

# WEBSITE AUDIT REPORT

Department of Energy



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**Prepared For**

Technical Review

U.S. Department of Energy

[energy.gov](http://energy.gov)

# Summary

Cherokee Nation Strategic Programs (CNSP) participated in a series of research and discovery activities, to include conducting focus groups, reviewing web analytics, technical documentation, and current Content Management System training materials. The following is a comprehensive report of findings and recommendations based on our web audit.

## Goal(s)

### *Redesign Research Goal*

Review the current Energy.gov website and above-listed website audit materials and activities to understand the current state of the website, users, and audiences, and provide recommendations for building the new Energy.gov website.

### *Redesign Goal*

The overarching goal of the Energy.gov website redesign is to provide a faster, more organized user experience to direct DOE audiences to the critical information they seek. Throughout the research and discovery phase, we identified core improvement objectives that support this goal and complement stakeholder feedback:

- Optimize search
- Intuitive site navigation
- Design for Section 508 Compliance and U.S. Web Design System Standards
- Site Structure

### *Web Audit Goal*

Per the statement of work, "The offeror will conduct an audit of the Energy.gov CMS for deficiencies that may cause issues for the overall success of the website redesign, to include primary research among DOE's internal stakeholders, (including DOE leadership and frontline staff), primary research among DOE's external stakeholders and audiences, and secondary research, such as a market/best practices review."

Here are the scores for your site:

# ENERGY.GOV

	<a href="#">Research</a>	<u>71/100</u> 	FAIR
	<a href="#">Issues (IT &amp; User Function)</a>	<u>50/100</u> 	POOR
	<a href="#">Risk and Challenges</a>	<u>100/100</u> 	GREAT
	<a href="#">Performance &amp; Security</a>	<u>100/100</u> 	GREAT
	<a href="#">Accessibility (508 Compliance)</a>	<u>63/100</u> 	POOR
	<a href="#">Recommendations</a>	<u>100/100</u> 	GREAT

Our audit factors range from high to low impact based on how much they can influence how your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

## Research

Part of the CNSP's web audit included interviewing various stakeholders for user feedback and reviewing government information and processes pertaining to new and redesigned websites. Government processes were divided into two groups: 1) Government Requirements, and 2) Best Practices. These findings do not include the requirements and needs set forth by the product owner.

## Government Requirements

 **Passed**

 **Medium Impact**

### **Recommended Action**

#### Government Requirements

The following information is based off the "hard" requirements set forth by the government regarding digital assets and services. These items require implementation/integration prior to the site being released to the public. We compared the current website to these requirements and have listed our findings below.

#### *21<sup>st</sup> Century IDEA*

The 21<sup>st</sup> Century Integrated Digital Experience Act, otherwise known as 21st Century IDEA, provides a framework and requirements for a digital-first experience that aims to improve the lives of millions by making it easier to access the information and services they seek.

Regarding website modernization, this act requires all new or redesigned websites to:

1. Achieve 508 Compliance; specifically, WCAG v2.0 level A and AA,
2. Have a Consistent Appearance,
3. Be Authoritative,
4. Contains a Search Function which allows users to easily search content for public use,
5. Use an industry standard Secure Connection (https),
6. Designed around User Needs using data-driven analysis, and
7. Allow users to complete Digital Transactions in an efficient and accurate manner, and
8. Is Mobile Responsive, fully functional and usable on common mobile devices.

#### *508 Compliance*

"...agencies are required to develop, procure, maintain, or use information and communications technology (ICT) that is accessible to people with disabilities and to give employees and members of the public with disabilities access to information comparable to the access available to others."

According to [Whitehouse.gov](https://www.whitehouse.gov), 60% of Federal websites have possible accessibility issues. While the current site makes use of many Section 508 requirements, the scan found 54 errors and 44 warnings. At present, Energy.gov is required to meet the Web Content Accessibility Guidelines (WCAG) 2.0 standards; specifically, levels A and AA, although WCAG 2.1 was released June 2018, and an update was published on September 21, 2023.

Issues	WCAG Level	Element type	Abilities affected	Occurrences	Pages
Color contrast does not meet minimum requirement	AA	Forms	Color perception, Vision	41050	30265
Container element is empty	A	Other	Vision	69033	12299
Link missing a text alternative	A	Links	Cognition, Mobility, Vision	6006	1760
Image missing a text alternative	A	Images	Vision	1240	715
Inline frame missing a text alternative	A	Other	Vision	221	213
Role not inside the required context	A	Other	Vision	415	166
Empty headings	A	Headings	Vision	193	127
Element IDs are not unique	A	Forms	Vision	975	109
Table cell missing context	A	Tables		4691	89
Scrollable element is not keyboard accessible	A	Other	Mobility, Vision	38	37
Page language has not been identified	A	Other	Vision	33	33
Form field missing a label	A	Forms	Vision	53	30
Page missing a title	A	Headings	Cognition, Vision	26	26
Table header cell is missing a header role	A	Tables		30	18
Field input error is not announced in full	A	Other	Vision	21	9
No data cells assigned to table header	A	Tables	Vision	16	9
Text is clipped when resized	AA	Page layout	Reading, Vision	9	5
Role with implied hidden content has keyboard focus	A	Other	Vision	16	4
Links are not clearly identifiable	A	Links	Cognition, Color perception, Vision	3	2
Hidden element has focusable content	A	Other	Vision	1	1
Some roles are invalid	A	Other	Vision	1	1

*Table 2 Section 508 compliance errors and warnings found by SiteImprove*

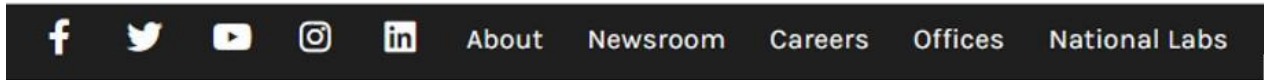
### Consistent Appearance

Using the same visual elements throughout the website, such as buttons, fonts, logos, and colors, improves user experience by simplifying navigation, reducing confusion, and strengthening brand awareness. The consistency is much more appealing and less jarring when moving from page to page.

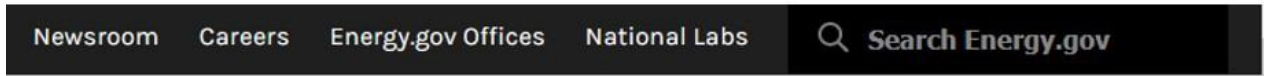
**Example:** The homepage header and footer are different than other pages, such as EERE's page.

**Header:** EERE's header is missing the social media buttons, About, and Offices while adding a search field and changing the text from "Offices" to "Energy.gov Offices".

<https://www.energy.gov/>



<https://www.energy.gov/eere/office-energy-efficiency-renewable-energy>



**Footer:** The EERE footer has removed "About Energy.gov" along with the links following and replaced them with "About Office of Energy Efficiency & Renewable Energy" and their links. The DOE logo has changed place.

<https://www.energy.gov/>



<https://www.energy.gov/eere/office-energy-efficiency-renewable-energy>



**Example:** Inconsistent menus – The main menus on each page are wholly different. The EERE menu also has a sub-menu, “Resources,” which is found directly under the main menu.

<https://www.energy.gov/>



<https://www.energy.gov/eere/office-energy-efficiency-renewable-energy>



### Authoritative

An authoritative source is a work known to be reliable because its authority or authenticity, like a .gov federal website, is widely recognized by experts in the field.

Being an authoritative source requires the elimination of duplicative information; legacy websites must regularly be reviewed and consolidated. This specification indicates Energy.gov must be the authoritative source for DOE information.

The DOE has maintained their authoritative position with the current website. Redesigning a new website will consolidate the current website’s information within the new website to avoid duplication.

### Search Function

A search function allows the user to find and discover information they’ve sought out. This is why a member of the public will visit a website, highlighting this feature is of utmost importance and should be functioning as expected.

While the current website has a search function, stakeholders indicated they couldn’t find the information they were looking for even if it was information they previously found on the site. Many prefer to use Google.com and append “DOE” or “Department of Energy” to the search term to narrow results to Energy.gov. We performed several searches which looked to display relevant results. We did notice a few things that could confuse users and make it appear that search wasn’t working properly.

1. There’s no “Clear / Reset Filters” button - If a user forgets or doesn’t realize they selected a filter, there are two ways for them to know a filter is turned on, both of which are not intuitive and readily visible.

When searching for “Public Law 104-134”, six results are presented, none of which seem relevant. This is a result of “Page” being selected under “Filter by Content Type” AND “Office of Energy Efficiency and Renewable Energy” being selected und “Filter by Offices”.

**Example 1:** There’s a minus symbol (-) to the left of the content being filtered by. Notice “Page” and “Office of Energy Efficiency & Renewable Energy” appear at the bottom of the list. Note “Filter by Offices” is truncated to the last offices listed.

FILTER BY OFFICES	FILTER BY CONTENT TYPE
Southwestern Power Administration (1) State Energy Advisory Board (STEAB) (1) (-) Office of Energy Efficiency & Renewable Energy (6)	Article (120) Event (13) (-) Page (6)

Figure 1: **NOTE** - Items filtered by are found at the bottom of the filter list

**Example 2:** [https://www.energy.gov/search/site?keywords=Public%20Law%20104-134&f%5B0%5D=content\\_type%3Apage&f%5B1%5D=offices%3AOffice%20of%20Energy%20Efficiency%20%26%20Renewable%20Energy](https://www.energy.gov/search/site?keywords=Public%20Law%20104-134&f%5B0%5D=content_type%3Apage&f%5B1%5D=offices%3AOffice%20of%20Energy%20Efficiency%20%26%20Renewable%20Energy)  **Filtered by information**

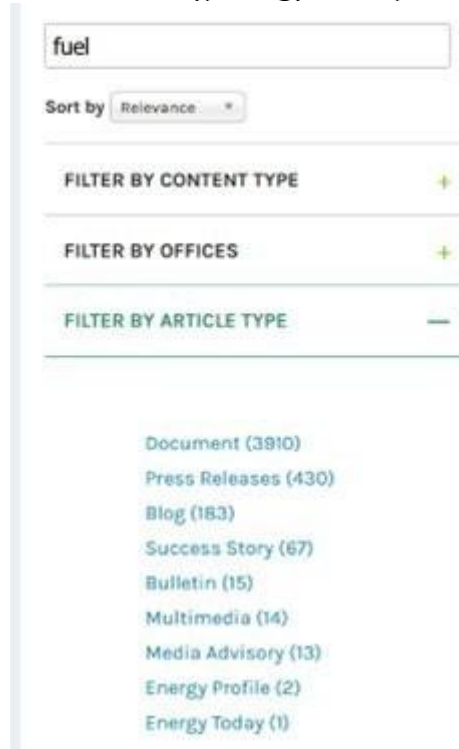
2. Filters are not alphabetized.

**Example:** The “Filter by Offices” is a long list which makes it difficult to find the office one is looking for due to the unalphabetized nature. Below is only a partial list of offices listed in this filter.

FILTER BY OFFICES	FILTER BY ARTICLE TYPE
Office of Inspector General (1808) Vehicle Technologies Office (1665) Office of NEPA Policy and Compliance (556) Office of Indian Energy Policy and Programs (366) Hydrogen and Fuel Cell Technologies Office (338) Office of Fossil Energy and Carbon Management (292)	Document (7355) Press Releases (396) Blog (310) Bulletin (66) Success Story (25) Remarks/Testimony (13) Media Advisory (10) Energy Today (3) Multimedia (3)

3. Lacking Relevant Filters - Searches are limited by how they can be narrowed, and some search filters are irrelevant to public users as they're not easily recognized. Adding more relevant filters such as "Topics," "Media Library," "Data Reports," etc. will give the users more options to search Energy.gov's massive inventory of information.

**Example:** The public is unaware of how articles are classified, some terms are vague and not easily understood, such as, Media Advisory, Energy Profile, Energy Today, and Multimedia.



## Secure Connection

As of December 31, 2016, [OMB Memorandum M-15-13](#) mandated the use of https on all sites. The current Energy.gov site is compliant with this requirement and the redesigned site will continue to use https.

### *User Needs*

Data-driven analysis was employed to discover user needs. This includes both qualitative (user feedback) and quantitative (analytics) data.

The current website team conducts monthly feedback sessions with users, which was made available to the CNSP team. We also conducted interviews and focus groups and reviewed the site's Google analytics to determine user needs and improvement opportunities.

All recommendations are based on data-driven analysis and requirements set forth by the government.

### *Digital Transactions*

The world is increasingly using digital assets to complete processes and tasks, and the government is no different. Manual forms and processes are required to be converted to digital forms and processes according to the 21<sup>st</sup> Century IDEA.

After reviewing the PDF forms associated only with DOE on the Energy.gov site, we discovered only 62 out of 178 PDFs, or 35%, are fillable PDFs, the remaining 116, or 65%, of PDF forms are not fillable and must be printed out to complete. While this is a good start to moving to digital transactions, more work is needed.

## **Mobile Responsive**

Responsive website designs adapt to the device screen they are viewed on — desktop, smartphone, tablet, etc. According to [Whitehouse.gov](https://www.whitehouse.gov), 45% of Federal websites are not mobile friendly. A mobile responsive site doesn't prioritize mobile design over other screen sizes; it ensures functionality and design works on large screens as effectively as small screens.

Reviewing Google Analytics indicates the first six months of 2023, mobile users make up approximately 39% of site visitors, with 59% accessing from desktop and less than 2% from a tablet. The previous six-month period, July 1 to December 31, 2022, yielded nearly identical results.

Based on these results, we recommend a responsive web design that gives equal weight to all devices vs a mobile-first design approach. Based on the low rate of tablet users accessing Energy.gov, there's an opportunity to put tablet design work on hold to prioritize more impactful or in-demand user features for the initial release.

## Recommended Action

The following section highlights techniques and resources that consistently demonstrate superior results or are routinely used as industry benchmarks. Our approach is to leverage best practices in conjunction with requirements, like the 21<sup>st</sup> Century IDEA, where possible.

## Digital Playbook

The [Digital Playbook](#) consists of 13 best practices to help guide the creation and implementation of digital services for government. The playbook complements the 21<sup>st</sup> Century IDEA as it takes this endeavor one-step further. The 21<sup>st</sup> Century IDEA sets requirements for **what** needs to be built into and on the website; the

## Best Practices

 **Failed**  **Medium Impact**

Digital Playbook describes **how** to achieve these requirements in the most efficient and successful manner.

We've reviewed the website and compiled our findings under each of the Digital Playbook's best practice (BP). Where appropriate, we've included how we're incorporating the Playbook's BPs into the redesign effort.

### **BPI** [Understand what people need](#)

DOE understands what the audience needs and what information is being searched for, but the website is disorganized. This makes it difficult to find the information needed and degrades the user experience.

### **BP2** [Address the whole experience, from start to finish](#)

The whole experience, from start to finish, is lacking as the user gets lost on the website looking for information because the navigation is dysfunctional, and the structure of the site doesn't conform to a standard structure.

**Example:** URL indicates the page is at the 2<sup>nd</sup> level while the breadcrumbs indicate it's on the 4<sup>th</sup> level.

<https://www.energy.gov/wind>

↑ Indicates second level webpage.  
Generally accessed from the homepage.

↓ Indicates fourth level webpage. Generally  
accessed from a third level page.

[Energy.gov](#) » [Science & Innovation](#) » [Energy Sources](#) » [Wind](#)

**Example:** Various sub-domains are nested under sub-pages. For this breadcrumb, it's unhelpful because selecting the "EERE" link will bring the user to the EERE homepage, but there's no way to navigate back to the sub-domain from the EERE homepage due to no link being present on the EERE homepage to go to the ADFC sub-domain.

<https://afdc.energy.gov/>

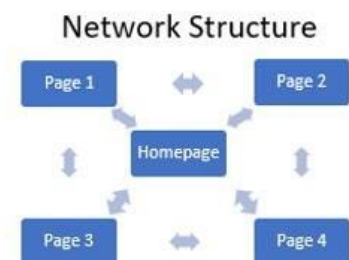
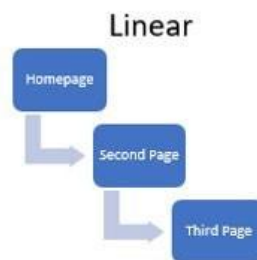
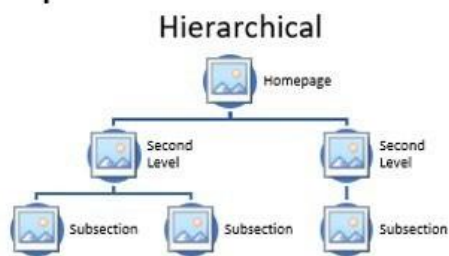
↑ Sub-domain

Navigation is confusing:

- ↓
- Nested under EERE
  - No link on the EERE page

[EERE](#) » [AFDC](#)

**Example:** Common standard structures:




**BP3** [Make it simple and intuitive](#)

The public user is visiting Energy.gov to find specific information; the content structure should reflect the topics the audience is searching for.


The public doesn't know the breadth of what DOE does, is involved with, or supports. The content structure for the current site is based on DOE's organizational structure. The user is uninformed of the organizational structure and is simply looking for information. They're unaware of what office has certain information or responsibilities, so the search function is frequently used to lead them to the information they seek which doesn't lend to being simple or intuitive.

**Example:** Navigation is confusing and inconsistent.

<https://afdc.energy.gov/>

 Sub-domain

Navigation is confusing:

-  • Nested under EERE  
• No link on the EERE page

[EERE](#) » [AFDC](#)

**Example:** Search needs optimized. As previously explained, there are several recommendations to make a user's search experience more concise and fruitful.

- Add a "Clear/Reset Filters" button,
- Alphabetize filter lists, and
- Add more relevant filters.

#### BP4 [Build the service using agile and iterative practices](#)

The current Operations and Maintenance (O&M) and the redesign teams are utilizing Agile Methodology with Scrum. This allows the teams to create, test, and deploy code in a set timeframe referred to as a Sprint. Sprints are often 2 - 4 weeks in duration; due to these short durations Agile allows the team to "pivot" in a new direction if new requirements are given or issues arise.

#### BP5 [Structure budgets and contracts to support delivery](#)

The current redesign contract supports a team of five members, with three positions designated \*full- time positions:

1. Technical Project Manager\*
2. Senior Drupal Developer\*
3. Technical Writer
4. UI/UX Tester
5. Information Assurance Analyst\*

As the contract is written, the web redesign team will face many challenges to successfully redesign a website as complex, large, and high profile as Energy.gov. There are no web design positions on the team

and only one developer. The contract states the current website Operations & Management (O&M) team will collaborate with CNSP on this effort, but lacks specificity in terms of contributions, responsibilities, or allocated time.

### *Section 2.2 Task 2: Planning*

*Content Migration, Cyber Security Plan – The offeror will work collaboratively with DOE’s current Operations and Maintenance contractor (Accenture) to ensure that the content migration, cyber security, and other aspects of the redesign are handled without or with minimal disruption to Energy.gov.*

As of October 1, 2023, there’s less than six months left on the base year and no development has started due to delays outside of CNSP’s control. With the timeline for development and implementation significantly reduced, fulfilling all requirements in the contract by March 12, 2024, without the option year or six-month extension is not feasible. Instead, CNSP recommends an approach that prioritizes the most critical features and improvements that impact user experience and allocate six months for web design – wireframing/mockups, initial client review, prototyping, and testing — for inclusion in the inaugural release.

#### **BP6 [Assign one leader and hold that person accountable](#)**

As we’re using Agile, the leader which is accountable is called the Product Owner. Anthony Martinez & Emily Rossi have been identified as the product owners. Agile, a methodology that uses an iterative process allows for flexibility in approach and solutions; however, time or resource-intensive changes should be determined before the web development scope is solidified, the schedule is set, and development begins. The product owner should work with CNSP to determine which features or decision points within the established scope are fluid vs set to prevent scope creep and risk to schedule and quality control. It’s the product owner’s job to hold the line.

#### **BP7 [Bring in experienced teams](#)**

CNSP members are an experienced team with 20+ years using Agile Methodology and developing in Drupal. Due to scope creep there’s a need for more positions that are not reflected in the current contract.

#### **BP8 [Choose a modern technology stack](#)**

The technology used with Drupal is LAMP – Linux, Apache, MySQL, and PHP. This is the best and most widely used tech stack for Drupal sites. The current website uses this stack, and since the redesign effort is using the same infrastructure, the tech stack will be LAMP as well.

#### **BP9 [Deploy in a flexible hosting environment](#)**

Autoscaling is a valuable feature needed for the hosting environment; it helps the developer readily scale capacity to meet support demands. Unfortunately, autoscaling isn’t available for the environment. We are using the environment that is required by the contract and DOE.

#### **BP10 [Automate testing and deployments](#)**

Creating automated testing and deployments are part of the current website's processes and will be incorporated into the redesign effort as well. Manual testing is also an important aspect for any website, the UI/UX tester position will have the skillset to both create automated tests as well as provide manual testing. Because Section 508 is of utmost importance to the government and the product owners, all team members will review the DHS Section 508 self-paced training.

#### **BP11 [Manage security and privacy through reusable processes](#)**

For the redesign effort, we are using the existing DOE infrastructure. The Energy.gov website and infrastructure have integrated security and vulnerability tracking tools. These tools will conduct bi-weekly vulnerability scans to see if any issues exist on the infrastructure and the website. Most of the user data we collect is internal DOE users who want to add content to the website, and user data is secured in the Drupal database.

#### **BP12 [Use data to drive decisions](#)**

CNSP has reviewed feedback from stakeholder focus groups, meetings among various constituents, the 2016 survey, Google analytics, the current operations and maintenance team, and has completed independent research. This information is compiled and presented in this web audit report and will help to support and drive necessary decisions for the future of this effort.

#### **BP13 [Default to open](#)**

Default to open refers to practices the government should integrate into their digital services so the public can more easily access government information and services. This allows everyone to collaborate, contribute, and share information.

The current website has an inbox to capture user feedback and a secure login for the CMS users. The site is utilizing Drupal, which is an open-source platform. As the redesign progresses, we'll continue to build upon the Drupal platforms to update the site and create new features. A feedback feature will be available for website issue reporting, and APIs will be used when needed to all access to full datasets.

The DOE would like to use the USWDS due to its ability to encompass accessibility and mobile responsive requirements. While using the system will significantly simplify maintenance and updates, looking further, we found it's very difficult to use with Drupal components. Some components need additional coding to make the toolkit work, other components, when working correctly, are clunky and their appearance is undesirable. Considering Energy.gov will continue to have a large user base that create their own content, it's important to ensure the CMS editing features are working correctly for this userbase. Furthermore, once content is published it's important that it looks nice clean, crisp, and consistent.

Since USWDS doesn't have support for all the components used by DOE, we recommend creating a custom or Drupal-supported theme that integrates USWDS components and styles. In other words, utilize the UI components available in USWDS and build custom components that follow USWDS styles. The responsive design principles should be implemented to ensure optimal usability across various devices and

screen sizes. All components must be developed based on WCAG 2.2 guidelines and should meet Level A and AA requirements.

## 💡 Recommended Action

### User Feedback

The below-listed features and enhancements are based on common feedback from focus groups and other stakeholder meetings and discussions held throughout the research and discovery phase.

Please see Appendix A: for more detailed user feedback.

Energy.gov Needs:	CMS User Needs:	Target Audience(s) Needs:
<i>"I feel like the Energy.gov site would be improved by..."</i>	<i>"I feel like I'd have a better, more productive user experience if I had..."</i>	<i>"I feel like target audiences would greatly benefit from..."</i>
A cohesive, updated story	A range of template options	<b>*Intuitive navigation</b>
Updated visuals	<b>*Search optimization</b>	Inclusivity and accessibility
Standardization / One Voice	"weighted" prioritization for content	More maps and visualization, less text
DOE Brand elevation	CMS Workflows	<b>*Cleaner, better organized site structure</b>
Mobile responsiveness, optimization	Separate Application Server	Simple language
Social Media feed(s)	More efficiencies	<b>*Media library</b>
Reducing or siloing restricted content		Trust and Transparency
		Modernized design

*\*Denotes a feature/enhancement identified as a critical need for all groups listed*

# Issues (IT & User Function)

YOUR SCORE

50 / 100

## Website Structure

✔ Passed

📊 High Impact

### 💡 Recommended Action

#### Website Structure

The website structure is the framework and foundation, it's the layout of the pages and how they're connected to one another, which should also be reflected in the URL structure. Structuring a website significantly affects search engine optimization (SEO) strategy, user experience, and site understandability. Crawling, discovering, and cataloging the site is much easier for scanning software (like Googlebot), helping it to identify important information and likely increase search rankings. This, in turn, allows more exposure to the site which expands the audience. Organizing the structure in a format that is easy for users to understand and navigate will then reduce bounce rates.

Hierarchical Structure: The landing page acts as the starting point, branching off into various topics and categories based on a pre-established content grouping. This hierarchy is referred to as the tree hierarchy due to it resembling a tree.

This is the easiest structure for an audience to understand and is the preferred framework for large and complex websites. While the first iteration of the website may not be large or complex (depending on schedule and resourcing), this is what we're building toward as it will allow the website to grow for several more years. Due to this being a top-down structure, extensive planning is needed up front to ensure the top-level pages and content are what is needed for several years, as changing this structure is very difficult to accomplish once it's been put into effect. All lower pages are dependent on the upper pages, causing major challenges with reorganizing content.

## Content Organization

✘ Failed

📊 Medium Impact

### 💡 Recommended Action

[Homeowners guide federal tax credit solar photovoltaics](#)

[How does solar work](#)

[Energy.gov homepage](#)

[How do wind turbines work](#)

[Energy saver - heat pump systems](#)

[Energy saver - heat pump water heaters](#)

[Fission and fusion: What is the difference?](#)

[Advantages and challenges of wind energy](#)

[Energy saver - Installing and maintaining a small wind electric system](#)

[Homeowners guide to going solar](#)

**Least Visited Page:**

[Bioenergy Basics 101 Game](#)

[Annual Energy Outlook 2022 - Presentation to Electricity Advisory Committee](#)

[Employee Forms - Oath of Office](#)

[Potential Decarbonization Strategies and Challenges for the U.S. Iron & Steel Industry](#)

[Energy Storage Grand Challenge](#)

[Office of the Under Secretary for Infrastructure](#)

[Life Cycle Analysis of Natural Gas Extraction and Power Generation PDF](#)

[DOE Proposes National Interest Electric Transmission Corridor Designation Process](#)

[Solicitations and Business Opportunities](#)

[About the Commercial Buildings Integration Program](#)

Due to search being unproductive, reviewing the most and least visited sites must also consider that the rankings may be due to these pages not appearing in the top results (least visited) or always appearing in the top results (most visited). This illustrates the importance of reviewing the search terms used by audiences and aligning CMS tagging system with audience used verbiage.

According to Google Analytics, Energy.gov has approximately 122k visits per day, the top three age ranges are 18-24, 25-34, and 35-44 with most visitors being male. From this information, more questions arise that need investigated:

1. How do we engage the female audience?
2. What information are the respective age groups routinely seeking? E.g. Is the younger age group looking at career opportunities, energy information, How Tos, etc.

Understanding these fundamental questions narrows the scope of the information that should be displayed on the homepage. The homepage should answer the following questions in a way that is directed toward the target audiences:

- Who We Are → Identity / Tagline
- What We Do → Capabilities
- Why It Matters → Outcomes

Next-level content will begin to drill down into each topic and can highlight examples of success and showcase broad program and laboratory capabilities within a sustainable content strategy framework.

### Content Strategy

Evergreen content is a valuable element of a good content marketing strategy. Evergreen content is long lasting, sustainable, and content should stay static unless the mission changes. Incorporating keyword tags within Evergreen content also enhances search optimization and brand recognition.

The current Energy.gov site strikes a moderate balance of presenting evergreen and trending content but would benefit from having page templates that are designed to elevate, strengthen, and preserve evergreen content and complement trending content. The current website structure and CMS user templates aren't conducive to helping users and contributors identify, prioritize, and preserve evergreen content in key areas.

<i>What's evergreen content?</i>	<i>What's NOT evergreen content?</i>
Evergreen content is consistently relevant information that doesn't quickly go stale or require regular updates to remain accurate.	Dynamic or trending content is normally a snapshot in time and can rapidly change or be rendered inaccurate.
<ul style="list-style-type: none"><li>• About Us</li><li>• Capabilities summaries</li><li>• How to videos</li><li>• Case Studies</li><li>• History of a topic</li><li>• Leadership page</li><li>• Vision and Mission Statements</li><li>• Priorities and long-term goals/objectives</li></ul>	<ul style="list-style-type: none"><li>• Events</li><li>• Awards and announcements</li><li>• Annual reports</li><li>• "By the Numbers" / "To date" accomplishments</li><li>• Campaigns</li><li>• Short-term goals</li><li>• Progress reports/updates</li><li>• News</li><li>• Blogs</li></ul>

We recommend a design approach that emphasizes succinct, evergreen content up top, complemented by components catered to trending or snapshot-in-time information that will eventually expire. This reduces the amount of web content that demands regular reviews for outdated content. Currently, all information on pages is editable with the appropriate access.

#### Example: [Climate Change | Department of Energy](#)

Intro text reads: Addressing the effects of climate change is a top priority of the Energy Department. As global temperatures rise, wildfires, drought, and high electricity demand put stress on the nation's energy infrastructure. And severe weather -- the leading cause of power outages and fuel supply disruption in the United States -- is projected to worsen, ***with eight of the 10 most destructive hurricanes of all time having happened in the last 10 years.***

This is an example of dynamic information sprinkled into a paragraph that should be reserved for evergreen content. Dynamic content, or information that is a "snapshot-in-time," should be extracted and presented independent as supplemental information. Whether it's a "By the numbers" sidebar infographic, or a pull quote box, keeping a separation between evergreen and dynamic content, where feasible, reduces maintenance.

Speaking with one voice is also an important component of a good content strategy. CMS users need to be cognizant of using a consistent, standard voice. Topline messages, capability descriptions and other evergreen content is generally better suited for writing in third person, I.E., "The Department of Energy delivers X..." whereas first person point-of-view is generally reserved for social media, blogs, and dynamic content. It's acceptable to have a mix of first and third person narratives on a website if uniformly applied.

- [Third Person: Energy Economy Introductory Paragraph](#)
- [Third & First Person: National Security & Safety Introductory Paragraph](#)
- [First Person: Science & Innovation Introductory Paragraph](#)

## Target Audience

 Failed

 Low Impact

### Recommended Action

A website can't speak to all audiences uniformly; understanding the target audience and organizing and presenting information based on their needs and interests is crucial.

The current content structure, which is heavily focused on office-specific content for industry, doesn't lend to any target audience. The website currently lacks a core information hub catered to public-facing audiences and what they're looking for. Identifying the key audiences will inform the new content structure and establish what the most important content and topics the audience(s) are looking for.

Challenge: DOE supports a wide range of activities, and their vast mission scope presents a challenge in establishing a consistent identify that resonates with various audiences.

Effectively integrating social media on the website can increase brand reach and awareness and expand the avenues audiences can interact with the DOE brand. [Hootsuite](#) identifies three critical social media integration

## Social Media

strategies every website should consider:

 Failed

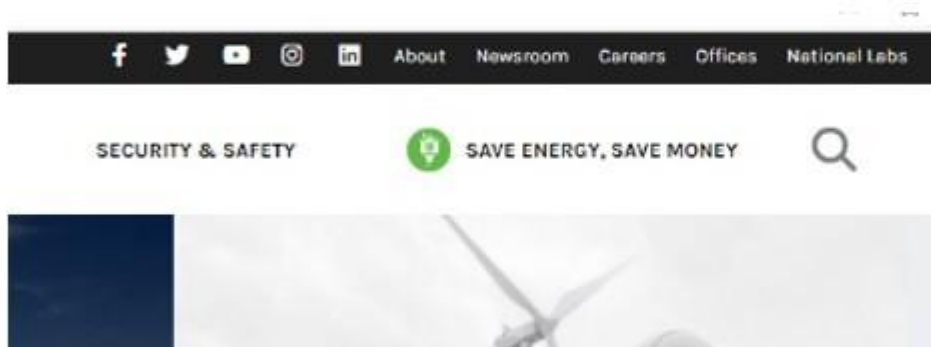
 Medium Impact

## Recommended Action

1. Prominent social media profile icon placement(s) and call to action\*,
2. Add social sharing links to key content, and
3. Include a live social post feed.

\*Call to action - uses benefit-forward language, is clear, concise and keeps the user, and what you want them to do, in mind.

Currently, Energy.gov does have social media icon links on the landing page on desktop, but the placement isn't ideal and there's no call to action. The site doesn't use social sharing links for content like blog posts or news, and it doesn't have a social feed.



*Social Media icon placement in top right header (desktop)*

DOE's previous website redesign project in 2016 also recommended adding social sharing links, however, the integration appears to have broken or failed.

An industry best practice is to only include social media icons for an organizations' most heavily trafficked platforms. The Energy.gov header and landing page footer currently includes five social media platform icons for desktop, with the same five profiles in the footer only for mobile—all five platforms are regularly used to push out information.

We recommend continuing to include the same five core social media platforms for the redesigned site, we also recommend implementing the following social media-web integration strategies to increase engagement and interaction with the DOE brand:

### **Icon size and placement**

There are three general placement options for social media web icons: the header, footer, and sidebar, depending on desired placement for important features like cascading topics.

According to [Orbit Media Studios](#), placing social media icons in the header will bring the most visibility, but also serves as an eye-catching exit door. Social media icon placement in the footer is still intuitive to visitors and isn't as likely to trigger a hasty exit.

The [Memphis Zoo](#) website is a good example of placing social media profile links in the footer.



Desktop Footer



Mobile Footer

### Address links to sub brand social media

We recommend either eliminating themes that allow program offices and labs to include social media icon links to platforms outside of the five linked in the landing page header or design a page theme that accommodates sub-brand social media links with icons that are easily distinguished from the overarching brand.

### Add Share buttons

Leverage a plugin to enable visitors to share specific content directly to their social feeds. DOE should consider adding static Social Share icons available for all the Energy.gov site's content. The position should be next to the main title or above the body text.

## Userbase Needs



Failed



Low Impact

## Recommended Action

### *Content Management System (CMS) User Needs*

There is a broad range of DOE CMS users, in terms of office alignment, experience level and user role(s). Current CMS users have flexible autonomy to access, create and maintain their own pages whether this is through direct access to the CMS or a help desk. Moving to a topic-based content structure will alienate many users as they won't have the level of access and control, they currently hold.

The current structure allows offices to have any number of pages on any topic. This results in many pages containing duplicative information, slightly different information, and even conflicting information under each office.

**Example:** Figure 1 is the "Energy" page which is navigated to by selecting the main menu option "Save Energy, Save Money". Figure 2 is the "Saving Energy" page under EERE and was found by using search. Figure 3 is the "Energy Saver" page and was found by using search.

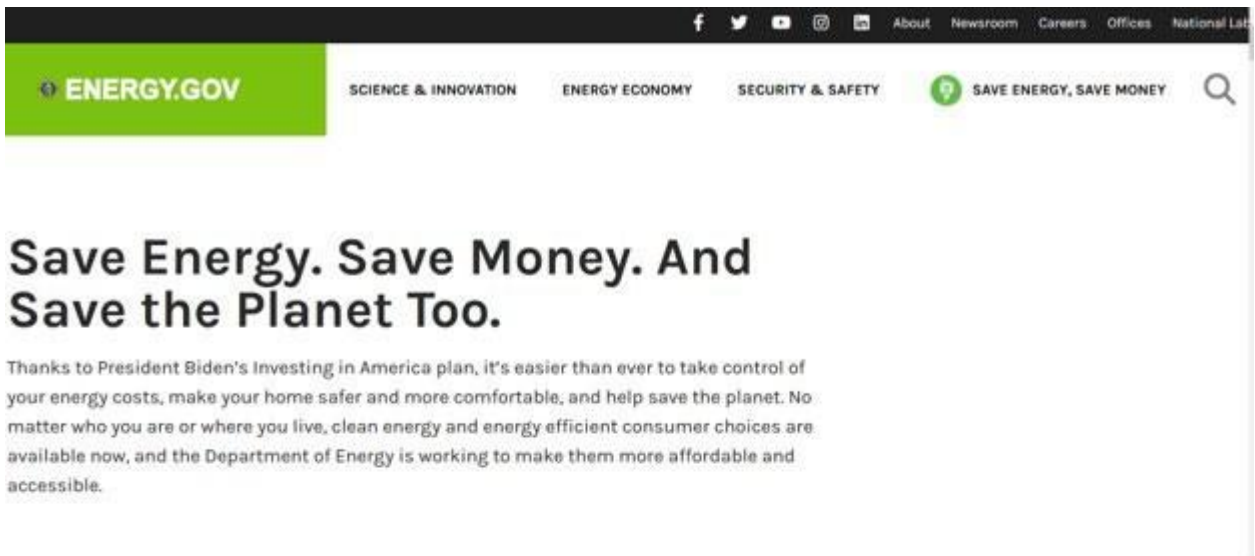


Figure : <https://www.energy.gov/save> - Found by selecting "Save Energy, Save Money" from the main menu on Energy.gov.

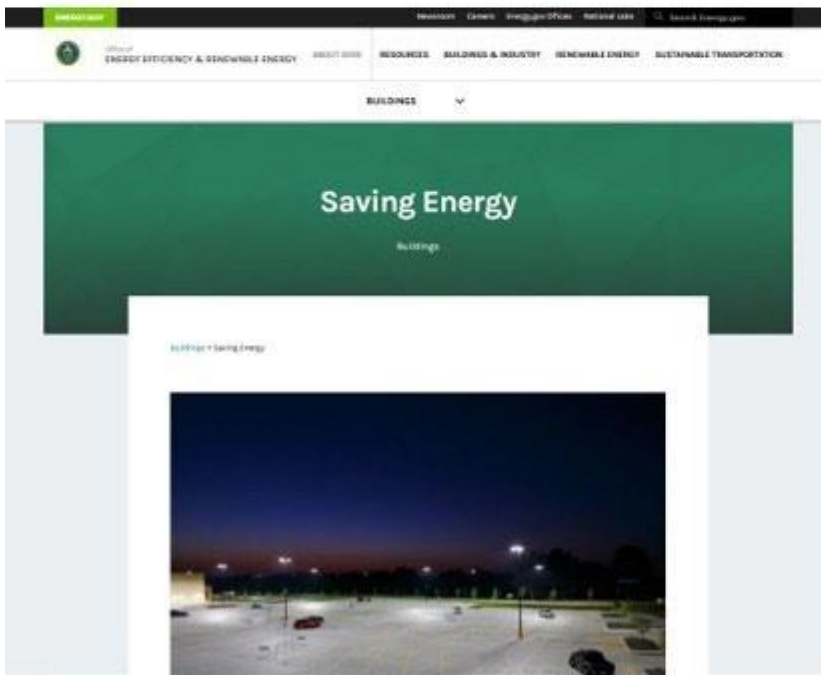


Figure : <https://www.energy.gov/eere/buildings/saving-energy> - Could only find by using search.

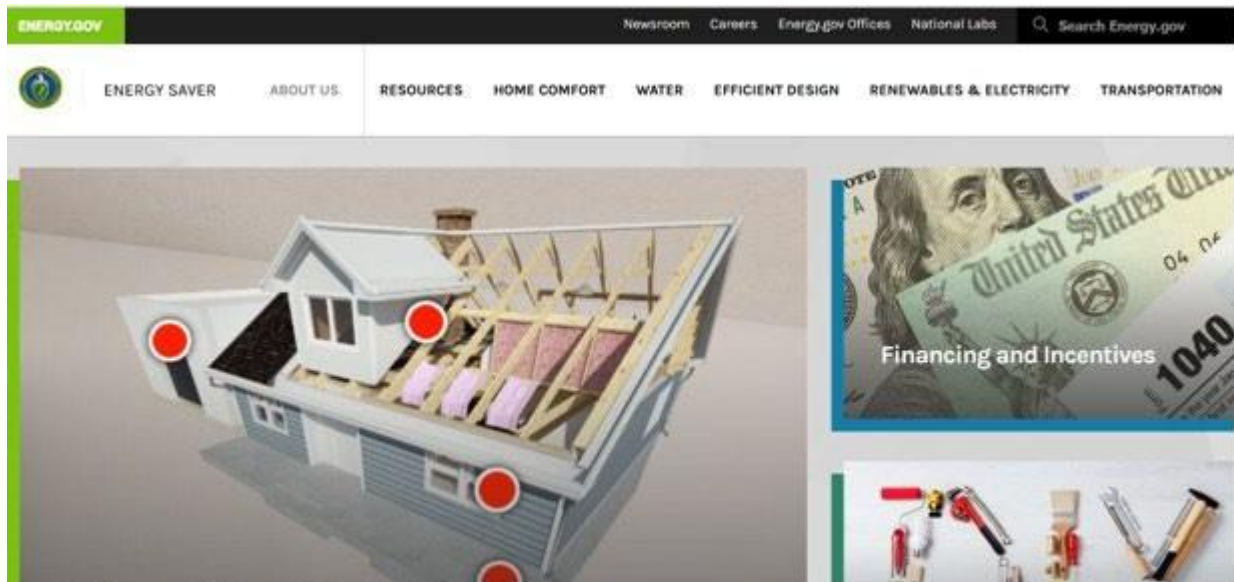


Figure : <https://www.energy.gov/energysaver/energy-saver> - Energy Saver page found by using search.

The recommended new design will rely on users to upload digital assets and tag them correctly to allow them to appear in the proper pages, content streams, and searches.

### Outdated Design, Functionalities, and Features

While the O&M team has continued to build new features and update code, the current design was last modernized in 2016 (Version 5.0 Web Council Presentation). According to several resources ([EnvisionIT Solutions](#), [Medium](#), and [Invo Technologies](#)) a website should be redesigned approximately every 2-3 years to keep the site looking fresh and relevant. This type of redesign includes major function and feature enhancements.

The user feedback received indicates many features would be used if they weren't clunky, hard to use, and didn't degrade visualizations. Example: Timelines and Pivot Tables. Redesigns provide the opportunity to introduce new technologies and features into a site such as 360° image rotation, Spanish/English language toggle, and interactive maps. Further research should be done to capture capability gaps that now may be remedied by using Drupal 10.

## Education and Training

The current training curriculum is sufficient to provide basic knowledge and usage of the Drupal CMS. Training materials include videos, hardcopy instructions, checklists, and an internal training area with additional documentation containing more advanced capabilities. This training area allows users to create test nodes and practice more advanced techniques. If further assistance is needed, there's a CMS Help Desk that can be contacted.

It would be beneficial for offices, which create content, have at least one user with direct access to the CMS. This would eliminate the interim help desk placed between the content creator and the official CMS Help Desk. This creates a more direct path for content creators to build their pages and reach out for assistance when needed. Creating videos for more advanced features to enhance the documentation would also be beneficial.

Further training depth should be given for keywords, taxonomy, and content governance as many users don't understand how to use these features. Using the features appropriately will help to keep content fresh, create more relevant searches, and categorize content more efficiently.

New training material will need to be created, tested, and approved once the CMS redesign portion is complete.

### *All User Needs*

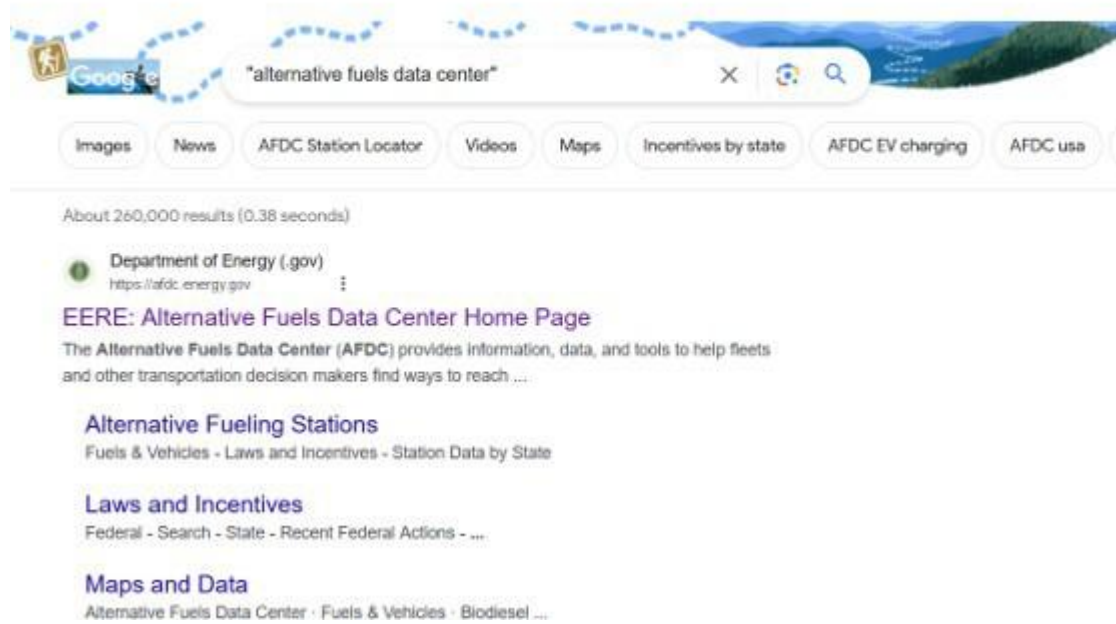
#### **Search**

Search is the main information artery of a website. It's relied upon to find relevant information as well as provide information discovery to which creates multiple data avenues the user can explore. Energy.gov is saturated with information on many diverse topics – Energy Efficiency, Support and Outreach, Funding and Awards, Science, and Innovation, and Recruiting. Providing a high functioning search is integral to aiding the user's exploration of the website.

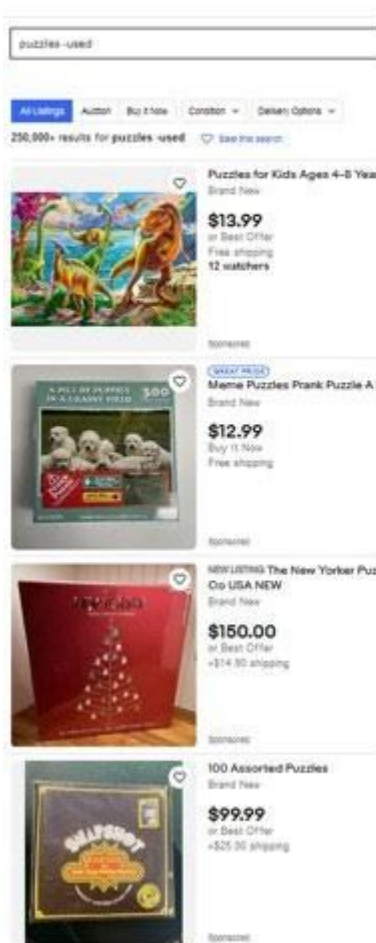
As discussed earlier, the current search function needs to be optimized and enhanced to provide users with applicable information and narrow search results further. Below are recommended ways to optimize search:

- Provide applicable keywords to CMS users to tag content,
- Provide in-depth training to CMS users to use descriptive titles and proper tagging techniques,
- Allow CMS users to weight important topics so they appear higher in the search results,
- Gather keywords from users to create a tag library, and create a process to request keywords not yet added to the library,
- Implement auto-complete and suggestions in the search bar,
- Create filters that are meaningful to users,
- Add a "Clear/Reset Filters" button or make the existing function more visible,
- Alphabetize filter lists,
- Add tooltips,
- Add more relevant filters, and
- Provide a search that uses syntax to narrow search results. If these syntaxes exist, there should be tool tips or information on the page to assist users with the search function. (Examples below)

**Example:** Google uses quotes to indicate multiple word strings to search for. "Alternative Fuels Data Center" searches for this full string versus content that has the words individually mentioned throughout.



**Example:** eBay uses the hyphen symbol in front of a word to exclude it from the results. "Puzzles -used" searches for only new puzzles:



## Navigation

Navigation impacts search rankings, conversion rates and overall audience usability. Industry best practices for website navigation include:

Descriptive navigation labels: Avoid using generic terms or content labels; descriptive navigation that uses key terms or phrases provide more intuitive navigation, and integrating key words or topics improves SEO. The [Nielsen Norman Group](#) advises that users visit websites with a topic in mind, labels indicating format aren't descriptive enough or useful.

- Energy.gov does a good job avoiding generic terminology like, "articles" or "forms" in the menu.
- Energy.gov can improve intuitive navigation by catering topics more closely to their respective target audience, as feasible. For example, Energy Economy → Funding & Financing. A mega menu may be a better option for including key subtopics in navigation, as appropriate.

Mega Menus > Simple Dropdowns: User testing consistently demonstrates mega menus outperform simple/small dropdown menus, especially for larger websites with diverse topics. [Orbit Media Studios](#) and other industry experts recommend limiting dropdown options to seven or less. If more than seven items are needed, break them up into groups and consider implementing a [progressive disclosure](#) design strategy. As users hover or click on main categories, subtopics are revealed. This gives users the option to preview navigation choices and not blindly commit to a click.

Energy.gov has four topical menu options listed below with the number of dropdown options indicated for each:

Science & Innovation	Energy Economy	Security & Safety	Save Energy, Save Money
7	4	4	9

Sequential ordering: The order of menu items matters. Site visitors are more likely to recall the first few items and the items near the end of the list, known as the serial-position effect. An equitable positioning approach is to use an alphabetized menu.

Calls to Action: An effective call to action uses benefit-forward language, is clear, concise and keeps the user, and what you want them to do, in mind. Visually, [Hootsuite](#) recommends call-to-action (CTA) buttons with descriptive, succinct directions. A good rule of thumb is to keep CTAs to 15 words or less.

Below are examples of CTAs on the Energy.gov and opportunities for improvement.

1. Contact Us
  - Placement: Footer, CTA is not visually prominent
  - Audience Focused: No. It's an order or an option, lacks temptation or audience appeal.
2. Careers
  - Placement: Footer, CTA is not visually prominent
  - Audience Focused: No. It's topical and factual, but not inspiring or intriguing.
  - Alternatives: Consider phrases that complement the forthcoming tagline
3. Sign Up for Email Updates
  - Placement: Footer, CTA is not visually prominent, and it blends in with the address
  - Audience Focused: No. It's an order or an option, lacks temptation or audience appeal.
4. Social Media Profile Links \*Currently no CTA\*
  - Placement: Footer, adding a CTA will improve visibility
  - Audience Focused: N/A
  - Alternatives: Follow Us! We promise it's not weird.
5. Sign up for email updates
  - Placement: Above Footer, while more prominently placed than the link in the footer, it blends in with the imagery above and doesn't stand out
  - Audience Focused: Yes. (Subscribe to learn how to cut your energy costs and build a safe, clean energy future) However, it's slightly misleading once you realize there's only one subscription option for News from Energy (The Current)

Inconsistent Subtopic Layout/Design: The below images illustrate the differences in how subtopics are presented under [Science & Innovation](#) compared to Energy [Economy](#). The Energy Economy page is laid out completely different than its sister page, Science, and Innovation. Both include a series of links to additional topics and information, but they look very different and disconnected. The Energy Economy Subtopics are located at the bottom of the page in a slideshow, but there's no call to action or prompt to click, and the user must know to click the words, not just the box. The Science and Innovation page has a vertical list of subtopics with descriptions and a CTA to "view more." Both pages have very different looks, and both take different navigation approaches that impact user interface.

**Public Access Plan**  
Learn how EOT-funded research and digital data will become more open and available to the public.  
[VIEW MORE](#)

**National Laboratories**  
The National Laboratories have served as the leading institutions for scientific innovation in the United States for more than 80 years.  
[VIEW MORE](#)

*Science & Innovation*

**Energy Economy Data**

- This Week in Petroleum
- Natural Gas Weekly Update
- Electric Power Monthly
- Quarterly Coal Report
- Monthly Energy Review
- Short-Term Energy Outlook
- Annual Energy Outlook
- International Energy Outlook

**Workforce Training**

- Energy Management Training and Courses
- Manufacturing Training
- Resources for Tribes
- Energy Jobs and Career Planning

**Subtopics**

Prices & Trends    Funding & Financing

*Energy Economy*

## Issues

 Passed

 High Impact

### 10 Visited Pages from March 1, 2023 - Aug 31, 2023:

[Energy Homepage](#)

[Applicant Portal](#)

[How Does Solar Work](#)

[Advantages and Challenges with Wind Energy](#)

[Homeowner's Guide to the Federal Tax Credit for Solar Photovoltaics](#)

[How Do Wind Turbines Work](#)

[Generation Schedules](#)

[Heat Pump Systems](#)

[How To Apply for Weatherization Assistance Fission](#)

[and Fusion: What's the Difference?](#)

### 10 Least Visited Pages from March 1, 2023 - Aug 31, 2023:

[800 to 1000 New Jobs Coming to Piketon](#)

[Deborah Harris, Scientist, Fermilab](#)

[STEM: The Basic Building Blocks for Inspiration and Innovation](#)

[DOE 2.3 Employee Relations Records FAQ Final Rev 1 trs05](#)

[Preliminary Notice of Violation, URS Global Management & Operations Services - NEA-2011-04](#)

[GRS 4.4 Library Records Crosswalk trs26 DOE trs05](#)

[Consent Order, Brookhaven Science Associates, LLC](#)

[Preliminary Notice of Violation, BWXT Pantex, LLC - EA-2006-04](#)

[Special Report Order, Sandia Corporation](#)



## Risk And Challenges

With more than 176k pages and 1.6k video pages, the magnitude of implementing the above-listed objectives is significant, and the desire to expedite the core release while brand messaging and DOEs content strategy approach are still under development introduces significant risks. The more aggressive courses of action will require close attention to prioritization and schedule. The margin of error is small, and any unforeseen obstacles, additional requirements or workarounds will quickly impact our ability to meet requirements on the established schedule.

### Scope

 Passed High Impact

Due to the number of pages and content volume encompassed in the current Energy.gov site, we will need to implement a phased approach to designing, testing, and releasing content not included in the initial core release. This requires DOE and CNSP to establish a content development and prioritization strategy. As lower priority pages await content development or CMS user training, CNSP recommends implementing a custom module that supports both the current website theme and the new website theme to reduce broken links or redirecting visitors to a generic page, which would increase bounce rates and decrease DOE rankings in search engines.

Based on user feedback, website audit findings, desired functionality and features, and frequency of unanticipated or extended delays thus far, we recommend accommodating six months for design prototype development, testing, and review/approval.

### Schedule

 Passed High Impact



## Schedule

Shortly after contract award we encountered a series of unanticipated roadblocks and challenges that hindered the research and discovery process.

While we were able to work with the DOE contracting office and the public affairs product owners to remove roadblocks and still complete the research phase in just under six months, we shouldn't assume we won't face similar blockers as we progress. The challenges we encountered throughout Task 1, as well as our research findings, indicate subsequent tasks will likely skew toward our more conservative estimations for each Task/Phase duration, and trying to conform to a more aggressive delivery schedule carries significant risks.

Unforeseen Delays (See Appendix B for detailed information):

- Contract modifications need due to missing requirements in the contract,
  - Necessary US Citizenship, and
  - Equipment supplied by the government.
- PIV Access,
  - Background checks delayed, and
  - PIV cards shipped to incorrect badging offices.

While we have two more vacancies to fill, we don't anticipate administrative issues to cause further substantial delays. We will start recruiting for these positions early to ensure there's enough time between hire and the actual start date for onboarding to be completed without affecting the project schedule.

We have identified several red flags or areas of concern during the research phase that could cause additional steps and delay development and implementation beyond the target release date(s):

- Holiday season
- DevOps readiness
- Dependencies with rebranding effort
- DOE Content Development using updated messaging
- Senior developer access to AWS

## Recommended Action

# Performance & Security

YOUR SCORE **100 / 100**

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

## Secure Website Connection (HTTPS)

✔ Passed  High Impact

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

### ! HTTPS Test Results


□ We've identified that the site is running on <https://www.energy.gov/>.

## Google Page Speed

✔ Passed  High Impact

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

### ! Page Speed Results



DESKTOP SPEED

93 / 100

Nearly half of all visitors will leave a desktop site if the page doesn't load within 3 seconds.

### 🕒 Lab Data

First Contentful Paint	0.6 s	□
Speed Index	0.9 s	□
Largest Contentful Paint	1.7 s	□

### 📌 Opportunities

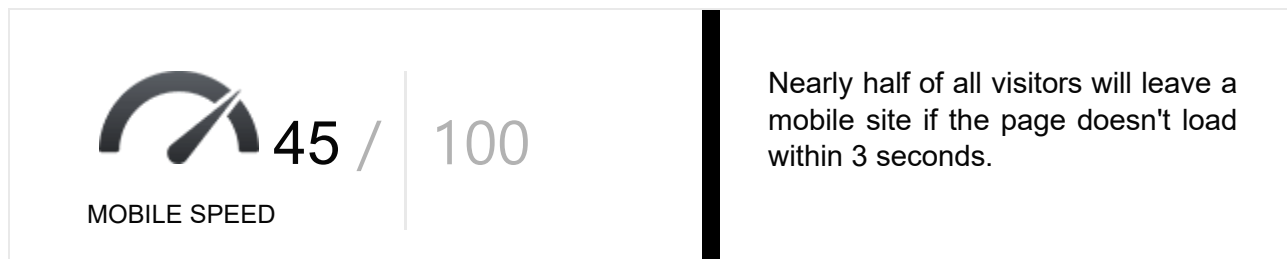
Time to Interactive	2.7 s	□
---------------------	-------	---

Total Blocking Time 50 ms □

Cumulative Layout Shift 0.012 □

OPPORTUNITIES	ESTIMATED SAVINGS
1 Serve images in next-gen formats	1.01 s <span>✖</span>
2 Reduce unused JavaScript	0.63 s <span>!</span>
3 Eliminate render-blocking resources	0.26 s <span>!</span>
4 Efficiently encode images	0.23 s <span>!</span>
5 Reduce unused CSS	0.18 s <span>!</span>
6 Preload key requests	<span>✖</span>

[Get detailed desktop page speed](#)



[recommendations.](#)

### Lab Data

First Contentful Paint	2.2 s <span>□</span>
Speed Index	4.3 s <span>□</span>
Largest Contentful Paint	6.0 s <span>□</span>

### Opportunities

Time to Interactive	13.2 s <span>□</span>
Total Blocking Time	2,780 ms <span>□</span>
Cumulative Layout Shift	0.014 <span>□</span>

OPPORTUNITIES	ESTIMATED SAVINGS
1 Serve images in next-gen formats	6.89 s ✖
2 Reduce unused JavaScript	3.19 s ✖
3 Efficiently encode images	1.38 s ✖
4 Eliminate render-blocking resources	0.75 s !
5 Reduce unused CSS	0.61 s !
6 Avoid serving legacy JavaScript to modern browsers	0.31 s !
7 Properly size images	0.31 s !
8 Preload key requests	✖

[Get detailed mobile page speed recommendations](#)

## GTmetrix Page Speed

✔ Passed



High Impact

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds, lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

### ! Page Speed Results

#### GTmetrix Grade

Grade	Performance	Structure
<b>B</b>	<b>87%</b>	<b>83%</b>

#### Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
<b>1.0s</b>	<b>282ms</b>	<b>0.02</b>

#### Top Issues

These audits are identified as the top issues impacting your performance

## The Performance Recommendation

 **Passed**

 **Medium Impact**

Low Impact	<b>Avoid enormous network payloads</b>	Total size was 3,691 KiB
Low Impact	<b>Serve static assets with an efficient cache policy</b>	36 resources found

Low Impact	Does not use passive listeners to improve scrolling performance	N/A
Low Impact	Reduce unused JavaScript	Potential savings of 527 KiB
Low Impact	Serve images in next-gen formats	Potential savings of 1,295 KiB
Low Impact	Ensure text remains visible during webfont load	N/A
N/A	Total Blocking Time	280 ms
N/A	First Meaningful Paint	1.0 s
N/A	Max Potential First Input Delay	150 ms

### Recommended Action

The current [Energy.gov](https://www.energy.gov) site performs well in response times and page load speeds. However, to further enhance the site performance, we recommend optimizing the page load times. This can be achieved by converting the existing images to next-generation formats such as WebP and AVIF, and by eliminating unused JavaScript.

**YOUR SCORE** 63 / 100

## Accessibility (508 Compliance)

Web accessibility refers to ensuring websites are designed and developed so that people with disabilities can perceive, understand, navigate, and interact with them.

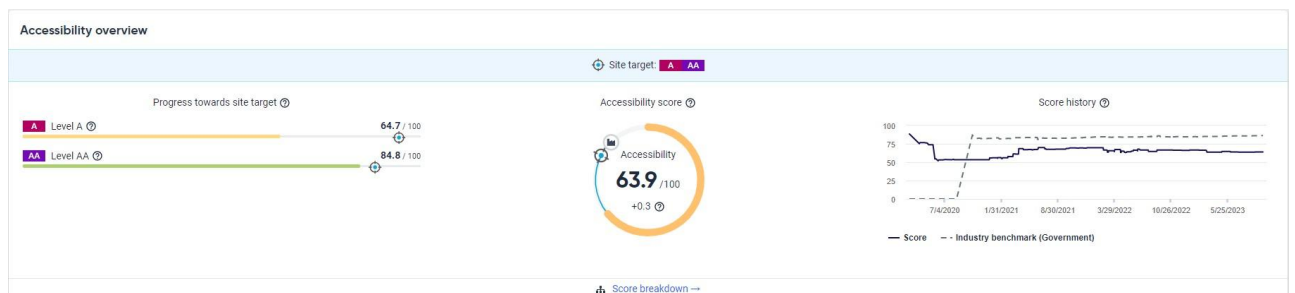
### Siteimprove (Data)

 **Passed**

 **Medium Impact**

[Accessibility overview](#) | [Accessibility NextGen](#) | [Accessibility \(siteimprove.com\)](#)

### Recommended Action



### Fix these issues to improve your score

Issues	Occurrences	Points you can gain
 Field input error is not announced in full →	22	<b>1.58</b> points
 Scrollable element is not keyboard accessible →	40	<b>1.47</b> points
 Container element is empty →	69,617	<b>1.44</b> points
 Table cell missing context →	4,691	<b>1.16</b> points
 Inline frame missing a text alternative →	234	<b>1.12</b> points

### Resolved issues

Resolved issues	Occurrences	Points already gained
 Button missing a text alternative →	40,156	<b>1.58</b> points
 Required ARIA attribute is missing →	50,269	<b>1.58</b> points
 Image button missing a text alternative →	2	<b>1.58</b> points
 Vector image missing a text alternative →	37,533	<b>1.58</b> points
 Table headers aren't referenced correctly →	517	<b>1.58</b> points

	A	B	C	D
1	Created: 9/26/2023 1:05:02 PM			
2	Site: Energy.gov			
3				
4	Conformance	Issue name	Issue score	Potential issue score
5	A	Empty headings	57.75/100	N/A
6	A	Visible label and accessible name do not match	19.58/100	N/A
7	A	Page language tags don't match	100/100	N/A
8	A	Page missing a title	68.41/100	N/A
9	A	Container element is empty	8.7/100	N/A
10	A	Role not inside the required context	55/100	N/A
11	A	Some roles are invalid	94.45/100	N/A
12	A	Vector image missing a text alternative	100/100	N/A
13	A	Multiple inline frames with the same text alternative	100/100	0/100
14	A	Links are not clearly identifiable	87.61/100	N/A
15	A	Table headers aren't referenced correctly	100/100	N/A
16	A	Link missing a text alternative	40.03/100	N/A
17	A	Hidden element has focusable content	93.9/100	N/A
18	A	Image missing a text alternative	37.97/100	N/A
19	A	Form field missing a label	62.2/100	N/A
20	A	Button missing a text alternative	100/100	N/A
21	A	Role with implied hidden content has keyboard focus	76.59/100	N/A
22	A	Audio missing a transcript	100/100	0/100
23	A	Table header cell is missing a header role	60.29/100	N/A
24	A	Table cell missing context	26.29/100	N/A
25	A	Field input error is not announced in full	0/100	N/A
26	A	Scrollable element is not keyboard accessible	6.82/100	N/A
27	A	Page language has not been identified	66.21/100	N/A
28	A	Page language not recognized	100/100	N/A
29	A	Links in the same context with the same text alternative	100/100	14.83/100
30	A	Element IDs are not unique	48.58/100	N/A
31	A	No data cells assigned to table header	67.21/100	N/A
32	A	Image button missing a text alternative	100/100	N/A
33	A	Decorative image is exposed to assistive technologies	100/100	N/A
34	A	Inline frame missing a text alternative	29.29/100	N/A
35	A	Required ARIA attribute is missing	100/100	N/A
36	A	Menu item missing a text alternative	100/100	N/A
37	A	Image file name is not an appropriate text alternative	100/100	0/100
38	A	Audio plays automatically and can't be switched off	100/100	100/100
39	A	Video missing captions	100/100	100/100
40	A	Object missing a text alternative	100/100	N/A
41	A	Video without audio missing an accessible alternative	100/100	100/100

Energy.gov-Score breakdown-Tabl



## Automated Accessibility Assessment

Failed

High Impact

	A	B	C	D
41	A	Video without audio missing an accessible alternative	100/100	100/100
42	A	Page refreshes or redirects without warning (within 20 hours)	100/100	N/A
43	A	Video with audio missing an accessible alternative	100/100	100/100
44	AA	Content language not recognized	100/100	N/A
45	AA	Keyboard focus indicator is missing	100/100	55.02/100
46	AA	Color contrast does not meet minimum requirement	99.14/100	85.77/100
47	AA	Text is clipped when resized	69.27/100	N/A
48	AA	Page orientation is locked	100/100	N/A
49	AA	Video missing an audio-description	100/100	100/100
50	AA	Autocomplete does not work as intended	100/100	N/A
51	AA	Line height does not meet minimum requirement	100/100	N/A
52	AA	Letter spacing does not meet minimum requirement	100/100	N/A
53	AA	Word spacing does not meet minimum requirement	100/100	N/A
54	AA	Page zoom is restricted	100/100	N/A
55	AAA	Line height is below minimum value	21.78/100	N/A
56	AAA	Line height is fixed	8.03/100	N/A
57	AAA	Font size is fixed	35.79/100	N/A
58	AAA	Color contrast does not meet enhanced requirement	97.13/100	92.91/100
59	AAA	Page refreshes or redirects without warning	100/100	N/A
60	AAA	Links on the same page with the same text alternative	100/100	12.05/100
61	AAA	Uneven spacing in text	55.51/100	N/A
62	WAI-ARIA authoring practices	Invalid state or property	100/100	N/A
63	WAI-ARIA authoring practices	Page region missing an accessible name	100/100	N/A
64	WAI-ARIA authoring practices	ARIA attribute does not exist	88.19/100	N/A
65	WAI-ARIA authoring practices	ARIA attribute unsupported or prohibited	38.69/100	N/A
66	WAI-ARIA authoring practices	Page sections with the same name do not serve the same purpose	100/100	0/100
67	WAI-ARIA authoring practices	Text not included in an ARIA landmark	61.68/100	N/A
68	Accessibility best practices	HTML element is deprecated or obsolete	55.22/100	N/A
69	Accessibility best practices	Grouped form controls missing an accessible name	100/100	N/A
70	Accessibility best practices	Page does not start with a level 1 heading	0/100	N/A
71	Accessibility best practices	Page missing headings	65.66/100	N/A
72	Accessibility best practices	Headings are not structured	15.12/100	N/A
73	Accessibility best practices	Skip to main content link is missing	64.89/100	100/100
74	Accessibility best practices	Improper use of preformatted text element	0/100	N/A
75	Accessibility best practices	Overuse of italics	53.87/100	N/A
76	Accessibility best practices	Presentational element is exposed to assistive technologies	77.35/100	N/A
77	Accessibility best practices	Font size is too small	73.78/100	N/A
78	Accessibility best practices	All roles are invalid	94.45/100	N/A
79	Accessibility best practices	Content missing after heading	22.87/100	N/A
80	Accessibility best practices	Text in all caps	50.49/100	N/A
81				

Data from Siteimprove

This section included the results of an automated accessibility scan to identify accessibility issues that hinder the use of your website by people with disabilities.

## Recommended Action

Accessibility matters more than ever right now. You can learn how to code or hire an accessibility expert like our agency to address the accessibility website issues.

Making your site more accessible not only helps you avoid lawsuits but also improves your visitor's experience, boosting engagement and conversions.

## Accessibility Insights





54 Errors

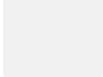

44 Warnings

### Stats by Regulation

REGULATIONS	ERRORS	WARNINGS	PASSED
WCAG Level A	23	0	245
WCAG Level AA	0	44	39
WCAG Level AAA	0	0	59
WCAG 2.1 AA	0	0	19
Section 508	0	0	78
Best Practices	31	0	500

### Stats by Type of Disabilities

DISABILITY	ERRORS	WARNINGS	PASSED
 Blind	54	0	762
 Deafblind	31	0	752
 Mobility	51	0	656
 Low Vision	1	44	73

DISABILITY	ERRORS	WARNINGS	PASSED
 Deaf	23	0	9
 Sighted Keyboard Users	3	0	8

## Color Contrast

 **Passed**  **Medium Impact**

Low-contrast websites are difficult for many people to read, but those who have visual impairments may find the task impossible. Using colors and contrasts can help make your website as accessible and easy-to-read as possible.

## Text Size & Readability

 **Passed**  **Low Impact**

People with visual impairments often increase text size using "ctrl +" or sizers built into their browser. You'll want to be sure your website's text is still readable and accessible even if it's enlarged to multiple times its default size. It's also important to use readable fonts.

## Recommendations

YOUR SCORE

100 / 100

We suggest conducting a metric comparison after the page redesign to assess the extent of improvement.

## Schedule

✓ Passed

🚦 Low Impact

### Recommended Action

#### Schedule

Shortly after contract award we encountered a series of unanticipated roadblocks and challenges that hindered the research and discovery process.

While we were able to work with the DOE contracting office and the public affairs product owners to remove roadblocks and still complete the research phase in just under six months, we shouldn't assume we won't face similar blockers as we progress. The challenges we encountered throughout Task 1, as well as our research findings, indicate subsequent tasks will likely skew toward our more conservative estimations for each Task/Phase duration, and trying to conform to a more aggressive delivery schedule carries significant risks.

Unforeseen Delays (See Appendix B for detailed information):

- Contract modifications need| due to missing requirements in the contract,
  - Necessary US Citizenship, and
  - Equipment supplied by the government.
- PIV Access,
  - Background checks delayed, and
  - PIV cards shipped to incorrect badging offices.

While we have two more vacancies to fill, we don't anticipate administrative issues to cause further substantial delays. We will start recruiting for these positions early to ensure there's enough time between hire and the actual start date for onboarding to be completed without affecting the project schedule.

We have identified several red flags or areas of concern during the research phase that could cause additional steps and delay development and implementation beyond the target release date(s):

- Holiday season
- DevOps readiness
- Dependencies with rebranding effort
- DOE Content Development using updated messaging
- Senior developer access to AWS

## Conclusion

Energy.gov is an extremely high-profile website; energy efficiency and climate change are center stage; just two of DOE's core missions. As of September 19, 2023, [Pew Research Center](#) reported public trust in the government is at near record lowest. Pursuing an aggressive release schedule without adequate resources and buffer room to redesign the website appropriately could undermine trust. The new design needs to be professional, crisp, and innovative, on the edge of technology as the Department of Energy is.

The audience Energy.gov caters to must be considered when redesigning their website (public and internal audiences). Redesigning a website, especially when a website currently exists is a large undertaking. At a minimum, 6 months should be taken for designs alone. The ability to work with the current O&M team is of utmost importance as they understand the pitfalls and restrictions imposed with the current design and capabilities.

Working with the rebranding team is another important relationship that must remain close. They're writing the messaging to help rebuild public trust, and to rebuild public trust, the internal users need to have trust in the department. The recommended redesign will eliminate much control from the individual CMS user indicating more time is needed for stakeholder buy-in.

Lastly, unveiling a rushed website will undermine trust as well and send the wrong messaging to the audiences. DOE is an integral part of the energy industry and the government and should be represented as such with their website.

It is our recommendation that the rest of the base year be committed to continuing necessary research and begin the design process. Building report and working with the current O&M should commence quickly to ensure everyone understand the goal and can start progressing towards this goal.

# Appendix A

## User Feedback

Below is more detailed feedback from various Energy.gov (internal) stakeholders and users. Feedback is organized into three categories: features and changes users think will improve the overall website experience, features and capabilities Drupal Content Management System (CMS) users would find useful, and feedback pertaining to what would improve the website experience for external/public audiences.

**“I feel like the Energy.gov site, and my user experience, would be improved by providing...”**

### A cohesive, updated story

- Explain the history of DOE
  - Started as the Atomic Commission under the Manhattan Project—not everyone knows that piece of history.
  - It's a department of possibility, innovation, research and development and a transformation agent.
  - Desire to help the future.
  - Protect livelihood and improve peoples' lives by solving issues.
  - Hard to be cohesive when all offices want to be unique.
- Highlight what DOE does: WHAT DOE delivers > WHO (lab/program) or HOW (process) it's delivered.
  - Emergency response (DOE is always in the forefront)
  - Research on new technologies (where DOE is heading with energy)
  - Deployment and operations
  - Illustrate how much assistance the DOE gives the public, businesses, communities, etc.
  - Talk about large incidents they've supported (include important stats). What big historical events has DOE solved or impacted that the public may not realize?

### Updated visuals

- Windmills, coal, gas are old / outdated.
- Illustrate new technology.
- Interactive maps – drill down to more info. Currently not easy to use.
- Timelines – clunky
- Dynamic media – 360 rotating images
- Remove gutters: allow images to run off page and expand width of the page.

### Standardization / One Voice

- 1st person vs 3rd person discrepancies throughout website.
  - Recommend consistent use of voice for like-type content.

### DOE Brand elevation

- DOE brand should always be present and prominent,

### Mobile responsiveness, optimization

- Design for 3 sizes: XL = Desktop, L/M = Tablets, S = Phones

### Social Media feed(s)

- Need better cross-platform integration.
  - Motivate website visitors to follow DOE on social media with a feed.

### Reducing/siloing restricted content

- Eliminate or reduce/centralize the number of links that lead to restricted content intended for internal audiences. E.g., information intended for internal DOE audiences that can be hosted in Powerpedia.

**CMS User Needs: "I'd have a better, more productive user experience if I had..."**

### A range of template options

- Each office wants their own look; multiple templates (including banners) will help with this.
- Flexibility with layouts, image, header, etc. size
- More choices with color, font, font size, etc.
  - Create banners with different colors to signify topics.
  - Include stock photos for banners.

### \*Search optimization

- Users can't find what they're looking for. Most users search in Google with "DOE" appended to the search terms to find what they need.
- Search results aren't relevant.
- Need more relevant filters to narrow results.
- Search by Office, Topic, Media Type, etc.
- Would like to view content of other offices to better collaborate.
- Ability to give weight to their pages – allows certain content/articles to appear higher in search.
- Would need to limit this ability. For example, only 10 articles can be weighted at one time.
- Compile a list of tags that all offices can use.
  - How do we keep users from misspelling a tag? Don't want research, research, research, etc. all in the system.

### Prioritization

- Ability to "weight" content for priority placement

### CMS Workflows

- Eliminate email from the workflow – workflow notifications should all be housed in the CMS.
- Remove legacy workflow where OCIO IT is responsible for creating pages for users.
- Identify content owner, page owner, reviewer, approver.
- Security response needs 3 people to review message before it's published.
  - The exception is NA40, they need two office of communications reviews and two Dash 2 reviews.
- With approval from technical monitors/public affairs project leads.
- Workflow to delete images – make sure it's not being used elsewhere if it is informing other content owner.

### Separate Application Server

- Keep Drupal core clean.
  - Contain customized code.

### More efficiencies

- Improved cross-posting: Need a way to inform sites with cross posted info when the info/link changes.
  - Currently, only doe.gov emails are accepted, this should be changed since there are entities (national labs) that don't have these emails.
- Ability to clone pages.
- Retain blades and allow them to be used on all pages.
- Bulk upload media
- Images
  - Resize images in draft.
  - Draft needs to look exactly like it would when published.
  - Fix bug with accordion layout – can't edit image if right/left breakout float is used because edit icon is covered up.
  - Ability to delete images.
- Notification when content is about to expire or needs to be updated
  - Ability to apply tags to cross-posted content.
  - Tag to another office then allow that office to add their own tags.
- Ability to export digital assets.
- Need an unpublish, active draft, publish, and archive.
  - Ability to unpublish and republish content.
  - Have temporary unpublish, this should be kept.

**“I feel like target audience(s) would greatly benefit from...”**

## Intuitive navigation

- Improve user experience by providing a logical flow of information that leads visitors to the information they seek without getting lost or bailing along the way.
- Breadcrumbs on all pages
- Breadcrumbs should mirror website structure
- Alphabetize menus
- Remove all CAPS

## Inclusivity and accessibility

- Transparency is more than making information available; audiences need to be able to find it, understand it and trust that it's accurate.
- Version control is a major concern when multiple program offices or labs work with overlapping topics and information.

## More maps and visualization, less text

- More interactive content
- Pivot tables – allow users to filter data
- Include datasets / table with interactives to allow users to drill down and explore data
- Printable version of pages E.g. PDF
- E.g., GIS story map to tell the story of disasters
  - Example: <https://wisevoter.com/state-rankings/tornado-alley-states/#most-tornadoes-by-state>
- E.g., Timelines to show progress with innovations, research, projects, etc.
- E.g., 360 images for new technology
- E.g., of interactive map currently not working: <https://www.energy.gov/climate-change>
- Include real time feeds from social media
- Newsletters should be more prominent
- Website Organization
  - Organize by topic, E.g. aggregate all emergency info
  - 100s of users from different offices and information
  - Consolidating by topic requires vetting 100k+ pages, deciding if/how they can be consolidated, where they should be consolidated too

## \*Cleaner, better organized site structure

- It's easy to get lost; many users reported having trouble retracing steps to find previously discovered content on the site.

## Simple language

- Subject matter experts use a lot of technical information the average person doesn't understand.
- Use more analogies and common language to avoid isolating audiences.

## Media Library

- Research papers
- Articles
- Images
- Videos
- Podcast
- Waivers and other forms

## Trust and Transparency

- Get people to come to and stay on the site
  - Identify audience(s) -national, regional, local? Age groups? Economic and education level?
  - Help them find the truth
  - Use real, truthful, and accurate data
  - Be inclusive to all
  - Easy "How Tos", "How this works"
  - Research – more advanced articles and information
  - Datasets and analysis that offer more user control options to drill down.
  - Eye-catching graphics
  - Find the answer to their problem

## Use common messaging – one voice

- Establish standard phrases or language for common or high-visibility issues.
  - E.g., Power goes out; downed powerlines; power restoration; carbon monoxide; etc.
- Use consistent point-of-view language (1<sup>st</sup> person vs 3<sup>rd</sup> person voice)
  - Example: "The U.S. Department of Energy" vs. "We"
- Training
  - More extensive training is needed as users don't know about all the capabilities of the CMS and how to use them
  - Include tagging in training
  - Include pivot tables, timelines, interactive maps

# Appendix B

## Schedule Delays

### Administrative Delays

GFE required for web development activities not provisioned in contract.

5/1/23 – 7/28/23 \* Technical PM only

Resolution: The DOE contracting officer (KO) investigated the issue and then modified the contract to include Government Furnished Equipment for web support contractors.

U.S. Citizenship requirement for contract support staff not included in contract.

5/4/23 – 7/13/23

Background: A key member of CNSPs development team had a green card and permanent U.S. resident status at project kickoff. Upon initiating the NACI background check, the DOE onboarding security team flagged the team member's citizenship status and contracting and CNSP convened to resolve.

Resolution: Once DOE confirmed an impending policy change would not resolve the issue as initially anticipated (June 7), CNSP removed the employee from the project while pursuing alternate solutions— CNSP and the employee pursued expedited citizenship through U.S. Citizenship and Immigration Services, and CNSP initiated an action to recruit another senior developer if an expedited path to citizenship was not granted. The senior developer rejoined the project team as a U.S. Citizen the same afternoon they took the Naturalization Oath of Allegiance, July 13.

PIV/Access Authorization Delays

4/25/23 – 9/20/23

Background: Based on the RFI, Statement of Objectives and contract terms, Team Cherokee anticipated a background investigation and additional training requirements for employees working with the Content Management System requiring privileged access. Non developer support staff with an active Public Trust or security clearance requiring only non-elevated, standard access were not anticipated to require full background investigations due to reciprocity.

The government team provided interim access and solutions as permissible as we awaited the NACI background check, but even personnel with an active public trust and secret clearance took several months to be granted a PIV and elevated access. While both DOE and CNSP have limited control over how long a background investigation takes to complete, this Time &

### *Statement of Objectives: 14.0 Constraints*

The offeror will have to obtain the following training to ensure compliance with OCIO Rules and to obtain access to the DOE CMS site.

To fulfil this action, the offeror must complete a successful background check.

- Developer staff must take cybersecurity training before accessing Energy.gov CMS, once properly badged and incorporated into the DOE network.

The government team provided interim access and solutions as permissible as we awaited the NACI background check, but even personnel with an active public trust and secret clearance took several months to be granted a PIV and elevated access. While both DOE and CNSP have limited control over how long a background investigation takes to complete, this Time & Materials contract has a set number of hours allocated for each position and it's important to preserve those hours for development support. If we onboard positions before they're needed, we'll lose critical labor hours, but if we take a conservative onboarding approach with an aggressive schedule the risk of delay is significant.

As of October 2, 2023, our Senior Drupal Developer and Technical Project Managers are still awaiting their PIV cards and elevated access, which means we're unable to access or obtain the following material needed for complete and thorough assessment:

- Amazon Web Services (Energy.gov Infrastructure Read Only Access)
- Local Admin Access for GFE to install required software for Web Development
- Unable to connect to DOE network or CMS until fully functioning equipment was received:
  - Setup 1: Received 7/7, camera and microphone not operational.
  - Setup 2: Received 7/26, late afternoon
  - Setup 3: Received 7/28, currently operational.

## Appendix C

# Google Analytics

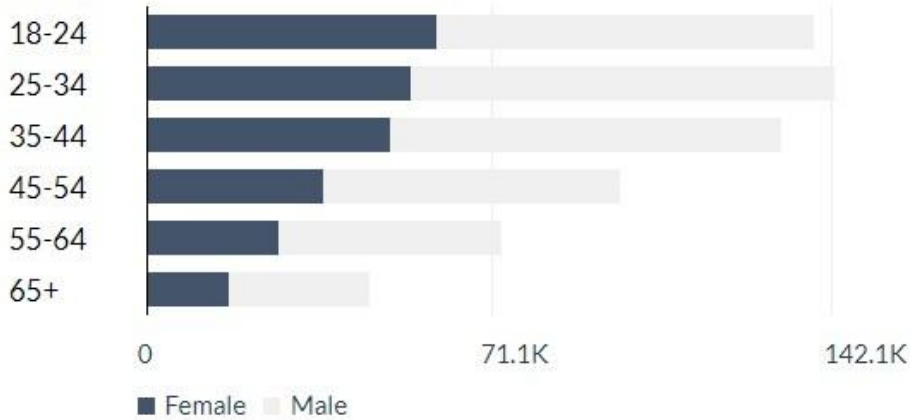
Google Analytics provides insights into how your site visitors use your site. Use it to improve engagement, and usability and drive sales.

## Website Traffic Key Performance Indicators

08/01/2023 - 08/31/2023



## Engagement by Age & Gender



## Top Referral Sources

08/01/2023 - 08/31/2023

	USERS	NEW USERS	BOUNCE RATE	AVG. SESSION DURATION
<b>SOURCE</b>	<b>2589967</b> % OF TOTAL: 103.05% (2513194)	<b>2332959</b> % OF TOTAL: 100.00% (2332959)	<b>68.46%</b> AVG FOR VIEW: 68.46%	<b>00:01:37</b> AVG FOR VIEW: 00:01:37
(direct) / (none)	852231 (32.91%)	831033 (35.62%)	78.16%	00:01:09
afdc.energy.gov / referral	1145 (0.04%)	720 (0.03%)	57.53%	00:02:34
aarp.org / referral	617 (0.02%)	609 (0.03%)	59.07%	00:01:55
asksolar.com / referral	224 (0.01%)	216 (0.01%)	50.6%	00:02:11
arstechnica.com / referral	196 (0.01%)	167 (0.01%)	78.45%	00:00:42
app.edmentum.com / referr	184 (0.01%)	174 (0.01%)	77.52%	00:02:04
ActiveCampaign / email	181 (0.01%)	127 (0.01%)	73.08%	00:01:28
anl.gov / referral	165 (0.01%)	79 (0.00%)	50.85%	00:02:31
2113 / email	158 (0.01%)	158 (0.01%)	44.38%	00:01:59
au.search.yahoo.com / refer	151 (0.01%)	132 (0.01%)	74.43%	00:02:02

## Top Traffic Channels

08/01/2023 - 08/31/2023

	SESSIONS	USERS	NEW USERS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
<b>DEFAULT CHANNEL GROUPING</b>	<b>3257025</b> % OF TOTAL: 100.00% (3257020)	<b>2580478</b> % OF TOTAL: 102.68% (2513194)	<b>2322753</b> % OF TOTAL: 99.56% (2332959)	<b>68.31%</b> AVG FOR VIEW: 68.46%	<b>1.62</b> AVG FOR VIEW: 0	<b>00:01:41</b> AVG FOR VIEW: 00:01:37
Organic	1902868 (58.42%)	1438624 (55.75%)	1273196 (54.81%)	64.64%	1.63	00:01:50
Direct	949791 (29.16%)	842629 (32.65%)	828183 (35.66%)	77.97%	1.53	00:01:17
Referral	254635 (7.82%)	185823 (7.20%)	132811 (5.72%)	59.21%	1.91	00:02:12
Email	59709 (1.83%)	37590 (1.46%)	23967 (1.03%)	62.36%	1.75	00:01:56
Social / LinkedIn	30245 (0.93%)	23988 (0.93%)	18729 (0.81%)	73.62%	1.38	00:00:56
Social / Facebook	15799 (0.49%)	15185 (0.59%)	14648 (0.63%)	82.43%	1.23	00:00:35
Social / Twitter	15402 (0.47%)	11265 (0.44%)	9410 (0.41%)	69.56%	1.72	00:01:41
Social / reddit	13197 (0.41%)	12974 (0.50%)	12751 (0.55%)	72.46%	1.38	00:00:17
U.S. Department of Ener	5692 (0.17%)	4520 (0.18%)	2944 (0.13%)	63.35%	1.54	00:01:00
Jennifer Granholm	3543 (0.11%)	2951 (0.11%)	2260 (0.10%)	82.7%	1.18	00:00:55

# Top Content Efficiency Report

08/01/2023 - 08/31/2023

	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
<b>PAGE TITLE</b>	<b>4485157</b> % OF TOTAL: 98.49% (4553803)	<b>5275835</b> % OF TOTAL: 99.25% (5315731)	<b>61.55%</b> AVG FOR VIEW: 61.06%	<b>68.32%</b> AVG FOR VIEW: 68.46%	<b>00:02:41</b> AVG FOR VIEW: 00:02:32	<b>0</b> % OF TOTAL: 0%
Department of Energy	320754 (7.15%)	346570 (6.57%)	85.46%	86.77%	00:01:14	0
Homeowner's Guide to the Federal Tax Credit for Solar Photovoltaics   Department of Energy	58258 (1.30%)	63273 (1.20%)	84.38%	65.33%	00:09:36	0
Office of Environmental Management   Department of Energy	41747 (0.93%)	47614 (0.90%)	85.15%	84.67%	00:00:16	0
How to Apply for Weatherization Assistance   Department of Energy	34828 (0.78%)	40841 (0.77%)	67.72%	64.42%	00:04:36	0
Newsroom   Department of Energy	34396 (0.77%)	54534 (1.03%)	44.84%	30.04%	07:03:13	0

How Does Solar Work?   Department of Energy	31989 (0.71%)	36718 (0.70%)	80.91%	76.2%	00:04:07	0
Making Our Homes More Efficient: Clean Energy Tax Credits for Consumers   Department of Energy	30929 (0.69%)	36202 (0.69%)	69.13%	52.57%	00:06:20	0
Home Energy Rebate Program   Department of Energy	27315 (0.61%)	40338 (0.76%)	51.43%	43.41%	00:01:16	0
How Do Wind Turbines Work?   Department of Energy	26967 (0.60%)	32575 (0.62%)	74.95%	71.58%	00:03:38	0
Heat Pump Systems   Department of Energy	26827 (0.60%)	29499 (0.56%)	80.66%	47.37%	00:04:32	0

# Worst Content Efficiency Report

08/01/2023 - 08/31/2023

PAGE TITLE	UNIQUE PAGEVIEWS	PAGEVIEWS	ENTRANCES / PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	PAGE VALUE
	4485157 % OF TOTAL: 98.49% (4553803)	5275835 % OF TOTAL: 99.25% (5315731)	61.55% AVG FOR VIEW: 61.06%	68.32% AVG FOR VIEW: 68.46%	00:02:41 AVG FOR VIEW: 00:02:32	0 % OF TOTAL: 0%
DOE Technical Targets for Onboard Hydrogen Storage for Light-Duty Vehicles   Department of Energy	663 (0.01%)	725 (0.01%)	52%	72.15%	00:03:26	0
Biden-Harris Administration Announces \$82 Million Investment to Increase Domestic Solar Manufacturing and Recycling, Strengthen the American Clean Energy Grid   Department of Energy	663 (0.01%)	718 (0.01%)	68.94%	85.86%	00:05:03	0
5 Problems You Didn't Know Nuclear Could Solve   Department of Energy	663 (0.01%)	718 (0.01%)	87.47%	79.94%	00:11:47	0

3 Easy Tips to Reduce Your Standby Power Loads   Department of Energy	663 (0.01%)	691 (0.01%)	88.86%	72.95%	00:02:42	0
Sector Spotlight: Virtual Power Plants   Department of Energy	670 (0.01%)	760 (0.01%)	77.11%	70.31%	00:04:49	0
AMMTO FY22 Multi-topic FOA   Department of Energy	670 (0.01%)	865 (0.02%)	57.23%	31.43%	00:01:33	0
U.S. Department of Energy Announces \$14.7 Million for Microgrid Technologies for Underserved and Indigenous Communities   Department of Energy	670 (0.01%)	816 (0.02%)	59.8%	53.54%	00:02:33	0
About Us   Department of Energy	670 (0.01%)	949 (0.02%)	19.07%	30.94%	00:03:56	0
Style Guide Full Text   Department of Energy	670 (0.01%)	788 (0.01%)	47.84%	85.15%	00:04:59	0
Map a Career in Clean Energy   Department of Energy	670 (0.01%)	774 (0.01%)	40.57%	37.07%	00:03:56	0

## Device Report

08/01/2023 - 08/31/2023

	USERS	SESSIONS	BOUNCE RATE	AVG. SESSION DURATION
<b>DEVICES</b>	<b>2523763</b> <small>% OF TOTAL: 100.42% (2513194)</small>	<b>3257020</b> <small>% OF TOTAL: 100.00% (3257020)</small>	<b>68.46%</b> <small>AVG FOR VIEW: 68.46%</small>	<b>00:01:37</b> <small>AVG FOR VIEW: 00:01:37</small>
Desktop	1552083 (61.50%)	2095847 (64.35%)	70.74%	00:01:45
Mobile	938409 (37.18%)	1121633 (34.44%)	64.11%	00:01:23
Tablet	33271 (1.32%)	39540 (1.21%)	71.04%	00:01:26

## Top Cities / Geo Report

08/01/2023 - 08/31/2023

	USERS	NEW USERS	SESSIONS	BOUNCE RATE	PAGE SESSIONS	AVG. SESSION DURATION
<b>CITY</b>	<b>2648468</b> % OF TOTAL: 105.38% (2513194)	<b>2332959</b> % OF TOTAL: 100.00% (2332959)	<b>3257020</b> % OF TOTAL: 100.00% (3257020)	<b>68.46%</b> AVG FOR VIEW: 68.46%	<b>1.63</b> AVG FOR VIEW: 0	<b>00:01:37</b> AVG FOR VIEW: 00:01:37
(not set)	471768 (17.81%)	437122 (18.74%)	533503 (16.38%)	75.04%	1.63	00:01:30
New York	96047 (3.63%)	89637 (3.84%)	111221 (3.41%)	69.68%	1.46	00:00:55
Frankfurt	65333 (2.47%)	64898 (2.78%)	65555 (2.01%)	99.14%	1.01	00:00:03
Chicago	51573 (1.95%)	43892 (1.88%)	61521 (1.89%)	64.96%	1.53	00:01:30
Washington	41394 (1.56%)	31195 (1.34%)	77794 (2.39%)	59.82%	2.18	00:02:51
Ashburn	40720 (1.54%)	39704 (1.70%)	43349 (1.33%)	92.32%	3.08	00:00:25
Cheyenne	40028 (1.51%)	40309 (1.73%)	40464 (1.24%)	67.7%	1.35	00:00:01
Los Angeles	29098 (1.10%)	25452 (1.09%)	35169 (1.08%)	67.71%	1.58	00:01:56
San Jose	24203 (0.91%)	22912 (0.98%)	26578 (0.82%)	85.18%	1.27	00:00:44
Seattle	24100 (0.91%)	21717 (0.93%)	28845 (0.89%)	70.05%	1.5	00:01:17

Thanks,  
Cherokee Federal

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