CDC.gov and Social Media Metrics: June 2015

Monthly Page Views to CDC.gov

Page Views

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

1. Search Results
2. Centers for Disease Control and Prevention
3. MERS-CoV | Home | Middle East Respiratory Syndrome | Coronavirus | CDC
5. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results | DNPAO | CDC
6. MERS-CoV | About MERS | Middle East Respiratory Syndrome | CDC
7. MERS-CoV | Frequently Asked Questions and Answers | Coronavirus | CDC
8. STD Widget 3
9. MERS-CoV | Symptoms and Complications of MERS | Coronavirus | CDC
10. Body Mass Index BMI (BMI) Percentile Calculator for Child and Teen: Results | DNPAO | CDC
11. Signs and Symptoms | Lyme Disease | CDC
12. Lyme Disease | Lyme Disease | CDC

**CDC.gov Search**

1. mers 7,358
2. vis 6,575
3. MERS 5,576
4. malaria 3,567
5. vaccination 3,070

**External Search**

1. mers 49,241
2. cdc 42,721
3. mers virus 22,249
4. lyme disease 12,229
5. cdc.gov 10,341

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

1. dr #1
2. diabetes #2
3. 24h #3
4. walgreens #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>Device</th>
<th>Desktop</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>53,724,350</td>
<td>72.80%</td>
</tr>
<tr>
<td>Visits</td>
<td>13,688,414</td>
<td>54.10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device</th>
<th>Mobile</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>20,073,289</td>
<td>27.20%</td>
</tr>
<tr>
<td>Visits</td>
<td>11,610,985</td>
<td>45.90%</td>
</tr>
</tbody>
</table>

**Data.CDC.gov: June 2015**

- Page Requests: 141,680
- Browser Page Views: 21,874
- Total Page Views: 163,554

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

CDC Social Media Traffic

CDC Facebook Fans
June 2014 - June 2015

CDC Twitter Followers
June 2014 - June 2015

Top Federal Facebook Pages
as of 6/30/2015

1. NASA
   11,091,821 Fans
2. U.S. Marine Corps
   4,151,833 Fans
3. The White House
   4,003,211 Fans
4. The US Army
   3,331,317 Fans
5. Marines
   2,758,763 Fans
6. U.S. Navy
   2,165,049 Fans
7. U.S. Air Force
   2,084,388 Fans
8. National Guard
   1,653,722 Fans
9. FBI – Federal Bureau of Investigation
   1,237,163 Fans
10. U.S. Department of State
    1,107,261 Fans

* 14. CDC
   472,711 Fans

Source: facebook

Top Federal Twitter Profiles
as of 6/30/15

1. NASA
   10,843,992 Followers
2. The White House:
   6,476,732 Followers
3. President Obama
   2,989,714 Followers
4. CDC Emergency
   1,700,113 Followers
5. State Department
   1,410,414 Followers
6. Asteroid Watch (NASA)
   1,302,874 Followers
7. FBI Press Office
   1,171,130 Followers
8. WomensHealth.gov
   956,891 Followers
9. Department of Justice (DOJ)
   881,038 Followers
10. NASA Astrology Institute
    873,974 Followers

* 21. CDC_eHealth
    609,844 Followers
* 27. CDCgov
    548,612 Followers

Source: twitter

Total CDC Agency Facebook Fans – 1,352,050
Total CDC Agency Twitter Followers – 4,221,095

For More Information: CDC Digital Media Metrics