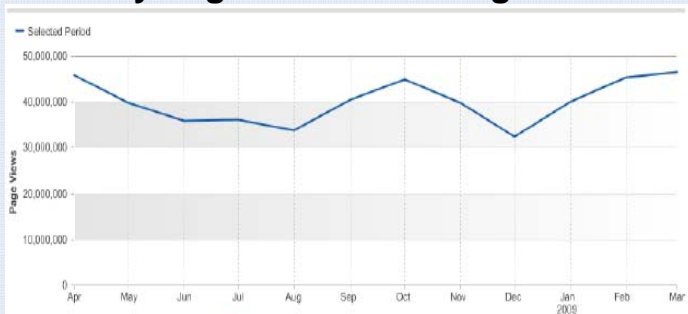


About CDC.gov

Web Site Traffic

| Statistics | Data |
|------------------------------|--------------|
| Annual Page Views | 481 Million |
| Monthly Page Views (average) | 40.1 Million |
| Monthly Searches (average) | 2.6 Million |

Monthly Page Views to CDC.gov



Source: Omniture, April 1, 2008 – March 31, 2009

Customer Satisfaction Scores

- American Customer Satisfaction Index (ACSI): **82 out of 100**
- CDC.gov has one of the highest ACSI scores among government Web sites.

Source: ACSI, January 31, 2009

CDC Email Update Service

- Number of Individual Subscribers: **252,786**
- Number of Subscriptions: **7,887,852**
- Total Number of Updates Sent to Date: **35,949,887**
- Top 5 Subscribed-to items:**
 - Morbidity and Mortality Weekly Report (MMWR) **64,769**
 - Recent Outbreaks and Incidents **43,072**
 - What's New on the Emergency Preparedness & Response Site **42,843**
 - Vaccine Information Statements **39,672**
 - Training and Education (Emergency Preparedness & Response) **38,873**

Source: GovDelivery, March 31, 2009

Usability Testing Results

- Data-Driven:** Since relaunching CDC.gov in 2007, over 25 usability tests have been conducted with 750 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, 2007–2009

CDC.gov and Web 2.0

CDC.gov provides content in several useful ways that facilitate customization, interactivity, collaboration, and customer participation while increasing the impact of CDC science and public health interventions.

- Widgets:** There are currently 11 widgets available providing RSS feeds, geographical data, emergency text messages, national statistics, and health tips in English and Spanish. Widget use has grown to more than 20 million views.
- Podcasts and RSS:** CDC podcasts have been expanded to 300 different topics and more than 2.4 million podcasts have been downloaded from CDC.gov to date. RSS feeds have been consumed nearly 13.9 million times.
- CDC Health-e-Cards:** There are currently 141 e-cards available to send; 60,965 have been sent to date.



CDC.gov Awards

- 2008 World Wide Web Health Awards**
 - Bronze Health Award for CDC.gov Features Series
- 2008 Web Advisory Council Web Manager Best Practice Peer Awards**
 - Web Managers Best Practice Award



Questions? Contact cdcweb@cdc.gov

