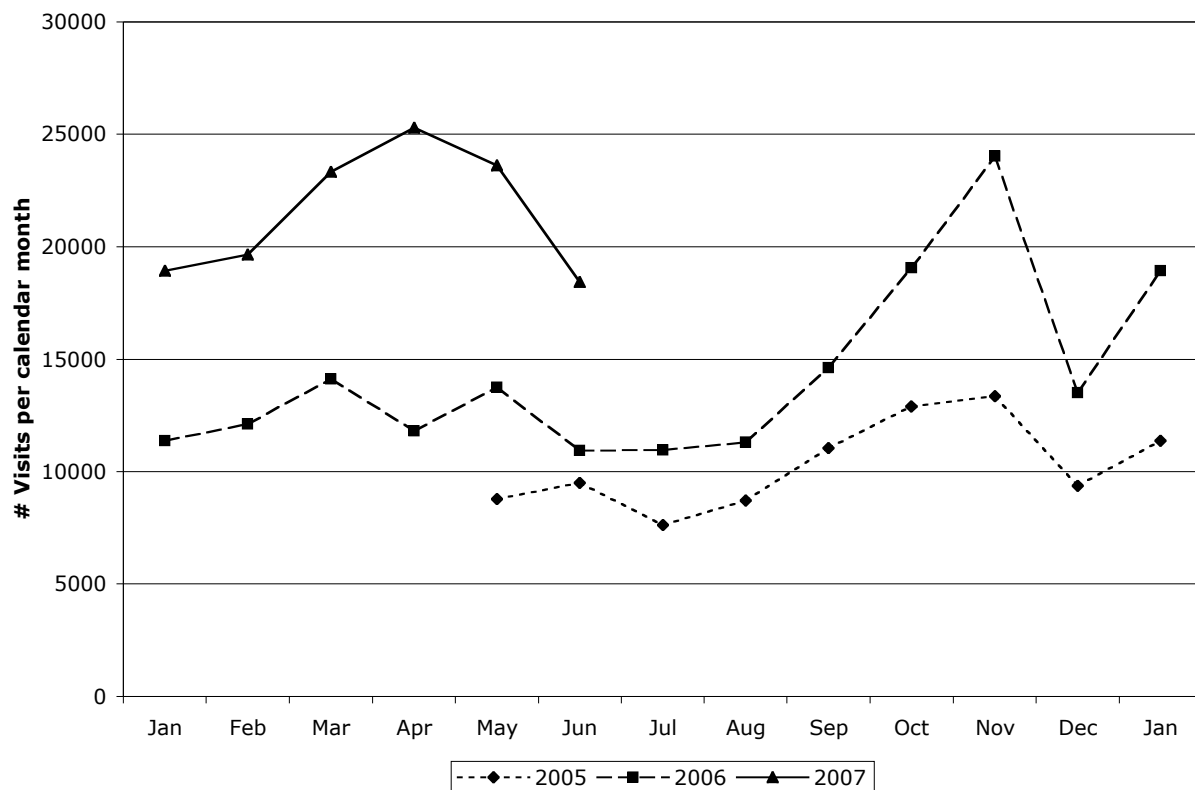


## NSDL USAGE REPORT – June 2007

### 1 nsdl.org



#### Visits to nsdl.org

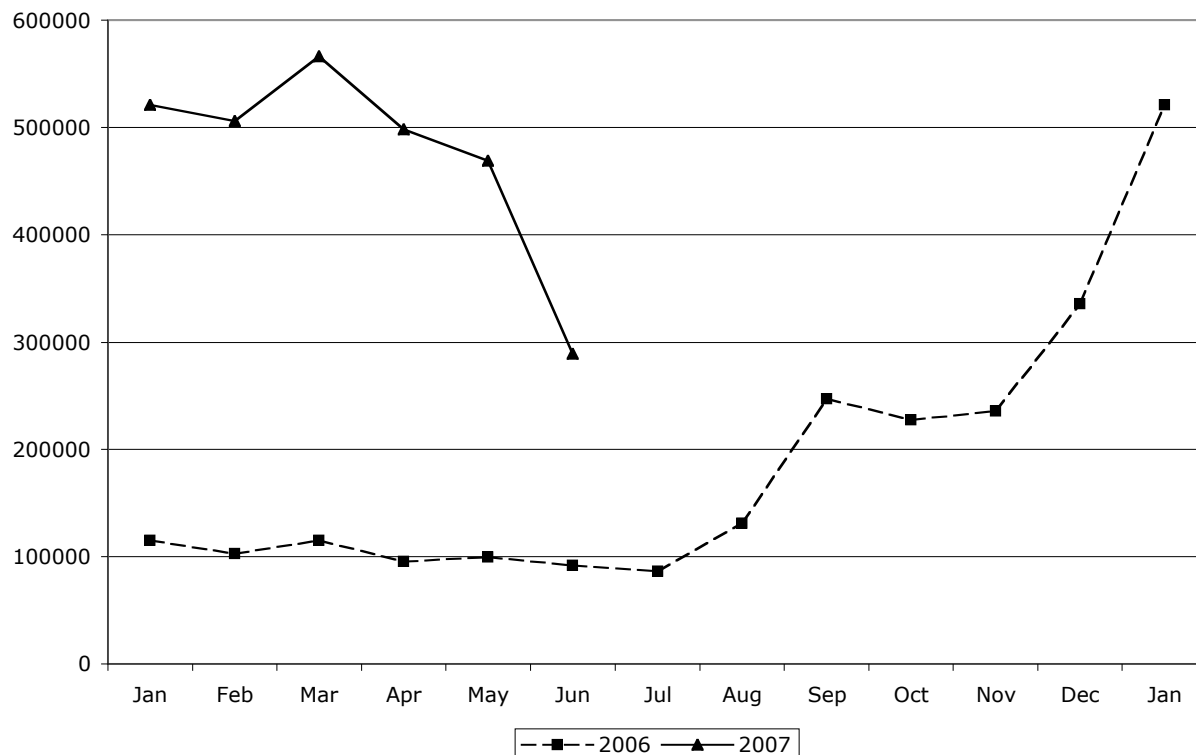
- Monthly visits for June 2007: 18,439
- Annual visits for 12 months ending June 30 2007: 222,729

While visits to nsdl.org declined somewhat in June, this was not unexpected. Two predictable reasons for this decline are (a) lower traffic to the Expert Voices site and (b) seasonally lower traffic to NSDL as a whole, as a result of the summer vacation.

Note that the increase in visits from June 06 (10,932) to June 07 (18,439) represents a 69% year-on-year increase in traffic to nsdl.org (see chart above).

Traffic to nsdl.org may remain continue to decline or remain static over summer, before picking up again in September.

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



### Combined visits to nsdl.org, Pathways projects, and DLESE

- Combined visits for the month of May 2007 289,065
- Combined visits for the 12 months ending May 31 2007 4,11,2764

Note that the above chart reflects both traffic across NSDL, and also the varying status of Omniture implementation across various NSDL Pathways projects. The figures represent the *minimum* level of traffic across NSDL and its partners, and not the actual level of traffic.

## 3 Notes

The basic unit of analysis reported here is the 'visit.' A visit begins when a person first views a page on nsdl.org or a partner site, and ends after measured activity ceases for 30 minutes. The assumption is that each visit represents an attempt by a user to complete a task on nsdl.org. For information on the differences between 'visits' and other webmetrics, such as 'hits,' see 'Introduction to NSDL Webmetrics,' [http://eval.comm.nsdl.org/docs/06\\_webmetrics\\_intro.pdf](http://eval.comm.nsdl.org/docs/06_webmetrics_intro.pdf).

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.