CDC.gov and Social Media Metrics: April 2015

**Monthly Page Views to CDC.gov**

![Monthly Page Views to CDC.gov](image)

**Page Views**

![Page Views](image)

**Most Popular Topic Pages on CDC.gov**

1. Search Results
2. Centers for Disease Control and Prevention
4. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen | DNPAO | CDC
5. STD Widget 3
6. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results | DNPAO | CDC
7. Where to Write for Vital Records - Homepage
8. Chlamydia - STD information from CDC
9. Healthy Weight: Assessing Your Weight: Body Mass Index (BMI) | DNPAO | CDC
10. CDC - Vaccines - Immunization Schedules main page
11. Destinations | Travelers' Health | CDC
12. CDC - Vaccines - Child and Adolescent Immunization Schedules Shell

**CDC.gov Search**

1. travel 10,904
2. measles 8,290
3. ebola 7,586
4. vis 6,264
5. obesity 5,043

**External Search**

1. cdc 65,739
2. cdc.gov 17,206
3. chlamydia 12,574
4. bmi calculator 11,830
5. hpv 11,808

**Google Trends (health-related searches)**

1. dr #1
2. diabetes #2
3. doctor #3
4. 24h #4
5. twitch #5

*Top search terms include keywords used on the CDC.gov search engine and external sites. Google Trends reflects the keywords people are searching for on a daily basis and provides insights into broad search patterns. Misspellings are intentional and reflect actual search terms.

**CDC.gov – Traffic by Device Type**

<table>
<thead>
<tr>
<th></th>
<th>Desktop</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>66,485,218</td>
<td>77.80%</td>
</tr>
<tr>
<td>Visits</td>
<td>16,014,482</td>
<td>60.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mobile</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>19,004,103</td>
<td>22.20%</td>
</tr>
<tr>
<td>Visits</td>
<td>10,694,332</td>
<td>40.00%</td>
</tr>
</tbody>
</table>

**Data.CDC.gov: March 2015**

- Page Requests: 243,474
- Browser Page Views: 31,987
- Total Page Views: 275,461

For More Information: [CDC Digital Media Metrics](#)
CDC.gov and Social Media Metrics: April 2015

CDC Social Media Traffic

CDC Facebook Fans
April 2014 - April 2015

CDC Twitter Followers
April 2014 - April 2015

Top Federal Facebook Pages
as of 4/30/2015

1. NASA 10,509,391 Fans
2. U.S. Marine Corps 4,056,547 Fans
3. The White House 3,545,395 Fans
4. The US Army 3,193,202 Fans
5. Marines 2,741,705 Fans
6. U.S. Navy 2,072,391 Fans
7. U.S. Air Force 2,009,035 Fans
8. National Guard 1,647,661 Fans
9. FBI – Federal Bureau of Investigation 1,177,059 Fans
10. U.S. Department of State 1,022,917 Fans

* 14. CDC 458,971 Fans

Source: facebook

Top Federal Twitter Profiles
as of 4/30/15

1. NASA 9,829,143 Followers
2. The White House: 6,120,418 Followers
3. CDC Emergency 1,683,310 Followers
4. State Department 1,343,813 Followers
5. Asteroid Watch (NASA) 1,281,151 Followers
6. FBI Press Office 1,130,602 Followers
7. WomensHealth.gov 934,784 Followers
8. NASA Astrobiology Institute 874,867 Followers
9. Department of Justice (DOJ) 852,618 Followers
10. National Institute for Mental Health (NIMH) 822,580 Followers

* 20. CDC_eHealth 590,579 Followers
* 26. CDCgov 523,828 Followers

Source: twitter

Total CDC Agency Facebook Fans – 1,306,258
Total CDC Agency Twitter Followers – 4,119,048

For More Information: CDC Digital Media Metrics