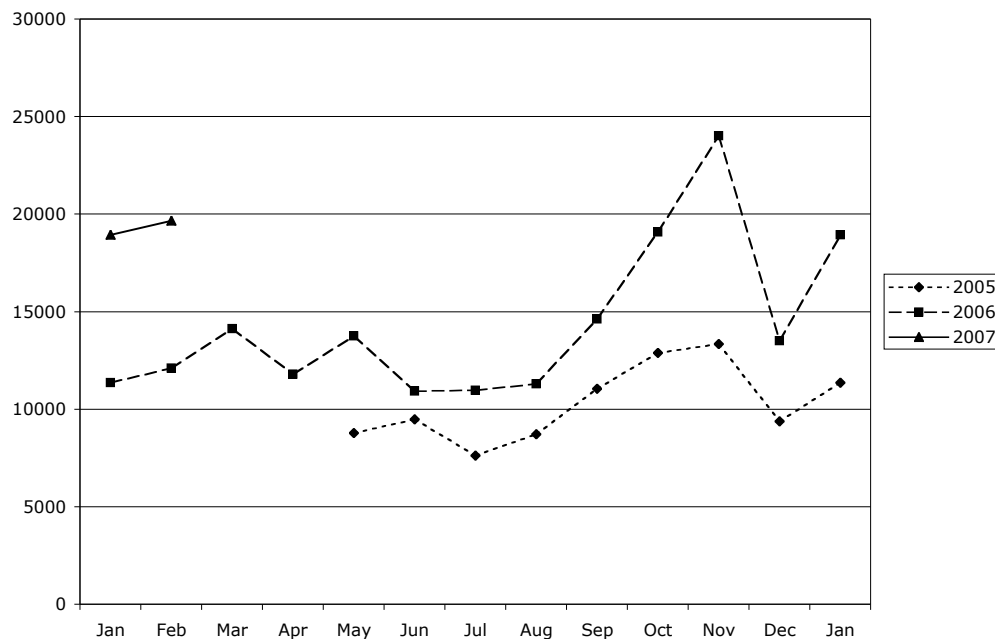


NSDL USAGE REPORT – FEBRUARY 2007

1 nsdl.org



Visits to nsdl.org (see chart)

- Monthly visits for February 2007: 19,660
- Annual visits for 12 months ending February 28: 201,956

Page views of nsdl.org

- Annual page views for 12 months ending February 28: 738,869

Comments

nsdl.org visits in February 2007 included a growing number of visitors from Expert Voices, particularly as a result of EV being used as the class blog for the 'Networks' course being run at Cornell by David Easley and Jon Kleinberg. The course links to EV from the course home page.¹ Expert Voices was the third most popular page on nsdl.org in February, and is the most popular page so far in March.

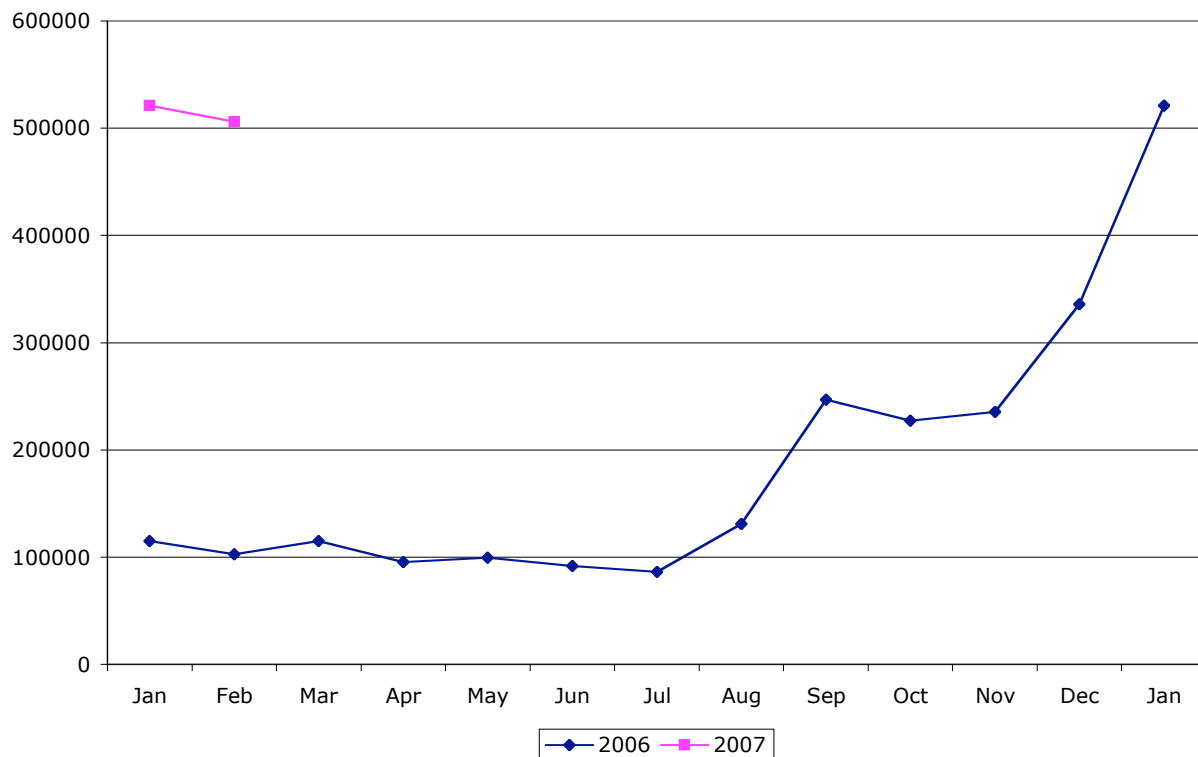
Correction to December 2006 report

The high level of traffic to nsdl.org traffic reported for December 2006 arose out of a temporary misconfiguration of some Omniture reporting files during December. This misconfiguration has been corrected. Estimated traffic figures for December 2006 have been obtained by triangulating data from other Omniture and AWStats reports. These figures are: 13,500 visitors and 54,000 page views. The former estimate is incorporated into the above figure.

Despite this correction, the analysis in January's report that ongoing webmetrics and co-branding work with Shodor has resulted in a boost to traffic to nsdl.org still stands; and Shodor was a 'Top 5' referrer to nsdl.org for both January and February 2007.

¹ The course looks very interesting: <http://www.infosci.cornell.edu/courses/info204/2007sp/>

2 nsdl.org, NSDL Pathways, and selected partner websites



Combined visits to nsdl.org, Pathways projects, and DLESE (see chart)

- Monthly combined visits for January 2007: 506,055
- Annual combined visits for 12 months ending February 28: 2,691,365

Combined page views of nsdl.org, Pathways projects, and DLESE

- Annual combined page views for 12 months ending February 28: 8,332,730

Comments

February traffic across all the NSDL Pathway and Partner sites instrumented by Omniture (including nsdl.org, DLESE, and some of the NSDL Pathways) was 506,055 visits (see chart). Yearly traffic was up to almost 2.7 million visits, and over 8.3 million page views.

This upward trend is a consequence both of increasing traffic and also of ongoing Omniture implementation across NSDL Pathways.

3 Note

The webmetrics discussed in this report are provided by Omniture. Note that not all NSDL Pathways sites are instrumented with Omniture. Omniture can report lower website traffic than individual projects' server webmetric tools (see 'Introduction to NSDL Webmetrics,' http://eval.comm.nsdl.org/docs/06_webmetrics_intro.pdf).