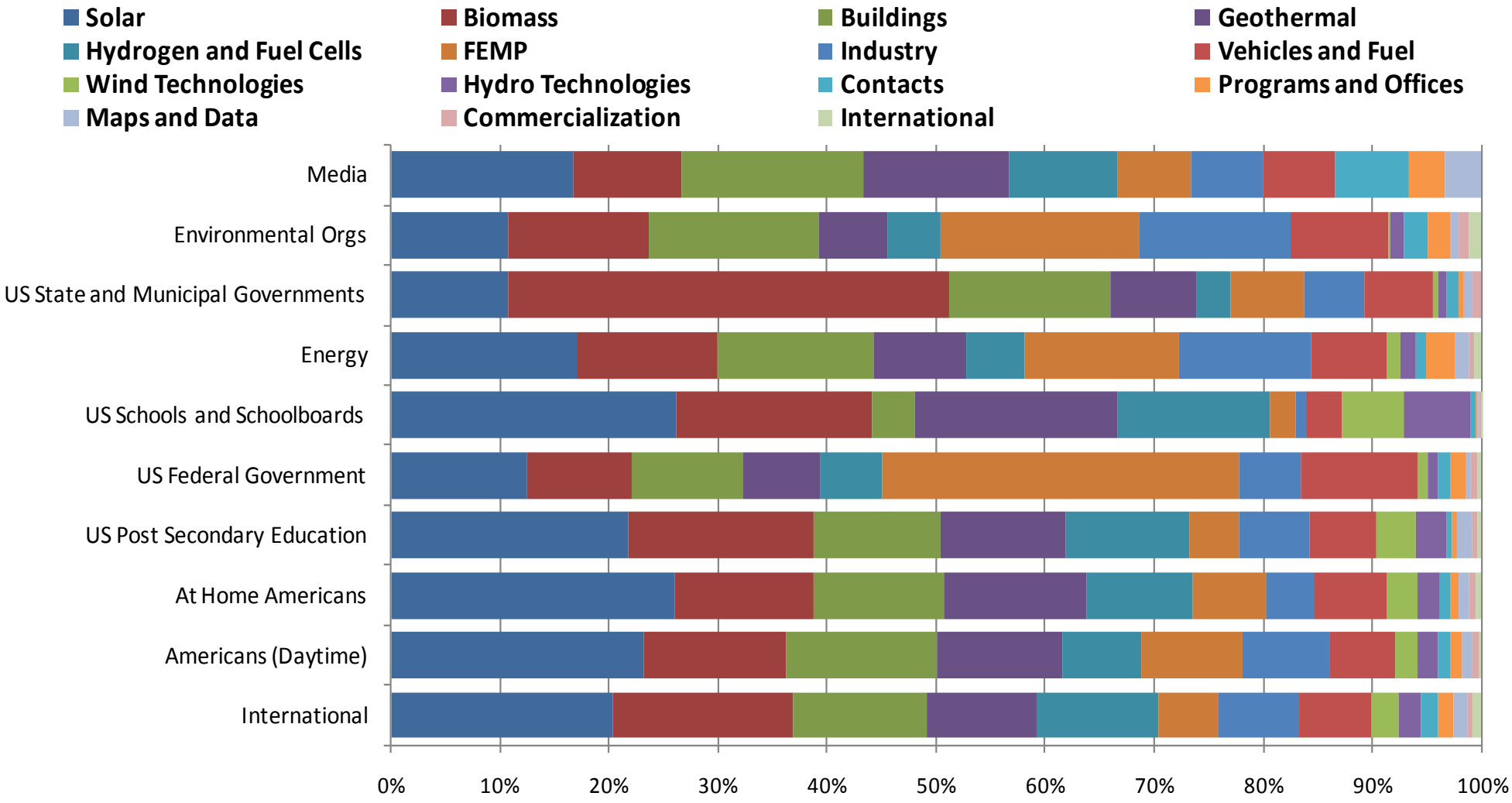
Core Navigation



Core Navigation by Week



Core Navigation by Audience



Top 25 Viewed Pages

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	How Wind Turbines Work	5,684	7,233	7,183	6,613	8,762	9,407	9,467	8,967	8,674	10,334	6,614	8,633	9,854	8,879	116,304
2	Energy Savers Tips	6,866	6,020	6,562	7,715	5,605	5,044	6,232	5,601	6,594	10,270	5,804	7,607	7,411	5,518	92,849
3	Solar Energies Technology Program	4,955	5,214	5,758	4,794	7,478	6,124	7,073	6,814	6,220	6,203	4,866	6,321	6,076	5,783	83,679
4	Biomass Program	4,376	4,962	5,263	4,658	5,409	5,477	5,538	5,386	5,984	5,350	5,012	5,387	5,952	5,756	74,510
5	Insulation	3,443	6,505	3,926	3,530	5,415	4,834	5,301	6,041	5,603	4,648	4,325	4,929	4,880	6,457	69,837
6	Wind & Water Power Program	2,489	3,200	3,490	2,899	3,729	4,363	4,557	4,759	5,072	4,543	3,196	4,558	4,647	4,239	55,741
7	Building Technologies Program	3,115	3,318	3,501	3,378	3,397	3,739	4,113	3,690	4,018	3,983	3,129	3,872	4,312	3,569	51,134
8	Biomass News XML Feed	2,267	2,953	3,034	2,639	3,034	3,214	3,251	2,967	3,675	3,236	2,659	3,413	3,596	3,419	43,357
9	K-12 Lesson Plans & Activities	2,249	2,172	2,064	2,277	2,856	3,419	3,289	3,236	3,037	3,495	2,607	3,382	3,068	3,084	40,235
10	How Does a Wind Turbine Work?	2,072	2,435	2,437	2,363	2,937	3,180	2,988	2,912	3,183	3,575	2,304	3,282	3,482	3,038	40,188
11	Photovoltaics	2,125	2,479	2,585	2,220	2,652	3,070	4,335	2,790	2,823	3,238	2,373	3,118	3,026	2,374	39,208
12	Geothermal Technologies Program	1,835	2,482	2,025	1,997	2,783	3,752	2,692	2,771	3,316	3,557	2,182	3,212	3,161	2,809	38,574
13	Solar Energy Technologies Program Publication and F	2,370	2,368	2,424	2,366	2,551	2,362	2,404	2,423	2,179	2,369	2,386	2,242	2,385	2,201	33,030
14	Your Home's Energy Use	3,373	2,244	2,941	4,101	1,944	1,807	1,883	2,039	2,142	2,026	1,553	2,086	1,870	2,185	32,194
15	Fuel Cell Technologies Program	1,511	2,002	1,927	1,823	1,936	2,222	2,062	1,939	2,676	2,421	1,907	2,508	2,521	2,475	29,930
16	Heating and Cooling	3,715	1,899	2,045	2,882	1,775	1,522	1,901	2,075	1,914	2,136	1,377	1,864	1,752	2,093	28,950
17	Federal Energy Management Resources	1,675	2,776	1,912	1,935	2,094	1,975	2,112	2,019	2,185	2,022	1,502	2,075	2,100	1,990	28,372
18	EERE Financial Opportunities	1,980	2,287	2,226	2,074	2,113	2,173	2,171	2,175	1,882	2,110	1,458	1,840	1,908	1,850	28,247
19	http://www1.eere.energy.gov/	1,887	1,807	1,641	1,964	1,865	2,137	1,955	1,833	2,203	1,978	2,036	2,396	1,904	2,252	27,858
20	EERE Information Center	1,720	2,486	2,076	2,339	2,272	1,942	1,977	2,008	1,823	1,929	1,283	1,909	1,875	1,801	27,440
21	Appliances	1,779	1,705	1,700	1,696	1,852	1,887	2,103	2,043	2,236	2,222	1,930	2,085	1,972	2,118	27,328
22	Advantages and Disadvantages of Wind Energy	1,143	1,607	1,399	1,283	1,862	2,117	2,244	1,894	2,071	2,536	1,805	2,320	2,473	2,106	26,860
23	Roofus' Solar & Efficient Home	1,352	1,544	1,307	1,262	1,812	2,680	2,429	1,882	2,081	2,212	1,673	2,337	2,051	2,032	26,654
24	American Recovery and Reinvestment Act	981	2,082	1,539	1,128	2,129	2,497	2,094	2,111	2,065	2,138	1,494	1,936	1,881	1,886	25,961
25	Water heating	1,481	1,556	1,505	1,612	1,702	1,742	1,929	1,879	2,133	1,982	1,710	2,005	1,878	2,256	25,370
	Top 25 Pages Viewed	**66,443**	**75,336**	**72,470**	**71,548**	**79,964**	**82,686**	**86,100**	**82,254**	**85,789**	**90,513**	**67,185**	**85,317**	**86,035**	**82,170**	**1,113,810**
	All Page Views - Site-Wide	**785,751**	**821,069**	**892,001**	**939,160**	**940,486**	**933,177**	**961,752**	**962,853**	**1,031,686**	**994,836**	**1,007,539**	**891,886**	**1,109,183**	**998,173**	**13,269,552**
	Top 25 as Percentage of Total Site-Wide Page Views	**8.5%**	**9.2%**	**8.1%**	**7.6%**	**8.5%**	**8.9%**	**9.0%**	**8.5%**	**8.3%**	**9.1%**	**6.7%**	**9.6%**	**7.8%**	**8.2%**	**8.4%**

'Pages' include, but are not limited to, files of the following types: HTML, HTM, ASP, CFM, PHP, etc. The 'heat map' represents volume of views relative to each document by month. i.e. Red areas are higher volume than blue areas.

Top 25 PDF Downloaded Documents

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	19,289	27,052	20,699	19,788	26,392	26,794	28,355	32,169	34,943	50,114	26,377	30,608	30,228	31,514	404,322
2	20% Wind Energy by 2030	12,613	14,211	15,758	13,693	9,800	25,771	18,812	15,238	20,261	21,692	17,281	21,766	21,352	14,896	243,144
3	Hydrogen Properties	7,788	10,846	9,346	9,918	10,492	11,629	13,322	12,076	13,311	11,981	9,038	12,183	11,840	11,620	155,390
4	Aquatic Species Program: Biodiesel from Algae	10,398	11,310	13,875	11,247	8,428	7,836	10,440	8,147	10,580	7,249	10,637	10,982	7,719	7,759	136,607
5	DOE Solar Energy Technologies Program FY 2008 Annual Report	5,552	7,950	6,941	6,391	8,993	4,658	7,288	8,520	5,838	5,729	4,738	5,274	3,872	3,369	85,113
6	2008 Renewable Energy Data Book	7,250	4,888	6,013	5,039	4,088	5,427	4,172	5,549	8,670	5,410	5,782	6,161	5,614	6,318	80,381
7	Energy Storage Research and Development	6,141	4,271	6,620	6,173	5,561	6,223	7,360	5,089	4,492	5,289	5,965	4,967	6,619	4,182	78,952
8	Hydrogen Use in Internal Combustion Engines	4,509	3,786	3,603	4,281	4,967	5,394	6,575	4,948	6,363	4,847	3,764	5,619	4,900	5,455	69,011
9	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry	4,535	7,662	3,506	3,898	5,472	4,920	3,757	4,521	3,495	4,609	4,141	5,122	4,354	4,140	64,132
10	National Biofuels Action Plan	3,691	4,790	5,290	3,512	4,685	5,207	3,935	3,829	4,303	5,113	3,550	4,460	4,518	3,943	60,826
11	The History of Solar	1,947	2,198	2,240	2,030	3,536	4,041	3,575	3,006	7,023	4,262	4,553	5,245	4,819	6,329	54,804
12	U.S. ETHANOL Industry: The Next Inflection Point	4,348	3,543	4,131	2,995	3,203	3,967	3,643	3,281	3,661	3,846	3,625	4,534	3,997	3,181	51,955
13	Biomass Multi-Year Program Plan 2009	2,502	2,328	4,692	2,411	2,786	3,194	2,407	2,967	5,359	3,650	3,377	4,424	4,850	5,169	50,116
14	ahorro de energía	2,190	2,397	2,771	2,253	2,812	3,595	4,430	2,772	4,048	3,637	4,232	4,154	4,161	3,764	47,216
15	Improving Compressed Air System Performance	1,906	2,538	2,311	2,491	3,091	3,464	3,059	2,427	4,246	3,166	3,822	3,345	3,168	3,768	42,802
16	Solar Energy Technologies Program Multi Year Program Plan 2008-2012	3,226	2,744	2,991	1,831	2,621	2,414	3,044	2,810	3,056	1,938	3,251	2,637	2,247	2,760	37,570
17	2008 Vehicle Technologies Program - Advanced Combustion Engine Techno	2,269	2,825	1,768	3,026	2,297	2,881	1,501	1,814	2,628	2,481	2,847	2,425	2,761	3,315	34,838
18	A Guide to Achieving Operational Efficiency Release 2.0	1,764	2,571	3,127	2,328	3,011	2,301	2,702	2,203	2,123	3,358	2,315	3,342	3,255	1,461	35,861
19	ADVANCED VEHICLE TECHNOLOGY ANALYSIS AND EVALUATION ACTIVITIES.	1,776	1,245	2,411	1,673	3,633	3,183	3,404	2,407	2,252	2,380	1,377	2,568	2,005	1,919	32,233
20	Federal Energy Management Program - DOE/EE-0286	1,991	1,799	2,011	2,194	2,286	2,097	2,290	3,312	2,777	1,956	2,221	2,741	2,664	2,412	32,751
21	RESEARCH PROJECTS IN RENEWABLE ENERGY FOR HIGH SCHOOL STUDENTS	2,161	2,095	2,567	1,711	2,395	2,466	2,147	2,243	2,671	2,349	2,145	2,418	2,543	2,436	32,347
22	Improving Fan System Performance	1,871	2,327	2,089	2,186	2,810	2,119	2,165	2,481	2,894	2,374	2,258	2,114	2,291	2,235	32,214
23	Improving Steam System Performance	2,238	2,043	1,937	2,031	1,955	2,069	2,353	2,463	2,537	1,918	2,524	3,059	2,543	2,240	31,910
24	The Future of Geothermal Energy	1,439	1,722	1,730	2,206	2,009	2,899	3,320	3,959	1,709	1,538	1,391	1,836	2,930	1,508	30,196
25	Improving Pumping System Performance	1,744	2,897	1,955	2,054	2,661	2,533	2,465	1,925	1,679	2,516	1,882	2,125	2,772	1,708	30,916
	Totals - Top 25 PDF Document Views	**115,138**	**132,038**	**130,382**	**117,360**	**129,984**	**147,082**	**146,521**	**140,156**	**160,919**	**163,402**	**133,093**	**154,109**	**148,022**	**137,401**	**1,955,607**
	Total PDF Document Views - Site-wide	**480,775**	**503,508**	**556,386**	**594,706**	**582,947**	**563,918**	**586,254**	**590,006**	**635,739**	**601,665**	**635,970**	**556,866**	**729,399**	**638,462**	**8,256,601**
	Top 25 as Percentage of Total Site-Wide PDF Document Views	**23.9%**	**26.2%**	**23.4%**	**19.7%**	**22.3%**	**26.1%**	**25.0%**	**23.8%**	**25.3%**	**27.2%**	**20.9%**	**27.7%**	**20.3%**	**21.5%**	**23.7%**
	Site-Wide Page Views	**785,751**	**821,069**	**892,001**	**939,160**	**940,486**	**933,177**	**961,752**	**962,853**	**1,031,686**	**994,836**	**1,007,539**	**891,886**	**1,109,183**	**998,173**	**13,269,552**
	Total PDF Percentage of Site-Wide Page Views	**61.2%**	**61.3%**	**62.4%**	**63.3%**	**62.0%**	**60.4%**	**61.0%**	**61.3%**	**61.6%**	**60.5%**	**63.1%**	**62.4%**	**65.8%**	**64.0%**	**62.2%**

The 'heat map' represents volume of views relative to each document by month. i.e. Red areas are higher volume than blue areas.

Top 25 Content Preferences

By International Visitors

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	3,123	3,079	2,970	3,059	4,341	6,140	6,261	4,446	5,271	4,536	5,832	6,030	5,949	5,556	66,593
2	Aquatic Species Program: Biodiesel from Algae	4,458	4,939	6,804	6,351	3,089	3,433	4,655	3,036	2,601	3,629	5,659	5,982	4,282	2,816	61,734
3	20% Wind Energy by 2030	3,555	3,260	3,846	2,585	1,826	4,710	4,251	6,335	4,565	3,906	5,094	3,909	4,268	2,973	55,083
4	Hydrogen Properties	3,678	4,260	3,880	3,442	3,252	3,469	4,334	3,622	3,484	3,713	3,134	2,470	3,948	3,469	50,155
5	ahorro de energía	1,566	1,808	1,984	1,806	2,046	2,131	3,730	2,898	2,603	3,215	3,288	3,134	3,198	2,978	36,385
6	How Wind Turbines Work	2,108	2,322	2,163	2,096	2,587	2,569	2,742	2,699	2,919	2,765	2,434	2,300	2,255	1,940	33,899
7	Energy Storage Research and Development	2,775	2,128	2,582	1,095	2,233	2,244	3,637	3,163	2,423	2,864	2,105	2,263	2,014	1,505	33,031
8	Hydrogen Use in Internal Combustion Engines	2,149	2,473	1,769	1,735	2,594	2,597	2,698	2,589	2,488	2,509	2,575	1,634	2,336	1,978	32,124
9	DOE Solar Energy Technologies Program FY 2008 Annual Report	2,048	1,858	2,152	3,079	3,382	3,153	3,116	1,959	1,741	1,439	2,304	2,248	1,655	1,483	31,617
10	2008 Renewable Energy Data Book	1,355	1,142	1,670	1,799	1,386	2,543	897	1,490	1,696	2,016	1,769	1,973	5,251	1,402	26,389
11	National Biofuels Action Plan	1,801	1,666	2,284	1,578	1,795	1,133	1,334	1,556	2,521	1,439	2,083	1,161	1,297	1,156	22,804
12	K-12 Lesson Plans & Activities	1,204	1,193	902	1,051	1,637	1,892	1,839	1,955	1,915	1,729	1,839	1,598	1,597	1,848	22,199
13	DOE Merit Review		375	776	318	761	922	530	7,294	3,667	1,069	1,159	776	542	691	18,880
14	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry	1,510	1,105	1,133	2,311	1,563	1,323	913	1,872	1,128	1,535	1,076	1,410	843	1,066	18,788
15	Improving Compressed Air System Performance	854	887	954	1,189	1,497	917	933	1,484	1,281	1,406	1,259	1,782	1,732	1,381	17,556
16	The History of Solar	847	841	747	685	1,216	904	1,224	1,344	1,446	1,196	1,353	1,703	1,853	1,675	17,034
17	freedom CAR & vehicle technologies program	954	1,023	893	987	1,324	1,289	1,382	1,160	1,196	1,313	1,020	1,231	1,164	1,211	16,147
18	Energy Savers Tips	744	878	707	677	841	907	1,522	905	1,846	1,488	1,730	1,499	1,352	752	15,848
19	U.S. ETHANOL Industry: The Next Inflection Point	1,869	1,200	1,538	1,169	940	697	943	791	1,018	1,284	1,521	1,054	882	706	15,612
20	Lignocellulosic Biomass to Ethanol Process Design and Economics Utilizing C	406	1,426	521	1,092	801	631	1,470	714	805	1,681	2,221	1,514	1,263	785	15,330
21	Improving Pumping System Performance	808	1,137	1,036	1,177	1,415	912	1,440	1,126	1,249	1,091	1,285	901	939	735	15,251
22	Low-Energy Building Design Guidelines	776	920	902	868	1,024	1,464	949	1,271	959	1,169	1,370	1,180	1,041	1,321	15,214
23	How Does a Wind Turbine Work?	944	1,157	941	883	1,181	1,115	1,109	1,092	1,328	1,325	1,117	1,087	1,012	877	15,168
24	Top Value Added Chemicals from Biomass Volume I—Results of Screening f	964	960	942	980	1,354	1,059	1,345	1,002	675	1,125	1,061	1,027	1,303	1,240	15,037
25	A Guide to Achieving Operational Efficiency Release 2.0	784	660	1,138	775	1,264	986	1,230	884	1,293	1,738	1,479	1,195	953	481	14,860
	Totals - Top 25	**41,280**	**42,697**	**45,234**	**42,787**	**45,349**	**49,140**	**54,484**	**56,687**	**52,118**	**51,180**	**55,767**	**51,061**	**52,929**	**42,025**	**682,738**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**5.24%**	**5.20%**	**5.06%**	**4.54%**	**4.82%**	**5.25%**	**5.66%**	**5.88%**	**5.04%**	**5.13%**	**5.53%**	**5.71%**	**4.77%**	**4.20%**	**5.14%**

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Top 25 Content Preferences

By Americans At-Home

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	2,176	1,364	1,581	2,499	2,585	2,832	2,470	2,363	3,436	3,193	3,003	2,692	4,241	3,554	37,989
2	20% Wind Energy by 2030	903	1,323	768	1,098	693	1,398	1,380	2,032	2,276	1,430	2,097	1,713	1,821	1,317	20,249
3	Hydrogen Properties	596	707	884	1,106	801	1,499	1,285	1,195	1,454	1,311	1,326	1,321	1,665	1,074	16,224
4	Aquatic Species Program: Biodiesel from Algae	532	1,094	653	576	739	1,112	361	831	901	265	1,133	684	394	728	10,003
5	How Wind Turbines Work	438	452	522	611	663	654	773	717	843	840	728	555	720	808	9,324
6	Insulation	473	426	492	792	761	768	670	654	565	618	684	638	766	964	9,271
7	Energy Savers Tips	444	408	470	574	587	607	608	549	878	802	766	714	738	724	8,869
8	Solar Energies Technology Program	390	401	439	452	555	556	488	563	560	537	579	449	577	597	7,143
9	DOE Solar Energy Technologies Program FY 2008 Annual Report	798	645	895	607	885	324	518	163	358	338	99	218	199	76	6,123
10	Energy Storage Research and Development	516	214	609	285	552	260	535	570	303	349	497	385	266	379	5,720
11	2008 Renewable Energy Data Book	409	476	277	81	364	302	361	164	226	418	575	595	762	625	5,635
12	The History of Solar	174	131	276	148	277	380	362	394	426	430	617	352	871	749	5,587
13	Wind & Water Power Program	212	264	289	319	326	418	403	416	403	407	441	381	473	446	5,198
14	Hydrogen Use in Internal Combustion Engines	316	163	234	307	589	304	457	363	263	298	342	286	593	427	4,942
15	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry	155	117	289	693	289	109	243	396	318	211	489	333	239	519	4,400
16	Building Technologies Program	272	230	284	320	278	313	302	310	340	361	333	271	348	301	4,263
17	Photovoltaics	196	190	248	277	236	255	272	367	363	339	338	260	288	303	3,932
18	National Biofuels Action Plan	69	113	279	232	312	373	312	389	212	301	301	269	289	325	3,776
19	U.S. ETHANOL Industry: The Next Inflection Point	326	211	378	182	112	289	236	169	247	248	434	496	270	178	3,776
20	Geothermal Technologies Program	185	166	196	207	264	233	236	263	327	267	314	230	327	248	3,463
21	RESEARCH PROJECTS IN RENEWABLE ENERGY FOR HIGH SCHOOL STUDENTS	116	194	430	255	306	355	275	106	233	171	124	217	313	305	3,400
22	Biomass Program	163	166	218	194	204	203	207	245	243	316	279	289	323	303	3,353
23	Water heating	176	137	151	190	238	223	235	223	279	255	253	269	285	295	3,209
24	Solar Energy Technologies Program Multi Year Program Plan 2008-2012	58	87	173	284	561	191	135	254	90	194	239	306	227	318	3,117
25	Heating and Cooling	148	149	163	220	221	289	264	178	232	229	208	223	253	334	3,111
	Totals - Top 25	**10,241**	**9,828**	**11,198**	**12,509**	**13,398**	**14,247**	**13,388**	**13,874**	**15,776**	**14,128**	**16,199**	**14,146**	**17,248**	**15,897**	**192,077**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**1.30%**	**1.20%**	**1.25%**	**1.33%**	**1.42%**	**1.52%**	**1.39%**	**1.44%**	**1.53%**	**1.42%**	**1.61%**	**1.58%**	**1.55%**	**1.59%**	**1.45%**

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Top 25 Content Preferences

By Americans (Daytime)

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	4,066	3,376	3,946	5,820	5,808	6,157	5,077	5,264	9,239	6,980	6,370	5,538	6,641	6,734	81,016
2	20% Wind Energy by 2030	1,949	1,983	3,751	3,392	1,789	2,030	3,391	4,782	4,695	4,270	2,825	4,044	3,575	2,208	44,684
3	Hydrogen Properties	636	938	850	1,552	1,201	1,691	1,349	1,406	1,229	1,474	1,895	1,619	1,726	1,424	18,990
4	Insulation	924	799	915	1,654	1,372	1,512	1,294	1,230	1,254	1,322	1,134	1,235	1,392	1,668	17,705
5	Energy Savers Tips	1,116	868	1,228	1,137	1,047	1,044	947	912	2,459	1,460	1,362	1,240	1,166	1,194	17,180
6	How Wind Turbines Work	701	789	919	911	1,011	998	1,028	1,130	1,303	1,342	1,123	943	1,183	1,250	14,631
7	Solar Energies Technology Program	754	616	779	718	1,175	1,023	963	873	939	860	893	809	989	899	12,290
8	Energy Storage Research and Development	1,013	1,417	576	674	987	828	351	727	901	1,537	773	531	558	1,404	12,277
9	2008 Renewable Energy Data Book	1,539	508	874	361	689	596	484	1,208	558	989	1,768	946	746	911	12,177
10	DOE Solar Energy Technologies Program FY 2008 Annual Report	608	704	566	361	1,598	1,402	526	700	881	421	876	681	984	1,021	11,329
11	Aquatic Species Program: Biodiesel from Algae	704	647	886	489	696	470	757	810	474	477	1,139	1,087	897	574	10,107
12	Building Technologies Program	644	575	636	573	650	693	692	776	739	794	705	581	727	680	9,465
13	Wind & Water Power Program	439	414	555	536	541	683	707	724	829	800	808	618	869	759	9,282
14	Biomass Multi-Year Program Plan 2009	442	296	308	235	268	677	603	402	889	1,009	890	510	1,220	1,255	9,004
15	The History of Solar	193	264	381	280	435	528	444	398	605	912	852	591	1,027	804	7,714
16	U.S. ETHANOL Industry: The Next Inflection Point	480	391	539	259	420	452	799	741	604	955	464	605	374	392	7,475
17	Energy Matters												1,105	4,834	1,404	7,343
18	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry	717	527	508	579	436	371	637	610	163	234	598	722	299	940	7,341
19	National Biofuels Action Plan	178	413	478	308	417	506	394	771	667	789	407	605	592	665	7,190
20	Biomass News XML Feed	339	429	437	420	450	452	504	488	531	668	539	420	586	570	6,833
21	Biomass Program	341	380	422	408	436	426	479	491	514	646	535	425	578	590	6,671
22	EERE Financial Opportunities	489	468	513	527	513	437	444	530	451	420	404	348	424	431	6,399
23	EERE Information Center	424	483	491	489	534	461	412	441	494	465	402	341	400	486	6,323
24	American Recovery and Reinvestment Act	256	282	377	494	478	505	496	609	490	475	466	371	488	478	6,265
25	Geothermal Technologies Program	333	330	371	430	440	416	365	600	545	538	509	355	477	505	6,214
	Totals - Top 25	**19,285**	**17,897**	**21,306**	**22,607**	**23,391**	**24,358**	**23,143**	**26,623**	**31,453**	**29,837**	**27,737**	**26,270**	**32,752**	**29,246**	**355,905**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**2.45%**	**2.18%**	**2.38%**	**2.40%**	**2.49%**	**2.60%**	**2.40%**	**2.76%**	**3.04%**	**2.99%**	**2.75%**	**2.94%**	**2.95%**	**2.93%**	**2.68%**

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Top 25 Content Preferences

By US Schools and School Boards

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Intermediate Energy Infobook	47		52	13	47		5,043	2,054	677	17	24	23	21		8,018
2	How Wind Turbines Work	153	340	346	259	309	842	273	417	425	438	397	142	388	522	5,251
3	Energy Savers Booklet	475	645	356	363	218	94	241	216	419	588	294	91	371	212	4,583
4	Hydrogen Properties	51	102	97	376	349	160	185	307	649	394	419	52	636	372	4,149
5	Energy Savers Tips	965	1,119	774	132	189	70	79	94	143	82	65	28	70	60	3,870
6	Your Home's Energy Use	774	482	487	42	87	30	27	14	118	91	16	8	28	32	2,236
7	Wind & Water Power Program	122	99	137	76	75	67	113	127	182	160	157	74	280	151	1,820
8	Solar Energies Technology Program	76	96	87	61	88	134	146	168	202	151	170	49	206	108	1,742
9	Heating and Cooling	515	375	187	32	41	24	21	23	272	130	18	6	13	10	1,667
10	Roofus' Solar & Efficient Home	14	120	124	54	51	147	106	83	116	116	166	133	257	140	1,627
11	The History of Solar	56	86	36	52	135	73	66	150	129	119	120	81	187	216	1,506
12	How Does a Wind Turbine Work?	38	96	75	78	99	84	71	157	126	132	140	34	204	169	1,503
13	Elementary Energy Infobook	43	36	49	61	147	71	336	83	151	132	150	21	102	98	1,480
14	RESEARCH PROJECTS IN RENEWABLE ENERGY FOR HIGH SCHOOL STUDENTS	91	58	57	33	94	52	43	395	210	61	125	54	82	104	1,459
15	K-12 Lesson Plans & Activities	62	45	76	73	87	77	278	107	121	61	91	43	105	62	1,288
16	Insulation and Sealing Air Leaks	82	101	59		21	10	15	55	560	311	20	9	11	8	1,262
17	Save Energy and Money Today	375	317	172	28	50	24	9	16	106	89	45	2	6	14	1,253
18	Geothermal Technologies Program	48	55	46	56	92	91	85	75	147	80	80	61	168	123	1,207
19	Biomass Program	18	47	47	56	51	167	83	116	111	118	117	45	102	105	1,183
20	K-12 Lesson Plans & Activities	62	77	116	80	77	110	100	90	93	67	77	49	107	64	1,169
21	Biomass News XML Feed	14	60	48	67	52	48	88	161	104	121	121	38	106	80	1,108
22	Advantages and Disadvantages of Wind Energy	25	46	40	56	53	34	70	67	95	93	107	31	104	112	933
23	Water Power Technologies	56	13	20	18	53	24	23	26	46	480	24	41	54	41	919
24	Intermedia Infobook Activities	68		52		48		206	259	188	23	22				866
25	Hydrogen Fuel Cells	12	48	23	39	96	30	36	48	39	126	71	52	90	95	805
	Totals - Top 25	**4,242**	**4,463**	**3,563**	**2,105**	**2,609**	**2,463**	**7,743**	**5,308**	**5,429**	**4,180**	**3,036**	**1,167**	**3,698**	**2,898**	**52,904**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**0.54%**	**0.54%**	**0.40%**	**0.22%**	**0.28%**	**0.26%**	**0.80%**	**0.55%**	**0.52%**	**0.42%**	**0.30%**	**0.13%**	**0.33%**	**0.29%**	**0.40%**

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Top 25 Content Preferences

By US Post Secondary Education

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	20% Wind Energy by 2030	1,454	1,833	2,159	1,403	1,398	2,383	2,504	3,139	2,373	3,357	3,467	1,857	2,793	1,882	32,002
2	Energy Savers Booklet	692	823	904	642	569	908	953	842	1,302	1,211	1,157	623	2,131	1,479	14,236
3	Aquatic Species Program: Biodiesel from Algae	356	1,123	1,632	735	895	680	937	929	1,076	620	1,347	820	1,011	934	13,095
4	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry	519	593	344	1,982	1,520	970	681	908	1,777	590	944	528	710	585	12,651
5	Hydrogen Properties	473	384	390	674	430	667	420	689	437	291	643	336	675	591	7,100
6	How Wind Turbines Work	209	271	322	393	610	442	575	488	732	567	497	217	565	439	6,327
7	2008 Renewable Energy Data Book	971	543	314	346	227	381	166	300	614	459	146	475	171	555	5,668
8	National Biofuels Action Plan	382	224	247	324	590	353	520	649	358	506	406	143	391	557	5,650
9	U.S. ETHANOL Industry: The Next Inflection Point	329	352	243	288	351	195	456	405	323	433	390	514	523	441	5,243
10	DOE Solar Energy Technologies Program FY 2008 Annual Report	291	440	340	613	410	513	749	153	166	176	443	219	685		5,198
11	Solar Energies Technology Program	189	208	307	258	378	281	383	356	343	367	410	220	487	313	4,500
12	Wind & Water Power Program	148	202	258	290	308	327	320	351	410	397	379	158	406	319	4,273
13	Hydrogen Use in Internal Combustion Engines	356	256	107	202	209	220	295	384	280	243	380		600	606	4,138
14	Energy Storage Research and Development	408	270	357	135	305	274	321	245	328	213	237	333	477	51	3,954
15	The History of Solar	58	53	62	80	299	167	137	317	314	310	504	282	757	599	3,939
16	Biomass Multi-Year Program Plan 2009	58	125	264	480	489		98	425	182	338	268		300	528	3,555
17	2008 Vehicle Technologies Program - Advanced Combustion Engine Technol	243	191		243	289	298		132	602	110	292		583	285	3,268
18	Biomass Program	142	174	229	241	274	182	198	288	255	274	271	141	268	248	3,185
19	Building Technologies Program	156	224	249	235	178	222	227	226	246	288	262	149	264	205	3,131
20	Energy Savers Tips	125	163	265	203	181	164	205	221	322	244	248	108	294	258	3,001
21	Biomass News XML Feed	149	158	213	203	252	172	207	270	219	237	202	152	237	218	2,889
22	Low Cost, High Efficiency, High Pressure Hydrogen Storage					354		988	119		352	65		613	366	2,857
23	Hydrogen & Our Energy Future	41		166	161	106	449	176	184	98	245	112	129	423	374	2,664
24	Photovoltaics	85	186	124	169	202	172	182	171	239	204	251	128	258	190	2,561
25	Solar Energy Technologies Program Multi-Year Program Plan 2007-2011			209	64	280	78	78	302		357	405	359	363	61	2,556
	Totals - Top 25	**7,834**	**8,796**	**9,705**	**10,364**	**11,104**	**10,498**	**11,776**	**12,493**	**12,996**	**12,389**	**13,726**	**7,891**	**15,985**	**12,084**	**157,641**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**0.99%**	**1.07%**	**1.09%**	**1.10%**	**1.18%**	**1.12%**	**1.22%**	**1.30%**	**1.26%**	**1.24%**	**1.36%**	**0.88%**	**1.44%**	**1.21%**	**1.19%**

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Top 25 Content Preferences

By Energy Sector

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	20% Wind Energy by 2030	117	28	228	9	137	218	276	266	134	224	240		140	138	2,155
2	Energy Savers Booklet	145	27	88	346	102	151	94	62	90	113	299	107	92	56	1,772
3	Utility Energy Services Contracts: Enabling Documents	71	7			179	528	145		36		131		72	142	1,311
4	M&V Guidelines: Measurement and Verifi cation for Federal Energy Projects	130		251	200	337	13	89						83		1,103
5	Hydrogen Properties	56	49	23	51	19	67	114	47	122	94	120	49	132	117	1,060
6	DOE Solar Energy Technologies Program FY 2008 Annual Report	75	149	73	138			217		218			64		63	997
7	2008 Renewable Energy Data Book	106	82	179	157			163			50	43			128	908
8	Energy Matters													607	223	830
9	2008 Vehicle Technologies Program - Advanced Combustion Engine Technol	105							83				5		443	636
10	National Biofuels Action Plan	13	11	25	27	33	21	20	33	80	16	11	307		17	614
11	Energy Efficiency Program For Consumers: Refrigerators...											173		257	177	607
12	WIND RIVER RESERVATION List of Topics									558	10					568
13	Energy Technology Solutions: Public-Private Partnerships Transforming Indu	73		8	47			20	224	13		65	3	87		540
14	Improving Pumping System Performance		74				35	56	37		79		81	45	123	530
15	Summary Report on the DOE High-Tech Inverter Workshop		40			84		23	10	56				21	258	492
16	Identification and Characterization of Near-Term Direct Hydrogen Proton Ex	219							251				13			483
17	Clean Cities	26	36	35	17	22	47	45	57	24	39	33	24	42	30	477
18	American Recovery and Reinvestment Act	12	21	24	31	34	36	37	56	51	32	29	18	35	28	444
19	A Guide to Achieving Operational Efficiency Release 2.0	30		79	10	17			18	131		8	60		83	436
20	Solar Energies Technology Program	27	21	25	27	89	56	28	18	39	22	16	13	21	27	429
21	Biomass News XML Feed	31	21	30	23	36	38	33	23	28	26	43	21	30	37	420
22	Improving Compressed Air System Performance	4	15			23		6	38	37	121		31	37	85	397
23	Improving Steam System Performance	35	101	9	72	33	68			34	32		12			396
24	Improving Fan System Performance		26	41		25	45	60	33		29		27	33	77	396
25	Building Technologies Program	33	36	37	23	27	36	34	24	19	35	31	17	18	23	393
	Totals - Top 25	1,308	744	1,155	1,178	1,197	1,359	1,460	1,280	1,670	922	1,242	852	1,752	2,275	18,394
	Total Page Views - Site-wide	787,444	821,255	894,215	941,536	940,767	935,839	962,485	963,489	1,034,455	997,754	1,009,043	893,709	1,110,569	999,654	13,292,214
	Top 25 as Percentage of Total Site-Wide	0.17%	0.09%	0.13%	0.13%	0.13%	0.15%	0.15%	0.13%	0.16%	0.09%	0.12%	0.10%	0.16%	0.23%	0.14%

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Top 25 Content Preferences

By US Federal Government

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	949	590	944	2,579	1,072	1,102	981	532	1,651	623	880	753	757	523	13,936
2	Utility Energy Services Contracts: Enabling Documents	317	718	75	547	142	512	439	593	396	941	518	342	280	177	5,997
3	20% Wind Energy by 2030	318	72	545	332	390	122	399	142	254	685	419	32	637	571	4,918
4	A practical guide to building commissioning, recommissioning, retro commis	26	749	763	1,038	441	156	53	243	217		102	121	89	22	4,020
5	Federal Energy Management Resources	220	259	256	312	290	206	266	231	253	170	252	156	197	249	3,317
6	Energy Awareness Month 2009: A Sustainable Energy Future; Putting All the	135	268	291	381	574	271	225	163	99	73	30	35	59	17	2,621
7	Biomass Multi-Year Program Plan 2009		175	122	117	708	521	60	118	217	148	134	56	144		2,520
8	Energy Savers Tips	142	105	172	200	202	100	130	108	345	156	203	129	110	76	2,178
9	Guidance for Electrical Metering in Federal Buildings	87	90	96	230	128	215	218	197	220	68	57	98	131	180	2,015
10	Creating an Energy Awareness Program	224	324	194	243	345	291	51	44	22		53	16		135	1,942
11	Heating and Cooling	1,339	113	74	69	51	25	45	21	32	24	38	14	19	34	1,898
12	Vehicle Technologies Program				587			189					381	505	236	1,898
13	EERE Information Center	100	222	191	153	183	87	88	92	92	81	90	38	60	56	1,533
14	American Recovery and Reinvestment Act	61	65	116	130	144	121	103	147	136	82	90	79	148	97	1,519
15	2008 Renewable Energy Data Book	46	338	176	214			44	344	51	44	47		126	38	1,468
16	Implementing Section 438 of the Energy Independence & Security ActEnergy	57	65	113	83	146	222	155	123	92	59	121	41	39	140	1,456
17	Solar Energies Technology Program	64	81	124	82	213	137	175	81	75	75	104	57	82	88	1,438
18	A Sustainable Energy Future	73	201	338	265	226	150	67	61							1,381
19	DOE Solar Energy Technologies Program FY 2008 Annual Report	143	117	63		133	341	153	80			67	75	205		1,377
20	ADVANCED VEHICLE TECHNOLOGY ANALYSIS AND EVALUATION ACTIVITIES...		226	102	46	145	92	321				206	101		109	1,348
21	Procuring Energy-Efficient Products	135	115	109	132	84	65	100	88	116	59	89	78	67	83	1,320
22	Guidance for Electrical Metering in Federal Buildings						18	248		999				29		1,294
23	Campaign Materials	82	140	157	267	349	119	88	65	23						1,290
24	Aquatic Species Program: Biodiesel from Algae	20	212	210	277	37		86	106		51			88	189	1,276
25	Wind & Water Power Program	58	48	115	63	67	90	152	96	93	109	87	53	115	88	1,234
	Totals - Top 25	4,596	5,293	5,346	8,347	6,070	4,963	4,836	3,675	5,383	3,448	3,587	2,655	3,887	3,108	65,194
	Total Page Views - Site-wide	787,444	821,255	894,215	941,536	940,767	935,839	962,485	963,489	1,034,455	997,754	1,009,043	893,709	1,110,569	999,654	13,292,214
	Top 25 as Percentage of Total Site-Wide	0.58%	0.64%	0.60%	0.89%	0.65%	0.53%	0.50%	0.38%	0.52%	0.35%	0.36%	0.30%	0.35%	0.31%	0.49%

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Top 25 Content Preferences

By US State/Municipal Government

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet	70	80	78	62	53	122	32	84	166	39	47	39	50		922
2	Biomass Multi-Year Program Plan 2009						262									262
3	American Recovery and Reinvestment Act	8	5	11	34	22	12	4	18	15	5	17	7	15	8	181
4	2008 Renewable Energy Data Book		41								121					162
5	Clean Cities	15	19	9	19	22	6	17	15	8		14	9	16	9	178
6	Implementing Section 438 of the Energy Independence & Security ActEnergy	28				17			39						18	102
7	Energy Savers Tips	6	11	8	17	17	19	7	4	23	13	10	5	6	2	148
8	EERE Information Center	18	17	16	18	13	12	5	8	4	2	8	6	13	13	153
9	Builders Challenge - Quality Criteria Support Document				138											138
10	Identification and Characterization of Near-Term Direct Hydrogen Proton Exchange...			138												138
11	IMPACTS: Industrial Technologies Program (Feb. 2006)														135	135
12	Building Technologies Program	3	10	16	10	7	7	6	9	13	15	9	2	10	7	124
13	DOE Solar Energy Technologies Program FY 2008 Annual Report			63											64	127
14	20% Wind Energy by 2030						123									123
15	Hydrogen & Our Energy Future		86		26											112
16	Impact Evaluation Framework for Technology Deployment Programs					103					7					110
17	FEMP Spotlight on Design - The Jefferson Memorial				103											103
18	Energy Matters													69	23	92
19	Hydrogen Properties							38		22			3	22	2	87
20	A Guide to Achieving Operational Efficiency Release 2.0									15	71					86
21	Solar Energies Technology Program	8	5	2	3	13	10	4	5	7	6	8	1	3	6	81
22	EERE Financial Opportunities	3	4	8	6	4	13	2	6	2	9	5	2	8	6	78
23	Guidance for Electrical Metering in Federal Buildings							80								80
24	Geothermal Technologies Program: DRAFT - Multi-Year Research												74			74
25	Clean Cities Fact Sheet April 2009			10	39		7	9	5					3		73
	Totals - Top 25	159	278	359	475	271	593	204	193	275	288	118	148	215	293	3,869
	Total Page Views - Site-wide	787,444	821,255	894,215	941,536	940,767	935,839	962,485	963,489	1,034,455	997,754	1,009,043	893,709	1,110,569	999,654	13,292,214
	Top 25 as Percentage of Total Site-Wide	0.02%	0.03%	0.04%	0.05%	0.03%	0.06%	0.02%	0.02%	0.03%	0.03%	0.01%	0.02%	0.02%	0.03%	0.03%

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Top 25 Content Preferences

By Media

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	Energy Savers Booklet		64				18			1					176	259
2	National Biofuels Action Plan			1										97	50	148
3	Creating an Energy Awareness Program		49	64												113
4	20% Wind Energy by 2030								68					2		70
5	High Penetration of Photovoltaic (PV) Systems into the Distribution Grid								59							59
6	Energy Storage Research and Development			1						53						54
7	EERE Guide for Managing General Program Evaluation Studies						49									49
8	Bio Gas Buses Project					26					19					45
9	Greening Of The White House									44						44
10	Thermal Energy Storage for Space Cooling						34									34
11	Argonne Facilitation of PHEV Standard Testing Procedure (SAE J1711)	31														31
12	Hydrogen Generation by Electrolysis September 2004 Steve Cohen										30					30
13	NATIONAL HYDROGEN ENERGY ROADMAP														26	26
14	Fiscal Year 2010 - Budget-in-Brief						24									24
15	FUELS FOR ADVANCED CIDI ENGINES AND FUEL CELLS 2 0 0 1 ANNUAL PROGRESS REPORT						24									24
16	Clean Diesel: The Progress The Message The Opportunity					20										20
17	A Sustainable Energy Future		15	5												20
18	iv. university research - Advanced Combustion Engine Technologies						19									19
19	Hydrogen Delivery Liquefaction & Compression					18										18
20	Energy Savers Tips	1	3		2				1	3	2	2		1	3	18
21	Solar Energy Grid Integration Systems –Energy Storage (SEGIS-ES)								16							16
22	Solar Water Heating												16			16
23	EERE Information Center	2	1		1		1							4	6	15
24	U.S. ETHANOL Industry: The Next Inflection Point													15		15
25	Your Home's Energy Use		1	1		4	1		2	1				3	2	15
	Totals - Top 25	**34**	**133**	**72**	**3**	**68**	**170**	**-**	**146**	**102**	**51**	**2**	**16**	**122**	**263**	**1,182**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**0.00%**	**0.02%**	**0.01%**	**0.00%**	**0.01%**	**0.02%**	**0.00%**	**0.02%**	**0.01%**	**0.01%**	**0.00%**	**0.00%**	**0.01%**	**0.03%**	**0.01%**

'Pages' include, but are not limited to, files of the following types: HTML, HTM, ASP, CFM, PHP, PDF, XLS, DOC, etc. The 'heat map' represents volume of views relative to each document by month. i.e. Red areas are higher volume than blue areas.

Top 25 Content Preferences

By Environmental Sector

No.	Page Titles	Sept. 6	Sept. 13	Sept. 20	Sept. 27	Oct. 4	Oct. 11	Oct. 18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29	Dec. 6	Total Views
1	20% Wind Energy by 2030			185	78		114		135					211		723
2	Guidance for Electrical Metering in Federal Buildings										539					539
3	Aquatic Species Program: Biodiesel from Algae			88	6				180	90						364
4	The Future of Geothermal Energy		98								205					303
5	Effective Energy Solutions for a Sustainable Future							99	53	13	16	63			1	245
6	National Biofuels Action Plan	39		38	12	38		38		14	10	37		9		235
7	ADVANCED VEHICLE TECHNOLOGY ANALYSIS AND EVALUATION ACTIVITIES...							227								227
8	Implementing Section 438 of the Energy Independence & Security ActEnergy	31		30	9		14	16		36	47	6	13	21		223
9	Overview of Evaluation Methods for R&D Programs				162	7	29									198
10	Energy Savers Booklet				60	29	18	20		36		14				177
11	Ground-Source Heat Pumps: Overview of Market Status, Barriers to ...		41							88	43					172
12	2008 Renewable Energy Data Book				44	49				59						152
13	U.S. ETHANOL Industry: The Next Inflection Point	55		20			4			37		6			25	147
14	21st Centruy Truck Partnership Roadmap and Technical White Papers	24		16			8					50			47	145
15	Pulp and Paper Industry Energy Bandwidth Study			61		10	4			60		7				142
16	Identification and Characterization of Near-Term Direct Hydrogen Proton Exchange...								127							127
17	Inductrial Technologies Program			53		8		57						9		127
18	Strategic Program Review - March 2002				123											123
19	Energy and Environmental Profile of the U.S. Petroleum Refining Industry (Nov. 2007)				72		48									120
20	Variable Speed Pumping - A Guide to Successful Applications						65			11	35		8			119
21	Peer Review Guide				114											114
22	Biomass as a Feedstock for a Bioenergy and Bioproducts Industry		26	24	28				35							113
23	Biomass Multi-Year Program Plan													112		112
24	About the Office of EERE			5	30	8	11	5	15	12	6	7	6	2	4	111
25	Federal Energy Management Resources	5	4	9	9	10	4	12	12	15	8	4	6	6	7	111
	Totals - Top 25	**154**	**169**	**529**	**747**	**159**	**319**	**474**	**557**	**471**	**909**	**194**	**33**	**370**	**84**	**5,169**
	Total Page Views - Site-wide	**787,444**	**821,255**	**894,215**	**941,536**	**940,767**	**935,839**	**962,485**	**963,489**	**1,034,455**	**997,754**	**1,009,043**	**893,709**	**1,110,569**	**999,654**	**13,292,214**
	Top 25 as Percentage of Total Site-Wide	**0.02%**	**0.02%**	**0.06%**	**0.08%**	**0.02%**	**0.03%**	**0.05%**	**0.06%**	**0.05%**	**0.09%**	**0.02%**	**0.00%**	**0.03%**	**0.01%**	**0.04%**

'Pages' include, but are not limited to, files of the following types: HTML, HTM, ASP, CFM, PHP, PDF, XLS, DOC, etc. The 'heat map' represents volume of views relative to each document by month. i.e. Red areas are higher volume than blue areas.

Top 25 Mobile Browser Preferences

No.	Page Titles	Sept. 6	Sept. 27	Sept. 20	Sept. 13	Oct. 4	Oct. 25	Oct. 18	Oct. 11	Nov. 8	Nov. 29	Nov. 22	Nov. 15	Nov. 1	Dec. 6	Total Views
1	How Wind Turbines Work	56	62	55	64	54	55	69	72	70	48	40	59	45	46	795
2	Insulation	24	32	43	56	65	77	67	58	53	39	42	67	49	73	745
3	Energy Savers Tips	33	22	50	44	50	50	43	30	95	58	41	41	37	56	650
4	Water heating	17	10	10	18	19	19	15	23	27	8	22	57	22	31	298
5	Solar Energies Technology Program	12	17	20	18	62	21	31	15	16	4	13	12	5	12	258
6	Appliances	13	10	13	17	29	18	16	15	23	10	12	16	16	35	243
7	Energy Saving Tips: Windows	13	6	11	6	14	19	23	9	14	4	12	22	24	49	226
8	Heating and Cooling	9	11	19	18	14	28	18	12	23	7	6	12	20	35	232
9	Building Technologies Program	15	9	8	10	7	10	11	23	16	12	7	18	16	23	185
10	Wind & Water Power Program	5	17	21	8	8	18	17	7	16	13	12	14	13	17	186
11	How Does a Wind Turbine Work?	14	7	10	14	8	9	18	13	10	9	10	21	17	11	171
12	Geothermal Technologies Program	14	10	8	11	19	5	10	21	21	2	10	8	24	11	174
13	Photovoltaics	9	11	7	11	21	13	8	8	21	6	11	4	4	11	145
14	Save Energy and Money Today	9		11	8	10	9	21	6	20	6	3	5	19	17	144
15	Energy Saving Tips: Laundry	9	12	3	7	15	15	6	13	17	8		11	8	11	135
16	Your Home's Energy Use	11	20	4	6	8	7	13	8	5	7	6	7	9	27	138
17	Federal Energy Management Resources	2	8	6	8	9	9	25	9	11	3	3	11	10	6	120
18	Biomass Program	4	17	12	7	4	4	8	8	8	6	5	9	6	12	110
19	Fuel Cell Technologies Program	10	4	9	3	13	7	5	9	8	12	7	5	7	8	107
20	Insulation and Sealing Air Leaks	3	11	8	11	4	9	8	6	3	6	4	15	6	12	106
21	Geothermal Heat Pumps	6	4	6	7	5	10	12	3	7	15	4	5	4	9	97
22	EERE Financial Opportunities	8	5	5	8		12	5	8	4	8	5	2	16	8	94
23	American Recovery and Reinvestment Act	2	2	10	5	7	15	8	8	10	8	8	7	5	3	98
24	Main Page (www1.eere.energy.gov/)	2	6	5	5			3	5	5	12	7	6	10	10	76
25	Photovoltaic Basics	5	5	6	5	7	3	5	8	6	11	10	3	4	8	86
	Totals	**305**	**318**	**360**	**375**	**452**	**442**	**465**	**397**	**509**	**322**	**300**	**437**	**396**	**541**	**5,619**

'Pages' include, but are not limited to, files of the following types: HTML, HTM, ASP, CFM, PHP, PDF, XLS, DOC, etc. The 'heat map' represents volume of views relative to each document by month. i.e. Red areas are higher volume than blue areas.

Top 25 'Dead Pages'

i.e. Pages viewed 3 or less time during the study period

No.	Page URL	Views
1	/ba/pdfs/pmguide_appendix_n.pdf	3
2	/vehiclesandfuels/pdfs/idling_news/sep04_network_news.pdf	3
3	/vehiclesandfuels/facts/2007_fcvt_fotw492.html	3
4	/industry/fuelflexibility/search_options.html	3
5	/solar/solar_america/solar_faqs.html	3
6	/buildings/info/documents/pdfs/29940.pdf	3
7	/vehiclesandfuels/avta/pdfs/fsev/eva_proc/etatp8r2.pdf	3
8	/industry/glass/printable_versions/news_detail.html?news_id=10685	3
9	/buildings/appliance_standards/residential/pdfs/chapter_1_intro.pdf	3
10	/industry/glass/printable_versions/news_detail.html?news_id=7799	3
11	/biomass/biotech_symposium/docs/abst3b-06.doc	3
12	/financing/printable_versions/audience.html	3
13	/femp/technologies/eep_room_aircon.html	3
14	/industry/imf/news_detail.html?news_id=12247	3
15	/vehiclesandfuels/avta/pdfs/fsev/eva_proc/etaac7r1.pdf	3
16	/biomass/pdfs/34327.pdf	3
17	/industry/chemicals/pdfs/profile_chap6.pdf	3
18	/buildings/ssl/organic/recombination.html	3
19	/femp/pdfs/eset.pdf	3
20	/industry/imf/pdfs/astronguseconomy.pdf	3
21	/industry/energy_systems/?|-|ASP_0113|Script_timed_out	3
22	/buildings/ssl/organic/striped.html	3
23	/industry/forest/pdfs/surface_subsurface.pdf	3
24	/financing/printable_versions/inventors.html	3
25	/buildings/real_estate/search_options.html	3
26	/communicationstandards/content_standards_webinar.html	3
27	/team/hpsb_working_group.html	3
28	/buildings/ssl/organic/white_oleds.html	3
29	/industry/bestpractices/printable_versions/news_detail.asp?news_id=8(	3
30	/industry/metalcasting/pdfs/gm_fs.pdf	3
31	/vehiclesandfuels/avta/pdfs/eta/qa001r0.pdf	3
32	/communicationstandards/management/online_surveys.html	3
33	/hydrogenandfuelcells/hydrogen/pdfs/danz_biomass.pdf	3
34	/buildings/media/btp_news_flash	3
35	/cleancities/idle	3
36	/buildings/ssl/printable_versions/boston07_materials.html	3
37	/buildings/building_america/printable_versions/news_detail.html?news	3
38	/communicationstandards/printable_versions/training.html	3
39	/vehiclesandfuels/facts/favorites/fcvt_fotw210.shtml	3
40	/financing/printable_versions/news_detail.html?news_id=14870	3
41	/vehiclesandfuels/news/news_detail.html?news_id=15598	3
42	/buildings/ssl/printable_versions/brochures.html	3
43	/vehiclesandfuels/pdfs/alm_05/3e_paulauskas.pdf	3
44	/industry/mining/printable_versions/news_detail.html?news_id=12556	3
45	/femp/program/printable_versions/waterefficiency_bmp7.html	3
46	/buildings/ssl/printable_versions/cold_operation.html	3
47	/buildings/ssl/news_detail.html?news_id=12187	3
48	/biomass/electrical_power.html	3
49	/windandhydro/news_detail.html?news_id=10757	3
50	/communicationstandards/technical/printable_versions/program.html	3

The above table represents a sample of pages on the site which are viewed infrequently. See Remainder Bin spreadsheet which accompanies this presentation for the full list.

Visitor Intent

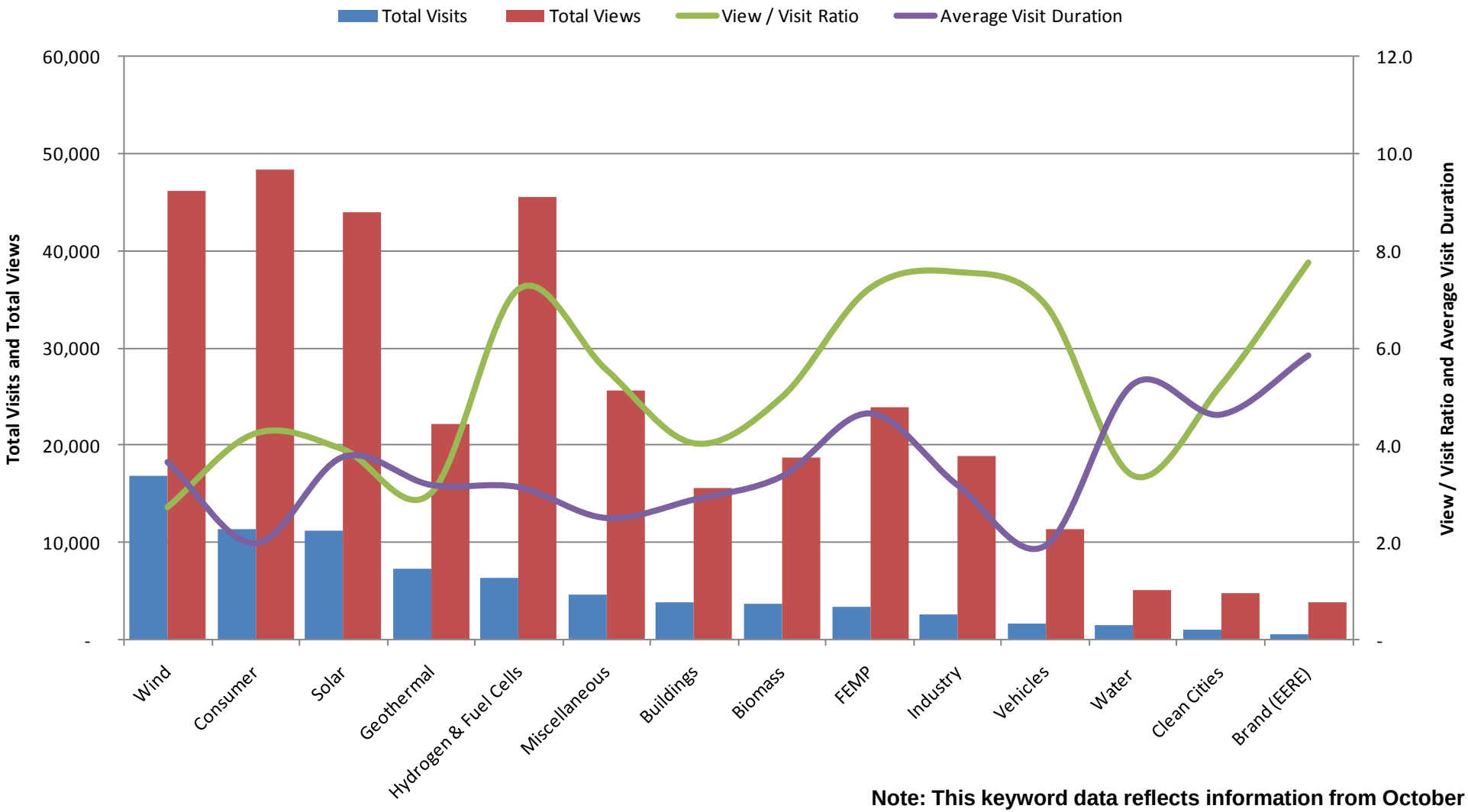
What keywords do visitors use to find your content?

No.	Keyword Themes	Total Visits	Total Views	View / Visit Ratio	Average Visit Duration	Rank by View / Visit Ratio	Number of Keywords	Percentage of Top 500	Running Total
1	Wind	16,888	46,203	2.7	3.7	14	73	22.3%	22.3%
2	Consumer	11,371	48,310	4.2	2.0	9	72	15.0%	37.3%
3	Solar	11,204	43,958	3.9	3.8	11	74	14.8%	52.1%
4	Geothermal	7,336	22,165	3.0	3.2	13	39	9.7%	61.8%
5	Hydrogen & Fuel Cells	6,315	45,530	7.2	3.1	4	28	8.3%	70.2%
6	Miscellaneous	4,603	25,584	5.6	2.5	6	49	6.1%	76.3%
7	Buildings	3,862	15,634	4.0	2.9	10	42	5.1%	81.4%
8	Biomass	3,735	18,651	5.0	3.4	8	24	4.9%	86.3%
9	FEMP	3,319	23,975	7.2	4.7	3	29	4.4%	90.7%
10	Industry	2,495	18,866	7.6	3.2	2	30	3.3%	94.0%
11	Vehicles	1,653	11,404	6.9	1.9	5	19	2.2%	96.2%
12	Water	1,493	5,057	3.4	5.3	12	11	2.0%	98.1%
13	Clean Cities	923	4,826	5.2	4.6	7	5	1.2%	99.4%
14	Brand (EERE)	483	3,746	7.8	5.8	1	5	0.6%	100.0%
	Totals	**75,680**	**333,909**	**4.4**	**3.3**	**N/A**	**500**	**100.0%**	**100.0%**
	Total Traffic	**1,712,110**	**10,594,389**	**6.2**					
	Percentage of Traffic from Top 500 Keywords	**4.42%**	**3.15%**						

Note: This keyword data reflects information from October 1, 2009 through December 12, 2009 as keyword data was not comprehensive prior to this timeframe.

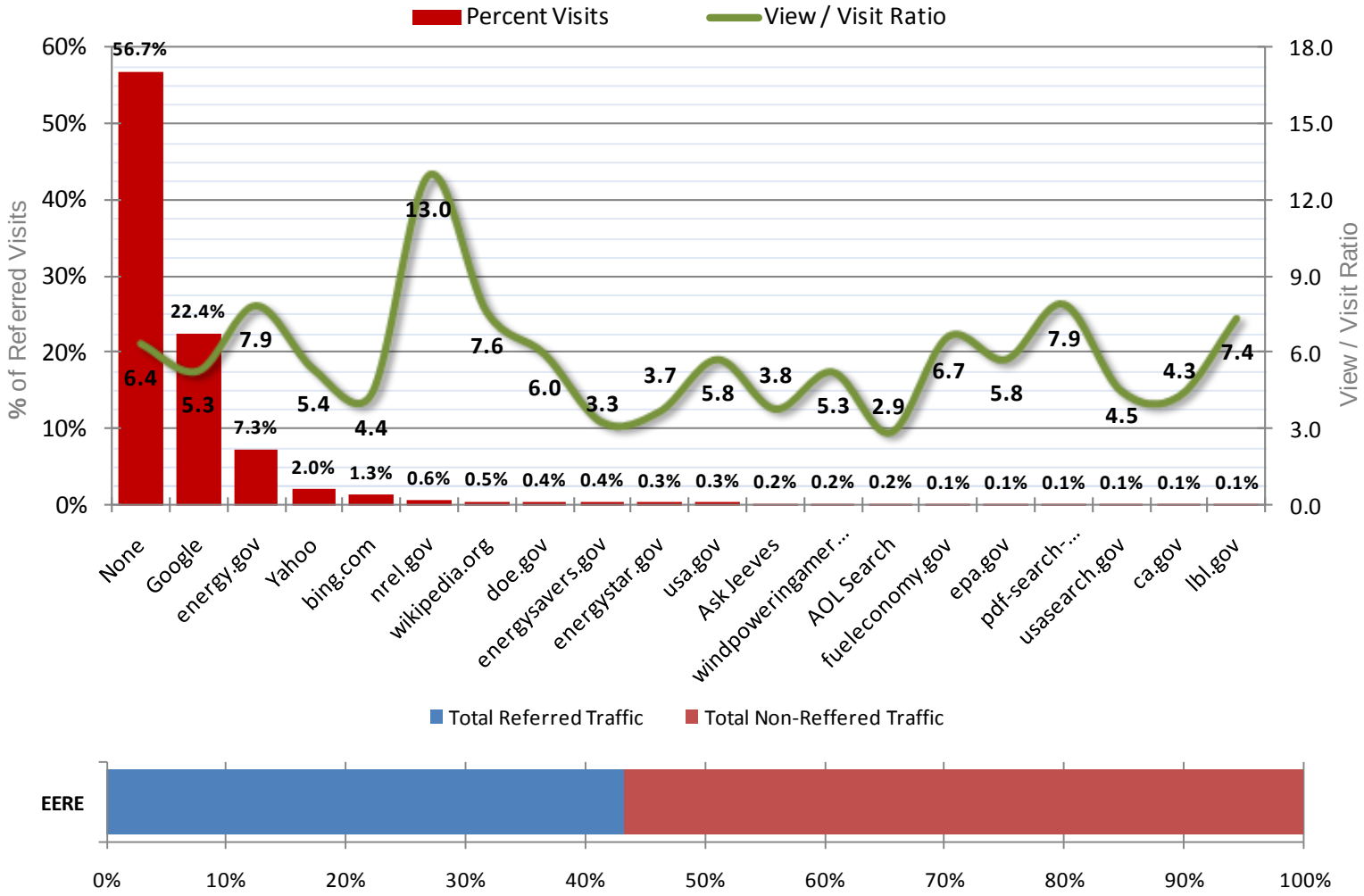
Visitor Intent

What keywords do visitors use to find your content?



Note: This keyword data reflects information from October 1, 2009 through December 12, 2009 as keyword data was not comprehensive prior to this timeframe.

Top Referrers (How are people finding your site?)



43.3%

of all visits are referred from search engines and other Web sites.

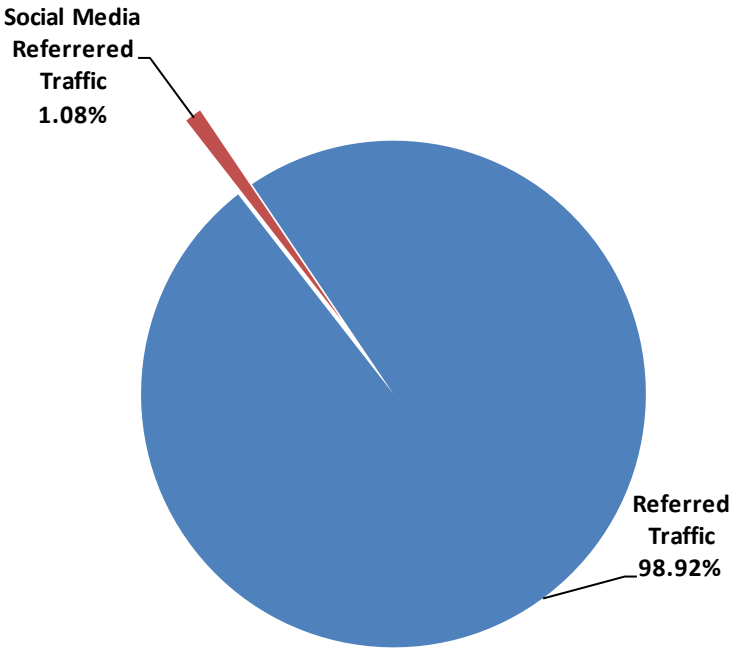
56.7%

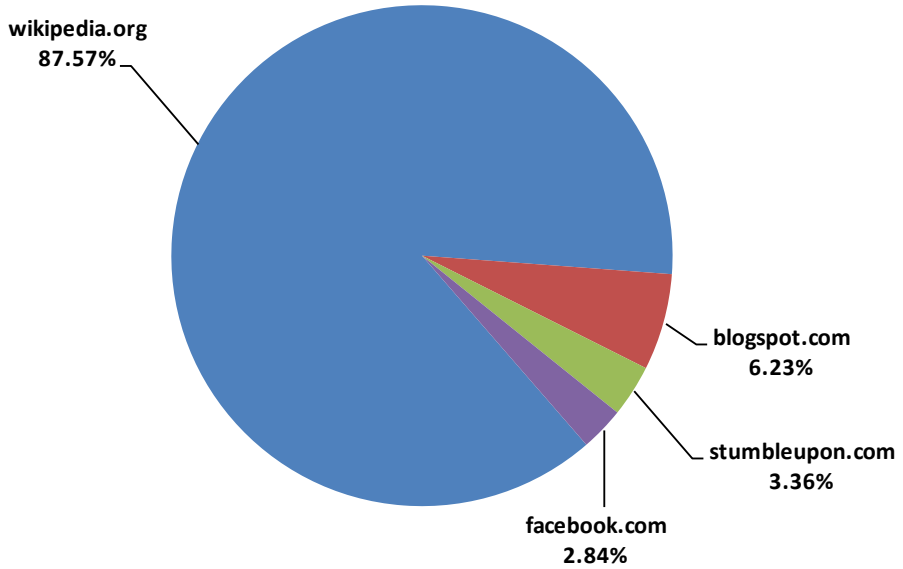
of all visits come direct to the site through bookmarks, links in email, or direct entry of the URL to their Web browser.

40.0%

The PublicInsite Government of Canada Benchmark for referrals from Google. Energy Efficiency and Renewable Energy is 17.6% below the benchmark.

Social Media Referrers





Total Referred Traffic is 925,000 visits (~43% of all traffic).

Of the Total Referred Traffic, 1.08% of the traffic is from major Social Media Referrers (in the Top 100).

Wikipedia, Blogspot, Stumbleupon and Facebook are the 4 major social media referrers found in the Top 100, cumulatively representing 1.08% of the referred traffic.

Recommendations Summary

- A comprehensive measurement strategy is recommended
  - Redirects from www to www1 sites pose challenges in performing an accurate picture of the web analytics
  - Outreach initiatives must be properly 'tagged'
    - Email newsletters, pay-per-click campaigns, banner advertisements, links on partner sites, RSS feeds, etc.
  - Due to the large volumes of traffic to the site, it will take a major event or shift to impact the overall website trends (law of large numbers)
- PDF Strategy impacting overall metrics
  - PDFs pose unique challenges and make measurement a challenge
    - High volume of PDFs and direct access are impacting metrics (view/visit ratio and time on site)
    - Include links to EERE site from PDFs for high resolution graphics, data tables, etc. with properly tagged links for measurement (helps understand engagement)

Recommendations Summary (continued)

- "Knowledge that spreads, wins": raise findability & visibility
  - In the Age of Search, Google is the competitive in the marketplace of ideas
    - "Bake in" the principles of Search Engine Optimization (SEO) when developing content
- The platform is evolving
  - Content & display strategy that recognizes smart phone adoption trends
    - Tabular format of data issue; use of search on handheld devices
- There is no mass market, no average visitor – you have only visitors
  - Speak confidently to audience segments
  - The data in this deck demonstrates that the major audiences use your site differently, at different times of year for different things…

Note that since the development of this data, the site has changed therefore, while many of the trends will remain the same, some may differ slightly.

Thank you

- For more information, please contact us by telephone or email.

Alex Langshur
President

613 232-8500 Ext. 101
alangshur@publicinsite.com

Tyler Gibbs
Director, Products and Operations

613 232-8500 Ext. 102
tgibbs@publicinsite.com

Appendix – EERE VPA

- The information in this presentation includes data analysis spanning across the Energy Efficiency and Renewable Energy Web site (www1 content).
- All *pages* matching the following criteria are included/excluded:
  - Contains '/'
- All visitors matching the following criteria are excluded:
  - Visitors from EERE
  - Visitors classified as 'non-humans' (i.e. spiders, robots, link validators etc.)

Summary

Timeframe:

September 6, 2009 - December 12, 2009

The domain(s) analyzed include:

www.eere.energy.gov

Date Last Modified:

May 5, 2010

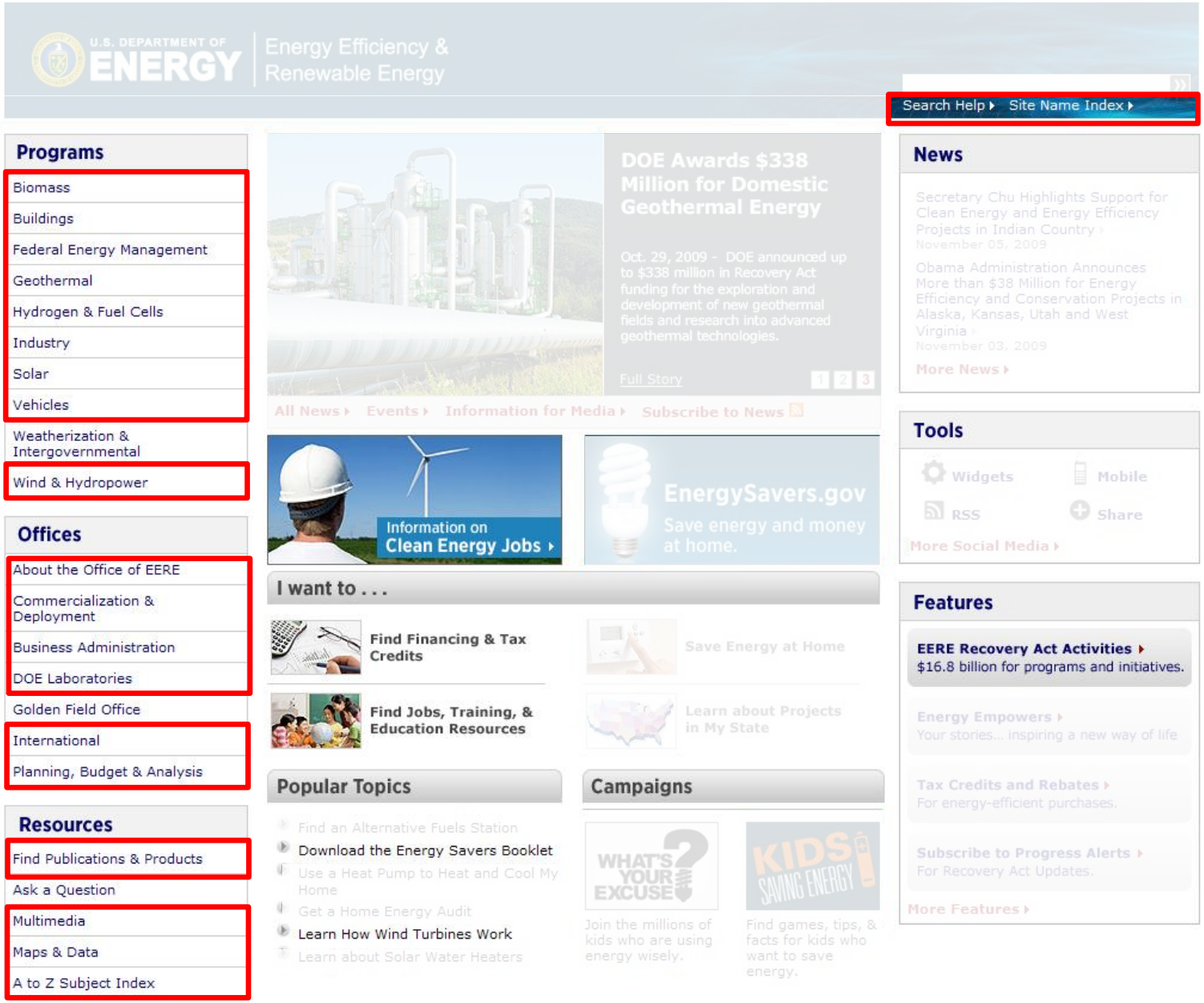
Last Modified by:

Tyler Gibbs

Primary Client Contacts:

Chris Stewart

Content that's in the log file data (www1.eere.energy.gov)



Sample content in log files – Buildings (all pages)

www1.eere.energy.gov/buildings/

Nomenclature

- Metrics: generally an absolute number, common ones include:
  - Page view: number of times a Web site page was viewed
  - Visit: An interaction with a Web site consisting of one or more requests for a page
  - Referrer: The page URL that originally generated the request for the current page view or object
- Indicators: usually a rate, ratio, percentage or average and therefore enable direct comparability. Common indicators include:
  - Average visit duration: how long a visitor stayed on the site
  - Pages viewed/visit (view visit ratio): total pages viewed divided by total visits
  - Conversion rate: number of visitors who take a desired action, e.g. print a page, register for a newsletter, submit an information request

Energy Efficiency and Renewable Energy
Analysis Overview

- Who: Target audience analysis
  - These next slides look at the traffic from specific target audiences
  - We'll examine traffic from 10 main audiences:
    - Americans At-Home and American Daytime Visitors
    - US Municipal, State and Federal Governments
    - US Education Institutions (US Schools and School Boards & US Post Secondary)
    - Environmental Organizations
    - Energy Sector Visitors
    - International Visitors
  - Provides a high resolution examination of visit patterns from key target audiences and helps identify variances to the 'average' visitor.

Audience Definitions

Audience Group	Demographic / Target Audience	Level of detail	Value
Americans at Home	Representative sample of the at-home Amercian. Visitors from major Internet Service Providers visiting from the hours of **7pm through 6am**.	+ Full national coverage + State + Select cities	Understand level of interest and content take-up with the American public; enables comparative analysis of message reach.
Americans (Daytime)	Large portion of this group is expected to be in small businesses across the United States. Some visitors may be browsing from their home during the day. Visitors from major Internet Service Providers visiting from the hours of **6am through 7pm**.	+ Full national coverage + State + Select cities	Understand level of interest and content take-up with the American public; enables comparative analysis of message reach.
Municipalities	Municipal level government officials & decision makers.	+ Major cities	Understand issues of concern at the municipal level.
Federal Government	Officials from federal government departments and agencies.	To each department or agency level	Identify level of interest from regulating bodies.
State Government	Officials from state governments.	To the department level	Assess level of interest from public sector.

Audience Definitions (Continued)

Audience Group	Demographic / Target Audience	Level of detail	Value
US Post Secondary Institutions	Students, professors and admin staff.	Major American post-secondary institution	High quality proxy for post-secondary student demographic.
US Schools and School Boards (K – 12)	Primary and secondary students, teachers and staff.	Schools, school boards and school commissions	Excellent proxy for younger student demographic.
Energy	Oil, gas, electrical, nuclear and pipeline companies.	To organization level	Interest from various interest groups in the energy sector.
Environmental	Consulting firms, NGOs and other environmental affiliated organizations.	To organization level	Interest from players in the environmental community.
International	Represents all visitors from outside of Canada.	Considers all non-national visits as external.	Determine level of interest from foreigners.