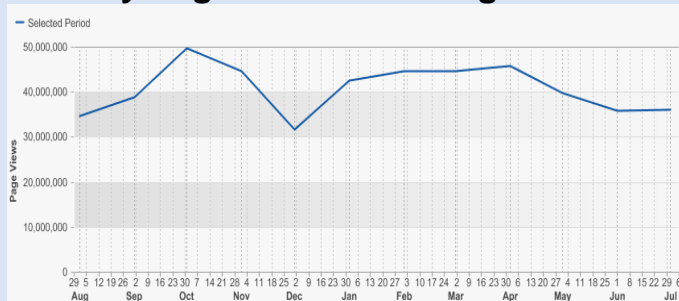


About CDC.gov

Web Site Traffic

Statistics	Data
Annual Page Views	489 Million
Monthly Page Views (average)	41 Million
Monthly Searches (average)	2.2 Million

Monthly Page Views to CDC.gov



Source: Omniture. August 1, 2007- July 31, 2008

Customer Satisfaction Scores

- American Customer Satisfaction Index (ACSI): **81 out of 100**
- CDC.gov has one of the highest ACSI scores among government Web sites.

Source: ACSI, July 2008

CDC Email Update Service

- Number of Individual Subscribers: **131,118**
- Number of Subscriptions (subscribers x topics selected): **4,511,537**
- Total Number of Updates Sent to Date: **18,518,056**
- Top 5 Subscribed-to items:**
 - Recent Outbreaks and Incidents **27,618**
 - Vaccine Information Statements **26,004**
 - Emergency Preparedness & Response News **24,894**
 - Current Situation (Avian Flu) **24,122**
 - Training and Education (Emergency Preparedness & Response) **24,020**

Source: GovDelivery, July 31, 2008



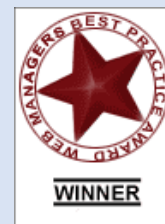
Usability Testing Results

- Data-Driven:** Since relaunching CDC.gov in 2007, more than 15 usability tests have been conducted with 649 participants, including one test with the CDC en Español Web site.
- Top Tasks Success and Satisfaction:** The new CDC.gov homepage and second-level pages have **improved users success of the top tasks by 62%** and **improved user satisfaction by 70%**.

Source: Internal Research Summaries, 2007–2008

CDC.gov Awards

- 2008 Web Advisory Council Web Manager Best Practice Peer Awards**
 - Web Managers Best Practice Award
- 2008 National Association of Government Communicators-Blue Pencil and Gold Screen Awards**
 - Branding Award of Excellence
- 2007 eHealthcare Leadership Awards**
 - Best Site Design
 - eHealth Organizational Commitment
- 2007 WebAward**
 - Best Medical Web Site



CDC.gov

