**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.*

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Search Results</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Centers for Disease Control and Prevention</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Healthy Weight: Assessing Your Weight: BMI: Adult BMI Calculator: English</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Body Mass Index (BMI) Percentile Calculator for Child and Teen</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Body Mass Index (BMI) Percentile Calculator for Child and Teen: Results</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>STD Widget 3</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Where to Write for Vital Records - Homepage</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Chlamydia - STD information from CDC</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Healthy Weight: Assessing Your Weight: Body Mass Index (BMI)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>CDC - Vaccines - Immunization Schedules main page</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Destinations</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>CDC - Vaccines - Child and Adolescent Immunization Schedules Shell</td>
<td></td>
</tr>
</tbody>
</table>

**CDC.gov – Traffic by Device Type**

<table>
<thead>
<tr>
<th>Category</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>Category</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: March 2015

CDC Social Media Traffic

CDC Facebook Fans
March 2014 - March 2015

CDC Twitter Followers
March 2014 - March 2015

Top Federal Facebook Pages
as of 3/31/2015

1. NASA 10,229,396 Fans
2. U.S. Marine Corps 4,022,255 Fans
3. The White House 3,176,620 Fans
4. The US Army 3,149,903 Fans
5. Marines 2,727,023 Fans
6. U.S. Navy 2,046,814 Fans
7. U.S. Air Force 1,984,323 Fans
8. National Guard 1,645,653 Fans
9. FBI – Federal Bureau of Investigation 1,161,458 Fans
10. U.S. Department of State 978,565 Fans

* 14. CDC 452,805 Fans

Source: Facebook

Top 10 CDC Facebook Pages
as of 3/31/2015

1. CDC 452,805 Fans
2. Act Against AIDS 157,941 Fans
3. CDC Tobacco Free 107,583 Fans
4. NIOSH 85,909 Fans
5. CDC Emergency 66,046 Fans
6. Million Hearts 63,495 Fans
7. CDC en Espanol 54,417 Fans
8. Start Talking Stop HIV 48,321 Fans
9. Weight of the Nation 45,022 Fans
10. Veto Violence 34,096 Fans

Source: Facebook

Total CDC Agency Facebook Fans – 1,289,128
Total CDC Agency Twitter Followers – 4,050,809

Top Federal Twitter Profiles
as of 3/31/15

1. NASA 9,484,467 Followers
2. The White House: 5,984,577 Followers
3. CDC Emergency 1,672,367 Followers
4. Asteroid Watch (NASA) 1,274,015 Followers
5. State Department 1,311,439 Followers
6. FBI Press Office 1,115,341 Followers
7. WomensHealth.gov 918,542 Followers
8. NASA Astrobiology Institute 875,492 Followers
9. Department of Justice (DOJ) 839,219 Followers
10. National Institute for Mental Health (NIMH) 796,879 Followers

* 20. CDC_eHealth 577,729 Followers
* 26. CDCgov 507,352 Followers

Source: Twitter

For More Information: CDC Digital Media Metrics