

# NSDL Usage Report –November 2009

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## 1. nsdl.org

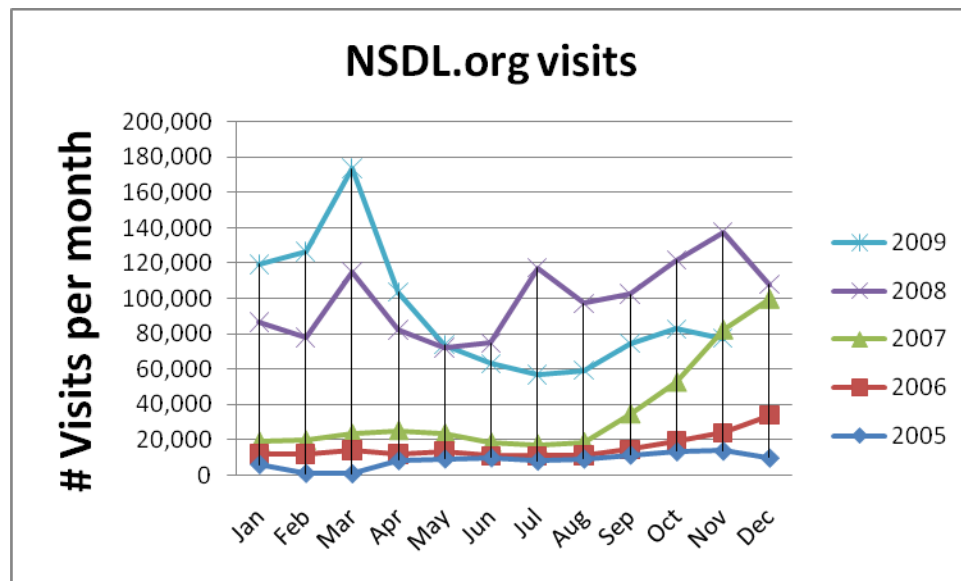


Figure 1. NSDL.org visits

Visits to nsdl.org

- Monthly visits for November 2009 77,447
- Annual Visits for 12 months ending November 30, 2009 1,122,989

### Comments

The decline in traffic from November 08 (137,737 visitors) to November 09 (77,447 visitors) represents a 43.8% year-on-year decrease to visits to NSDL (Figure 1).

NSDL Expert Voices was the most popular page on NSDL for November 2009 with 33,198 visits, followed by the landing pages with 19,694 visits (Table 1). Landing page traffic is continues to increase as of September 2009 after experiencing a sharp decline in traffic in-line with the purge of irrelevant resources from the NSDL.org library search results in March 2009 (Figure 2). NSDL.org traffic excluding landing page traffic has been growing generally (Figure 3).

NSDL.org site traffic held fairly steady from the first week in September through the third week in November with a quick decline the last week in November (Figure 4). This pattern could reflect the web usage typical from the start of the fall school semester up to the Thanksgiving holiday break.



Figure 2. NSDL Landing page traffic

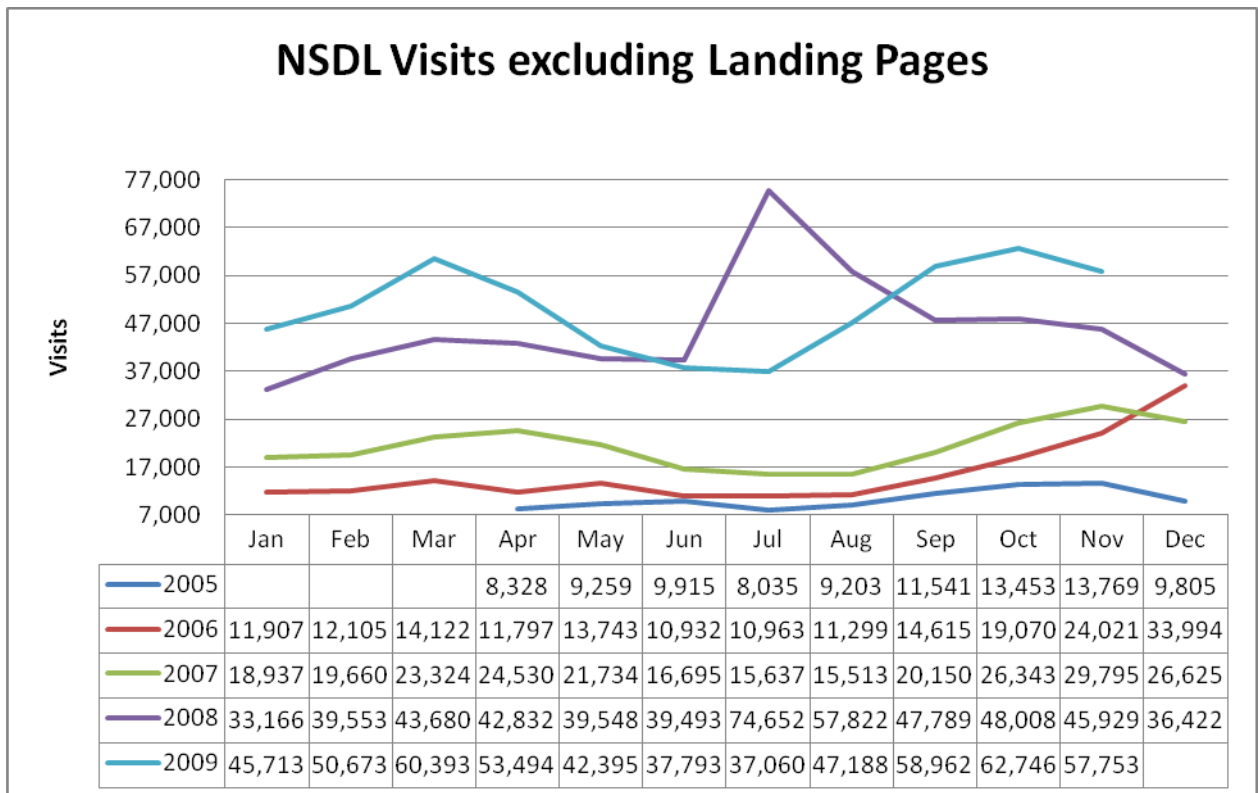


Figure 3. NSDL visits excluding landing pages



Figure 4. Visits by week

	Page	Visits
1	Expert Voices	33,198
2	Landing Page	19,694
3	<a href="http://nsdl.org">http://nsdl.org</a>	12,071
4	<a href="#">Search Results</a>	7,421
5	StrandMaps	1,948

Table 1. Most popular pages on NSDL

### 1a. Entry Pages and Bounces

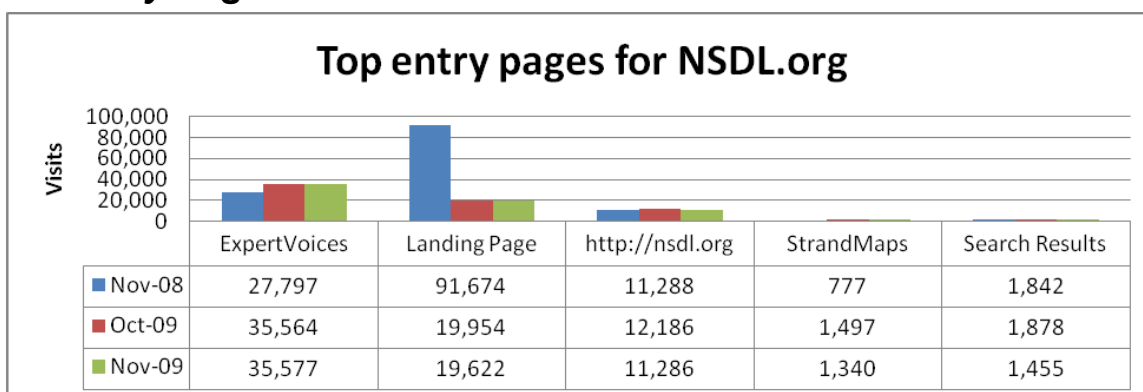


Figure 5. Top entry pages to NSDL.org sites

The top single page visits, also known as ‘bounces’ for the top entry pages are shown in the Figure 6. The number of bounces for the landing pages, Expert Voices blogs, StrandMaps and search results are relatively high in comparison to the entry visit counts.

It is unknown whether users are clicking on exit links from these pages after entering the site or leaving by other means. Expert Voices, the search results and the Strand Maps have a high number of reloads (Table 2), which may indicate that some users are exploring these pages rather than immediately leaving. Google Analytics reports different bounce rates for the top content than Omniture because Omniture doesn't account for URL parameters making activity on pages such as the search results look more like reloads than a new page (Table 3).

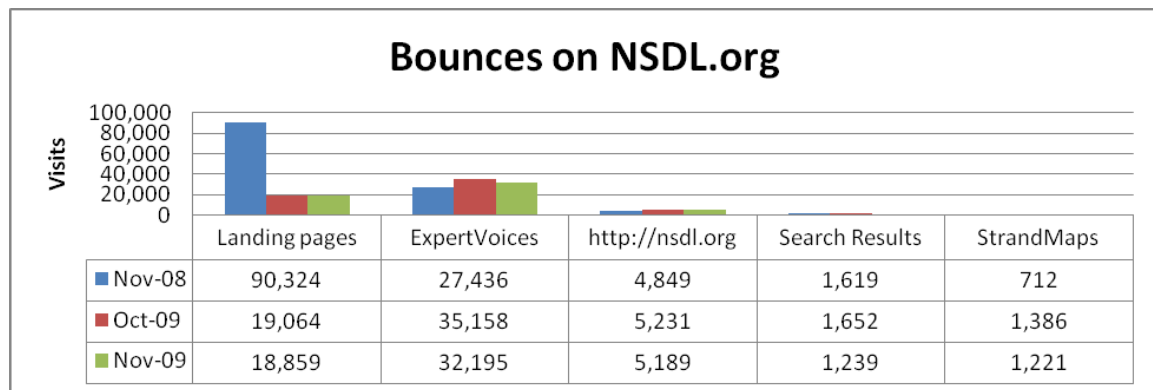


Figure 6. Top single visit pages for NSDL.org sites

Page	Reloads
Expert Voices	18,826
Search Results	17,325
StrandMaps	6,458
Landing Page	2,535
http://nsdl.org	1,312

Table 2. Top number of reloads on NSDL

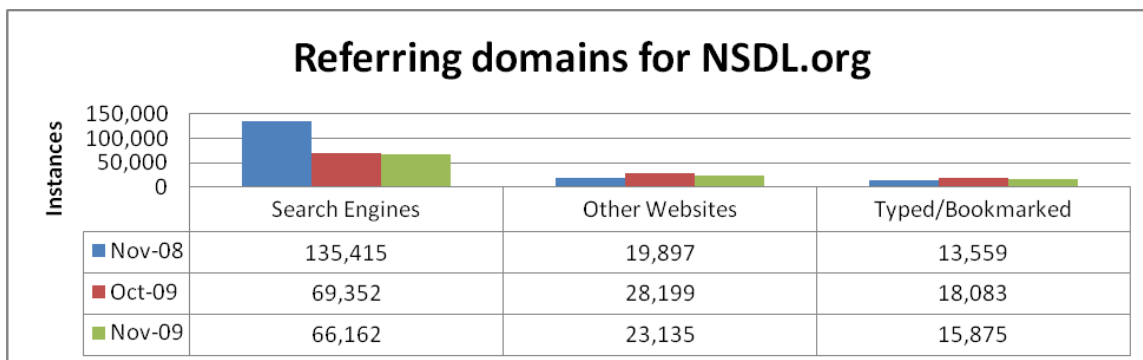
Bounce Rate	
landing pages	87.42%
expert voices	75.03%
homepage	45.73%
search results	51.85%
strandmaps	32.64%

Table 3. Bounce Rates for Top Content from Google Analytics

## 1b. Time spent on NSDL

The amount of time users spent on NSDL.org sites is included at the end of this report. Most people spend three minutes or less at nsdl.org sites.

### 1c. Referring Traffic



**Figure 7. Referring domain traffic to NSDL.org**

Referring traffic to NSDL.org from search engines, links from other websites and bookmarks decreased 9% in November 2009 from October 2009 and decreased 37% from November 2008. Most referring traffic to NSDL.org sites came from search engines. The top 50 referring search engine keywords are included at the end of the report including searches with key questions words.

### 1d. Search Terms and Landing Page Detail

The top 50 search terms used in the NSDL.org search UI for November 2009 is included at the end of the report including searches with key question words.

The top 50 accessed landing pages are included at the end of the report. The top external search engine keywords that led a user to an NSDL landing page are also included at the end of this report. More fine-grain statistics that correlates an individual landing page with the external search keywords used to find it are available upon request.

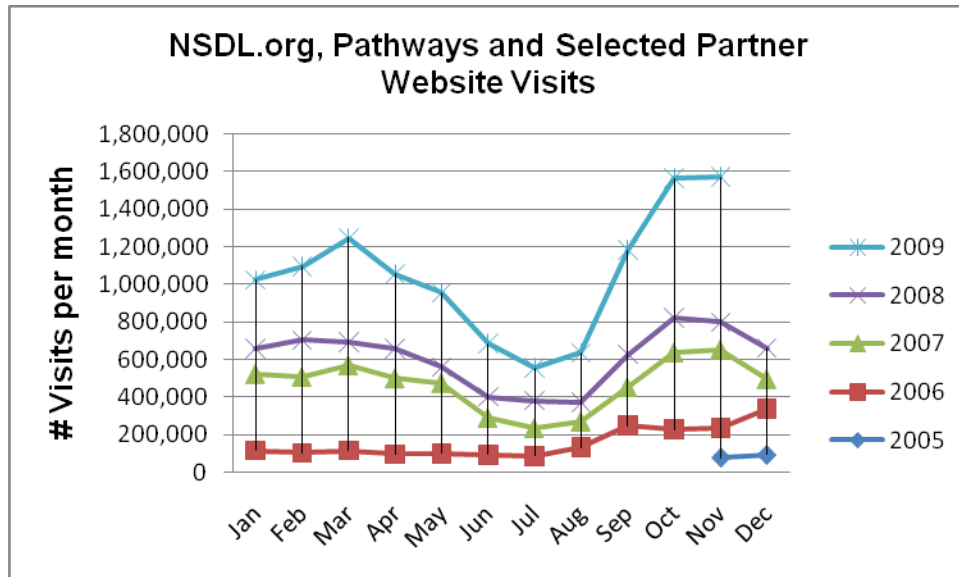
### 1e. Twitter

Twitter references in November 2009 resulted in 113 recorded clickthroughs to NSDL. The NSDL Annual Meeting was held from November 17<sup>th</sup> through November 19<sup>th</sup>. A twitter campaign was held during the Annual Meeting that encouraged participants to tweet during the sessions. An archive of the tweets was created by one of the participants at <http://twapperkeeper.com/NSDL2009/>.

Clickthroughs were determined by narrowing referring site traffic to twitter.com using Omniture. This method is problematic as it relies on the referrer header to record this

traffic. Unfortunately desktop and mobile twitter application account for 51% of Twitter apps<sup>1</sup> and would be recorded as direct traffic<sup>2</sup>.

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



Combined visits to nsdl.org, Pathways projects, and partner websites

- Combined visits for November 2009 1,570,548
- Combined visits for 12 months ending November 30, 2009 12,239,899

### Comments

November 2009 traffic across all the NSDL Pathway and Partner sites instrumented by Omniture was 1,570,548 visits. Yearly traffic was over 12 million visits.

The rise in traffic from November 08 (798,351 visitors) to November 09 (1,570,548 visitors) represents a 96.7% year-on-year increase to visits across all the NSDL Pathway and Partner sites instrumented by Omniture (see chart above).

The pathways and partner sites included in this rollup report are ComPADRE (810,052 visits), CSERD (354,258 visits), DLESE (22,969 visits), Middle School Portal (26,717 visits), NEEDS (9,812 visits), SERC (56,587 visits), Teacher's Domain (249,235 visits) and NSDL.org sites (77,447 visits). The level of Omniture implementation completeness may vary between sites.

<sup>1</sup> [http://tweetstats.com/twitter\\_stats](http://tweetstats.com/twitter_stats)

<sup>2</sup> <http://www.twitip.com/how-to-track-twitter-clicks-and-get-conversion-data/>

### **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 ‘page views,’ see ‘Introduction to NSDL Webmetrics,’ [https://wiki.nsdl.org/images/4/4d/06\\_webmetrics\\_intro.pdf](https://wiki.nsdl.org/images/4/4d/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.

Additional tools used in this report include Google Analytics.

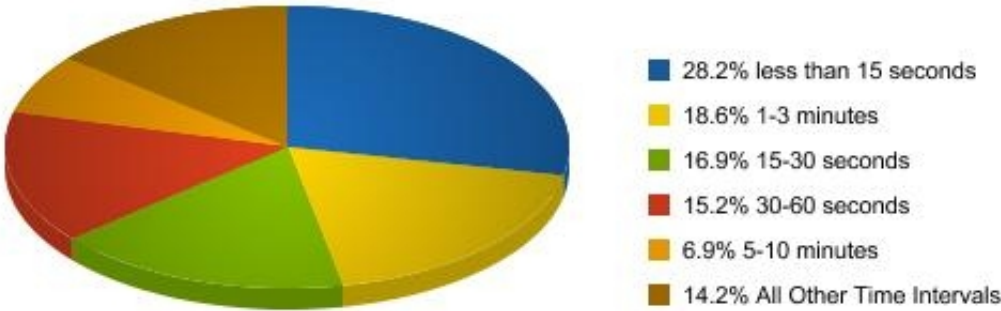


# Time Spent on Page Report

Reporting Date: November 2009  
Number of entries requested: 50

Selected Page: Entire Site

## Graph



## Time Intervals

November 2009

Graph Generated by SiteCatalyst using Report Accelerator at 2:30 PM EST, 4 Dec 2009

## Details

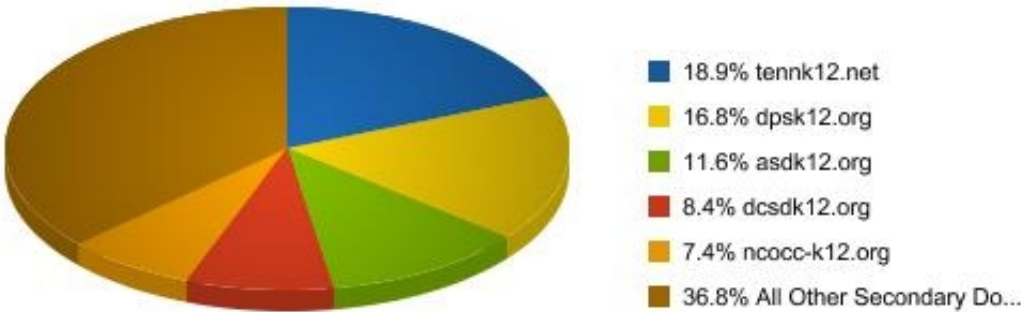
	Time Interval	Instances	%
1.	less than 15 seconds	11,882	28.2%
2.	1-3 minutes	7,832	18.6%
3.	15-30 seconds	7,098	16.9%
4.	30-60 seconds	6,410	15.2%
5.	5-10 minutes	2,883	6.9%
6.	3-5 minutes	2,677	6.4%
7.	10-15 minutes	1,292	3.1%
8.	20-30 minutes	896	2.1%
9.	15-20 minutes	764	1.8%
10.	greater than 30 minutes	345	0.8%
	Total	42,079	

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## Domains Report

Reporting Date: November 2009  
Search: None  
Number of entries requested: 50

### Graph



### Searched Secondary Domains

November 2009

Graph Generated by SiteCatalyst using Report Accelerator at 4:00 PM EST, 4 Dec 2009

### Details

	Secondary Domain	Visitors	Search %	%
1.	tennk12.net	18	18.9%	0.0%
2.	dpsk12.org	16	16.8%	0.0%
3.	asdk12.org	11	11.6%	0.0%
4.	dcsdk12.org	8	8.4%	0.0%
5.	ncocc-k12.org	7	7.4%	0.0%
6.	bluevalleyk12.org	6	6.3%	0.0%
7.	mcsdk12.org	3	3.2%	0.0%
8.	k12albemarle.org	3	3.2%	0.0%
9.	carrollk12.org	3	3.2%	0.0%
10.	cobbk12.org	2	2.1%	0.0%
11.	jdpsbk12.org	2	2.1%	0.0%
12.	psak12.org	2	2.1%	0.0%
13.	jpsk12.org	1	1.1%	0.0%
14.	sowegak12.org	1	1.1%	0.0%
15.	moriahk12.org	1	1.1%	0.0%
16.	williamsvillek12.org	1	1.1%	0.0%
17.	gpsk12.net	1	1.1%	0.0%
18.	rcsdk12.org	1	1.1%	0.0%
19.	msdk12.net	1	1.1%	0.0%
20.	chadwick-k12.com	1	1.1%	0.0%
21.	morgank12.org	1	1.1%	0.0%
22.	rhps-k12.com	1	1.1%	0.0%
23.	wcbek12.org	1	1.1%	0.0%
24.	tcsdk12.org	1	1.1%	0.0%

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Domains Report			
25.	k12.com	1	1.1%0.0%
26.	mcsin-k12.org	1	1.1%0.0%
Total		95	100.0%0.1%

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# Referring Domains Report

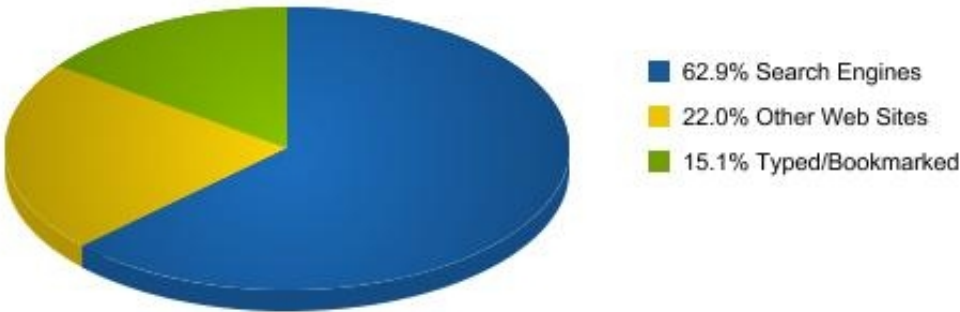
Reporting Date: November 2009

Selected Page: Entire Site

Search: None

Number of entries requested: 50

## Graph



Referrer Types

November 2009

Graph Generated by SiteCatalyst using Report Accelerator at 4:00 PM EST, 4 Dec 2009

## Summary

Referrer Type		Instances	%
1.	Search Engines	66,162	62.9%
2.	Other Web Sites	23,135	22.0%
3.	Typed/Bookmarked	15,875	15.1%
Total		105,172	

## Details

	Referring Domain	Instances	Search %	%
1.	k12.or.us	363	51.6%	0.4%
2.	dpsk12.org	121	17.2%	0.1%
3.	k12.ga.us	53	7.5%	0.1%
4.	k12.oh.us	36	5.1%	0.0%
5.	k12.fl.us	17	2.4%	0.0%
6.	k12.mi.us	14	2.0%	0.0%
7.	k12.al.us	12	1.7%	0.0%
8.	k12.nc.us	11	1.6%	0.0%
9.	k12.wi.us	6	0.9%	0.0%
10.	k12.mn.us	6	0.9%	0.0%
11.	k12.ny.us	5	0.7%	0.0%
12.	mdk12online.org	4	0.6%	0.0%
13.	k12.md.us	4	0.6%	0.0%
14.	k12.ky.us	4	0.6%	0.0%
15.	k12.ca.us	4	0.6%	0.0%
16.	k12.sc.us	3	0.4%	0.0%
17.	cobbk12.org	3	0.4%	0.0%

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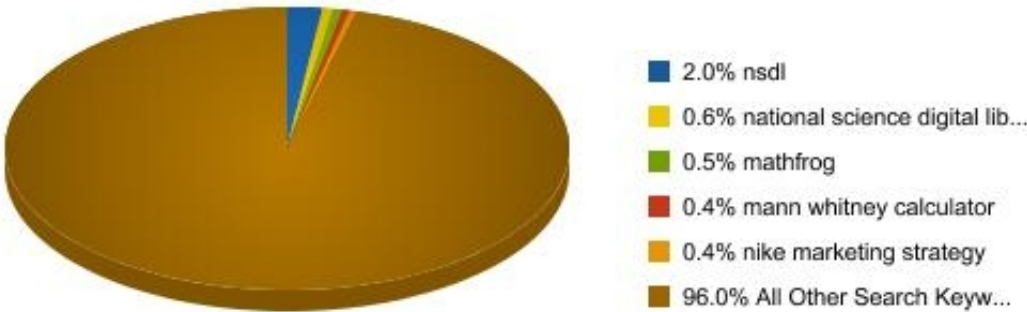
Referring Domains Report				
18.	k12.wv.us	3	0.4%	0.0%
19.	salemk12.org	3	0.4%	0.0%
20.	k12.ms.us	3	0.4%	0.0%
21.	k12.va.us	3	0.4%	0.0%
22.	k12usa.com	3	0.4%	0.0%
23.	k12.il.us	2	0.3%	0.0%
24.	k12.ar.us	2	0.3%	0.0%
25.	k12.wa.us	2	0.3%	0.0%
26.	k12.ia.us	2	0.3%	0.0%
27.	k12.az.us	2	0.3%	0.0%
28.	k12.ma.us	2	0.3%	0.0%
29.	k12.mo.us	1	0.1%	0.0%
30.	k12.la.us	1	0.1%	0.0%
31.	k12.tx.us	1	0.1%	0.0%
32.	pk12.com	1	0.1%	0.0%
33.	k12.pa.us	1	0.1%	0.0%
34.	k12.ok.us	1	0.1%	0.0%
35.	k12.in.us	1	0.1%	0.0%
36.	k12.co.us	1	0.1%	0.0%
37.	mcsk12.net	1	0.1%	0.0%
38.	aci.k12.tr	1	0.1%	0.0%
39.	k12.ks.us	1	0.1%	0.0%
Total		704	100.0%	0.8%

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# All Search Keywords Report

Reporting Date: November 2009  
Search: None  
Number of entries requested: 50

## Graph



## Search Keywords

November 2009

Graph Generated by SiteCatalyst using Report Accelerator at 3:36 PM EST, 4 Dec 2009

## Details

	Search Keyword	Searches	%
1.	nsdl	1,198	2.0%
2.	national science digital library	383	0.6%
3.	mathfrog	321	0.5%
4.	mann whitney calculator	242	0.4%
5.	nike marketing strategy	232	0.4%
6.	www.readwritethink.org	223	0.4%
7.	builder ted	202	0.3%
8.	kings list of online math activities	185	0.3%
9.	droplet and the water cycle	179	0.3%
10.	hypothesis testing calculator	170	0.3%
11.	atomic structure timeline	155	0.3%
12.	mann-whitney test calculator	155	0.3%
13.	nsdl.org	142	0.2%
14.	history of matrices	134	0.2%
15.	ncbi trace archive	117	0.2%
16.	nike's marketing strategy	114	0.2%
17.	curl calculator	99	0.2%
18.	nash equilibrium poker	98	0.2%
19.	mann whitney u test calculator	94	0.2%
20.	nsdl annual meeting	88	0.1%
21.	human skeleton	84	0.1%
22.	wilcoxon test calculator	82	0.1%
23.	kings list math	78	0.1%
24.	latin hypercube	76	0.1%

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All Search Keywords Report			
25.	sheppardsoftware	74	0.1%
26.	science library	74	0.1%
27.	digital library	72	0.1%
28.	latin hypercube sampling	70	0.1%
29.	affirmative action in college admissions	67	0.1%
30.	national digital library	65	0.1%
31.	reynolds experiment	63	0.1%
32.	computer generated imagery	62	0.1%
33.	science tricks	62	0.1%
34.	science current events	61	0.1%
35.	nerve cell regeneration	59	0.1%
36.	is glass a liquid	59	0.1%
37.	science literacy	58	0.1%
38.	free science posters	57	0.1%
39.	mann whitney test calculator	57	0.1%
40.	mathletic	54	0.1%
41.	application of eigenvalues and eigenvectors	54	0.1%
42.	application of eigenvalues	53	0.1%
43.	parabolas in everyday life	53	0.1%
44.	middle school literature book graphs	52	0.1%
45.	atomic photographers guild	52	0.1%
46.	rounding fractions to the nearest half	52	0.1%
47.	ndsl	52	0.1%
48.	math frog	51	0.1%
49.	applications of eigenvalues and eigenvectors	50	0.1%
50.	game theory applications	50	0.1%
Total		59,695	

Details			
Most Popular All Search Engines		Searches	%
1.	Google	33,781	56.6%
2.	Microsoft Bing	3,126	5.2%
3.	Yahoo!	3,034	5.1%
4.	Google - United Kingdom	2,838	4.8%
5.	Google - Canada	2,711	4.5%

# Custom Insight 5 Report

Reporting Date: November 2009

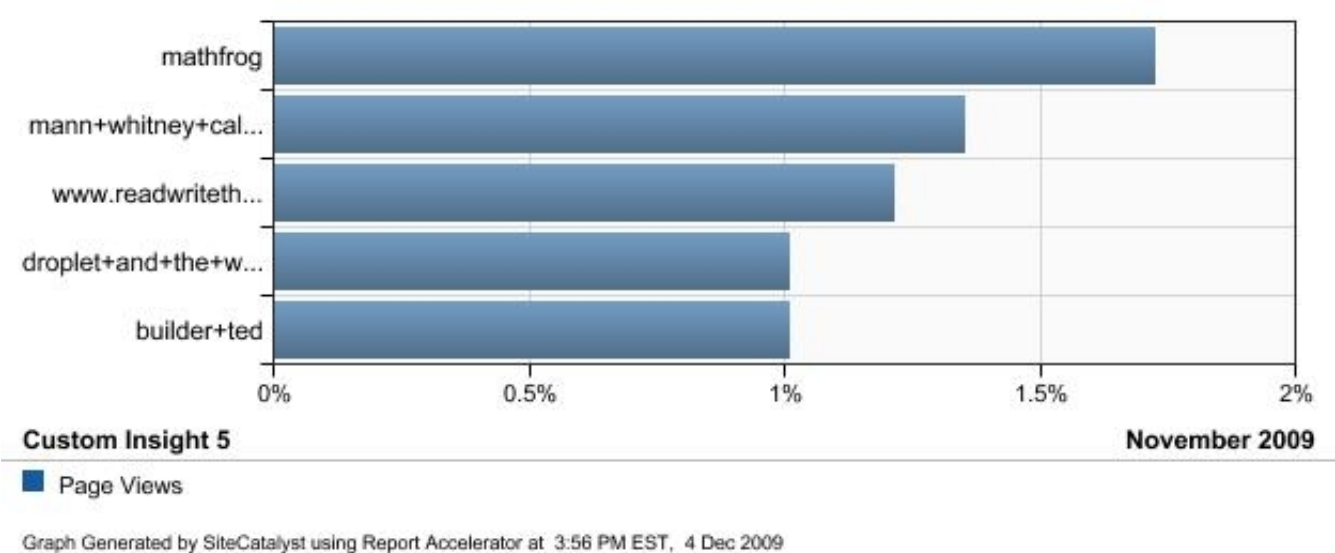
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 5		Page Views	
1.	mathfrog	307	1.7%
2.	mann+whitney+calculator	241	1.4%
3.	www.readwritethink.org	216	1.2%
4.	droplet+and+the+water+cycle	180	1.0%
5.	builder+ted	180	1.0%
6.	kings+list+of+online+math+activities	180	1.0%
7.	hypothesis+testing+calculator	166	0.9%
8.	mann-whitney+test+calculator	152	0.9%
9.	atomic+structure+timeline	141	0.8%
10.	curl+calculator	95	0.5%
11.	ncbi+trace+archive	92	0.5%
12.	mann+whitney+u+test+calculator	86	0.5%
13.	wilcoxon+test+calculator	74	0.4%
14.	kings+list+math	69	0.4%
15.	mann+whitney+test+calculator	54	0.3%
16.	mathletic	54	0.3%
17.	rounding+fractions+to+the+nearest+half	50	0.3%
18.	reynolds+experiment	47	0.3%
19.	math+frog	44	0.2%
20.	figuring+ratos	43	0.2%

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Custom Insight 5 Report			
21.	moody+diagram+calculator	42	0.2%
22.	virtual+egg+carton	40	0.2%
23.	parabolas+in+everyday+life	39	0.2%
24.	snack+tectonics+lab	38	0.2%
25.	cinnamon+chemical+structure	33	0.2%
26.	multiplication.com	32	0.2%
27.	divergence+calculator	31	0.2%
28.	panoramath	31	0.2%
29.	wilcoxon+calculator	31	0.2%
30.	selective+attention+gorilla	31	0.2%
31.	torsion+test+experiment	30	0.2%
32.	mechatronics+tutorials	30	0.2%
33.	Atomic+Photographers+Guild	28	0.2%
34.	torsion+testing+experiment	27	0.2%
35.	wisweb+applets	26	0.1%
36.	intermep	26	0.1%
37.	moody+calculator	25	0.1%
38.	beadle+and+tatum+experiment+animation	25	0.1%
39.	mann-whitney+u+test+calculator	25	0.1%
40.	rho+dependent+termination+animation	25	0.1%
41.	king%27s+list+of+online+math+activities	24	0.1%
42.	hypothesis+calculator	24	0.1%
43.	mathfrog+grade+5	24	0.1%
44.	multiplication+matho	23	0.1%
45.	gram+variable+rods	22	0.1%
46.	who+invented+integers	22	0.1%
47.	understanding+geologic+time	21	0.1%
48.	moment+of+inertia+cone	21	0.1%
49.	minerology+4+kids	21	0.1%
50.	joy+of+convolution	21	0.1%
Total		17,762	

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Custom Insight 4 Report

Reporting Date: November 2009

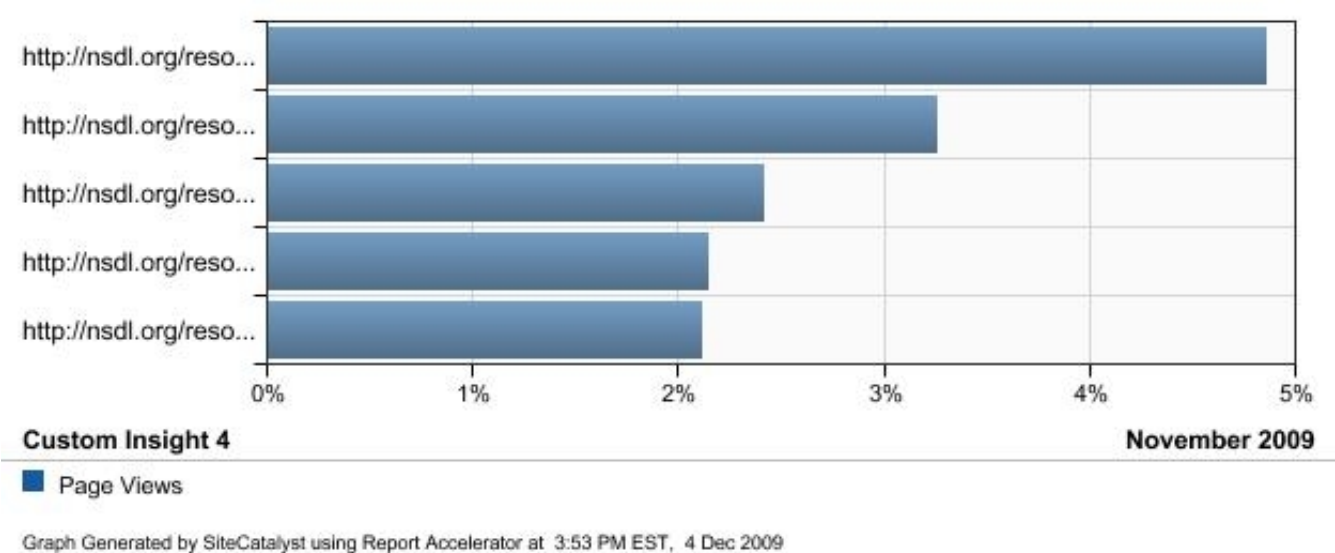
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

Graph



Details

Custom Insight 4		Page Views	
1.	http://nsdl.org/resource/2200/20061003060017201T	1,115	4.9%
2.	http://nsdl.org/resource/2200/20070126213743204T	747	3.3%
3.	http://nsdl.org/resource/2200/test.20061004112052867T	555	2.4%
4.	http://nsdl.org/resource/2200/20061002185157627T	494	2.2%
5.	http://nsdl.org/resource/2200/test.20061004113041419T	486	2.1%
6.	http://nsdl.org/resource/2200/20080102112444709T	350	1.5%
7.	http://nsdl.org/resource/2200/20070523143218057T	347	1.5%
8.	http://nsdl.org/resource/2200/20061121114324168T	289	1.3%
9.	http://nsdl.org/resource/2200/20080625143750607T	249	1.1%
10.	http://nsdl.org/resource/2200/20061002130533826T	245	1.1%
11.	http://nsdl.org/resource/2200/test.20061004111541306T	243	1.1%
12.	http://nsdl.org/resource/2200/200709171145506258T	193	0.8%
13.	http://nsdl.org/resource/2200/20061003230758145T	173	0.8%
14.	http://nsdl.org/resource/2200/20070730175154489T	161	0.7%
15.	http://nsdl.org/resource/2200/20061003162944681T	152	0.7%

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16.	<a href="http://nsdl.org/resource/2200/20061219132444874T">http://nsdl.org/resource/2200/20061219132444874T</a>	147	0.6%
17.	<a href="http://nsdl.org/resource/2200/20061003055150314T">http://nsdl.org/resource/2200/20061003055150314T</a>	127	0.6%
18.	<a href="http://nsdl.org/resource/2200/20061219124054791T">http://nsdl.org/resource/2200/20061219124054791T</a>	123	0.5%
19.	<a href="http://nsdl.org/resource/2200/20061003061339388T">http://nsdl.org/resource/2200/20061003061339388T</a>	119	0.5%
20.	<a href="http://nsdl.org/resource/2200/20071009174226353T">http://nsdl.org/resource/2200/20071009174226353T</a>	111	0.5%
21.	<a href="http://nsdl.org/resource/2200/20071009181350396T">http://nsdl.org/resource/2200/20071009181350396T</a>	110	0.5%
22.	<a href="http://nsdl.org/resource/2200/20080423151146511T">http://nsdl.org/resource/2200/20080423151146511T</a>	110	0.5%
23.	<a href="http://nsdl.org/resource/2200/test.20061004111651775T">http://nsdl.org/resource/2200/test.20061004111651775T</a>	107	0.5%
24.	<a href="http://nsdl.org/resource/2200/20080211073917046T">http://nsdl.org/resource/2200/20080211073917046T</a>	102	0.4%
25.	<a href="http://nsdl.org/resource/2200/test.20061004104049649T">http://nsdl.org/resource/2200/test.20061004104049649T</a>	100	0.4%
26.	<a href="http://nsdl.org/resource/2200/20061121124513540T">http://nsdl.org/resource/2200/20061121124513540T</a>	96	0.4%
27.	<a href="http://nsdl.org/resource/2200/20061219125730496T">http://nsdl.org/resource/2200/20061219125730496T</a>	92	0.4%
28.	<a href="http://nsdl.org/resource/2200/20061219124820114T">http://nsdl.org/resource/2200/20061219124820114T</a>	87	0.4%
29.	<a href="http://nsdl.org/resource/2200/20080423151738492T">http://nsdl.org/resource/2200/20080423151738492T</a>	85	0.4%
30.	<a href="http://nsdl.org/resource/2200/20071018103110720T">http://nsdl.org/resource/2200/20071018103110720T</a>	84	0.4%
31.	<a href="http://nsdl.org/resource/2200/20061002183748379T">http://nsdl.org/resource/2200/20061002183748379T</a>	84	0.4%
32.	<a href="http://nsdl.org/resource/2200/20061002175237696T">http://nsdl.org/resource/2200/20061002175237696T</a>	82	0.4%
33.	<a href="http://nsdl.org/resource/2200/20071009175010104T">http://nsdl.org/resource/2200/20071009175010104T</a>	79	0.3%
34.	<a href="http://nsdl.org/resource/2200/test.20061004102436975T">http://nsdl.org/resource/2200/test.20061004102436975T</a>	67	0.3%
35.	<a href="http://nsdl.org/resource/2200/20080618233935046T">http://nsdl.org/resource/2200/20080618233935046T</a>	66	0.3%
36.	<a href="http://nsdl.org/resource/2200/20061002200353417T">http://nsdl.org/resource/2200/20061002200353417T</a>	66	0.3%
37.	<a href="http://nsdl.org/resource/2200/20061003162938277T">http://nsdl.org/resource/2200/20061003162938277T</a>	62	0.3%
38.	<a href="http://nsdl.org/resource/2200/20061002185204693T">http://nsdl.org/resource/2200/20061002185204693T</a>	62	0.3%
39.	<a href="http://nsdl.org/resource/2200/20061003230008455T">http://nsdl.org/resource/2200/20061003230008455T</a>	59	0.3%
40.	<a href="http://nsdl.org/resource/2200/20061129103419947T">http://nsdl.org/resource/2200/20061129103419947T</a>	58	0.3%
41.	<a href="http://nsdl.org/resource/2200/20080423151621493T">http://nsdl.org/resource/2200/20080423151621493T</a>	58	0.3%
42.	<a href="http://nsdl.org/resource/2200/20061003172507764T">http://nsdl.org/resource/2200/20061003172507764T</a>	57	0.2%
43.	<a href="http://nsdl.org/resource/2200/20080102112435977T">http://nsdl.org/resource/2200/20080102112435977T</a>	57	0.2%
44.	<a href="http://nsdl.org/resource/2200/20061219134358554T">http://nsdl.org/resource/2200/20061219134358554T</a>	56	0.2%
45.	<a href="http://nsdl.org/resource/2200/test.20061004102547443T">http://nsdl.org/resource/2200/test.20061004102547443T</a>	55	0.2%
46.	<a href="http://nsdl.org/resource/2200/20080423152200460T">http://nsdl.org/resource/2200/20080423152200460T</a>	52	0.2%
47.	<a href="http://nsdl.org/resource/2200/20071009175029202T">http://nsdl.org/resource/2200/20071009175029202T</a>	50	0.2%

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Custom Insight 4 Report			
48.	http://nsdl.org/resource/2200/20061219130550474T	50	0.2%
49.	http://nsdl.org/resource/2200/test.20061004094954194T	50	0.2%
50.	http://nsdl.org/resource/2200/20071009181041200T	49	0.2%
Total		22,904	

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# Custom Insight 1 Report

Reporting Date: November 2009

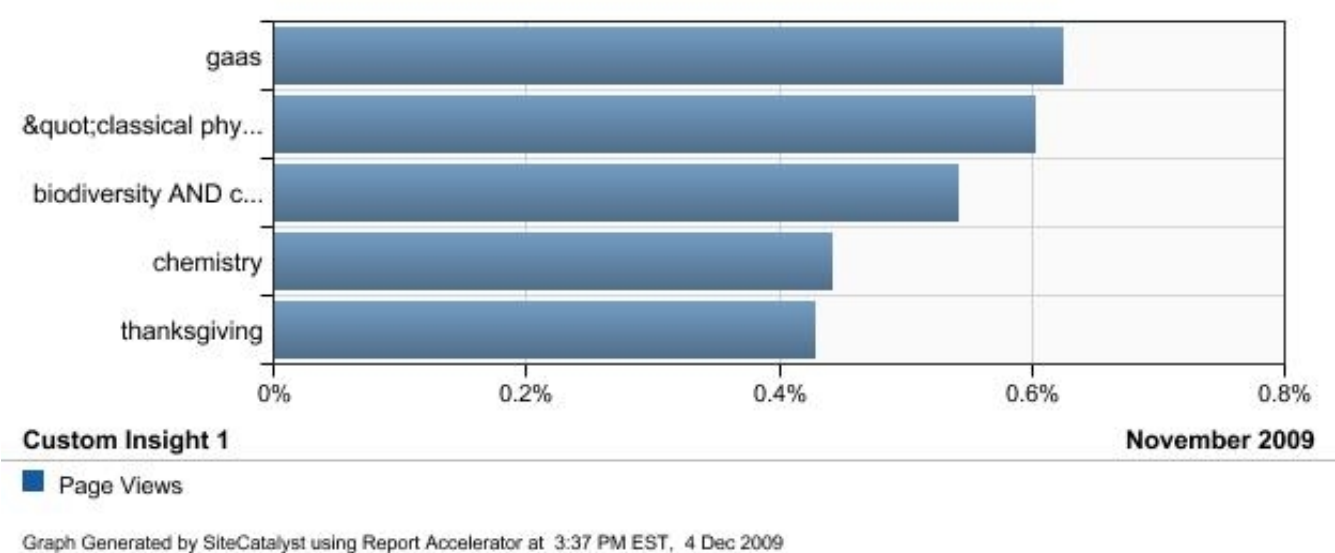
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 1		Page Views	
1.	gaas	144	0.6%
2.	&quot;classical physics&quot;	139	0.6%
3.	biodiversity AND conservation	125	0.5%
4.	chemistry	102	0.4%
5.	thanksgiving	99	0.4%
6.	relativity AND einstein	87	0.4%
7.	xml	76	0.3%
8.	lom	74	0.3%
9.	cells	69	0.3%
10.	jakubowski	68	0.3%
11.	math	59	0.3%
12.	photosynthesis	53	0.2%
13.	biology	52	0.2%
14.	clock	50	0.2%
15.	plants	48	0.2%
16.	physics	44	0.2%
17.	electricity	42	0.2%
18.	mathematics	42	0.2%
19.	em waves	41	0.2%
20.	science	40	0.2%

## CONFIDENTIAL

Custom Insight 1 Report			
21.	digital libraries	39	0.2%
22.	algae experiments	38	0.2%
23.	solar system	37	0.2%
24.	weather	36	0.2%
25.	nuclear videos	36	0.2%
26.	aerodynamics	36	0.2%
27.	bridge	36	0.2%
28.	digital divide and high school students	35	0.2%
29.	grace hopper	35	0.2%
30.	database	35	0.2%
31.	microbes	34	0.1%
32.	nikola tesla	34	0.1%
33.	energy	34	0.1%
34.	cumulonimbus clouds	33	0.1%
35.	genetics	33	0.1%
36.	global warming	33	0.1%
37.	black holes	33	0.1%
38.	love	32	0.1%
39.	osmosis	31	0.1%
40.	nanotechnology	31	0.1%
41.	algebra	31	0.1%
42.	lesbian*	30	0.1%
43.	forensics	30	0.1%
44.	physics simulation	30	0.1%
45.	sun	29	0.1%
46.	alternative energy	29	0.1%
47.	solar energy	29	0.1%
48.	neptune	29	0.1%
49.	Astronomy	28	0.1%
50.	cloning	28	0.1%
Total		23,017	

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# Custom Insight 1 Report

Reporting Date: November 2009

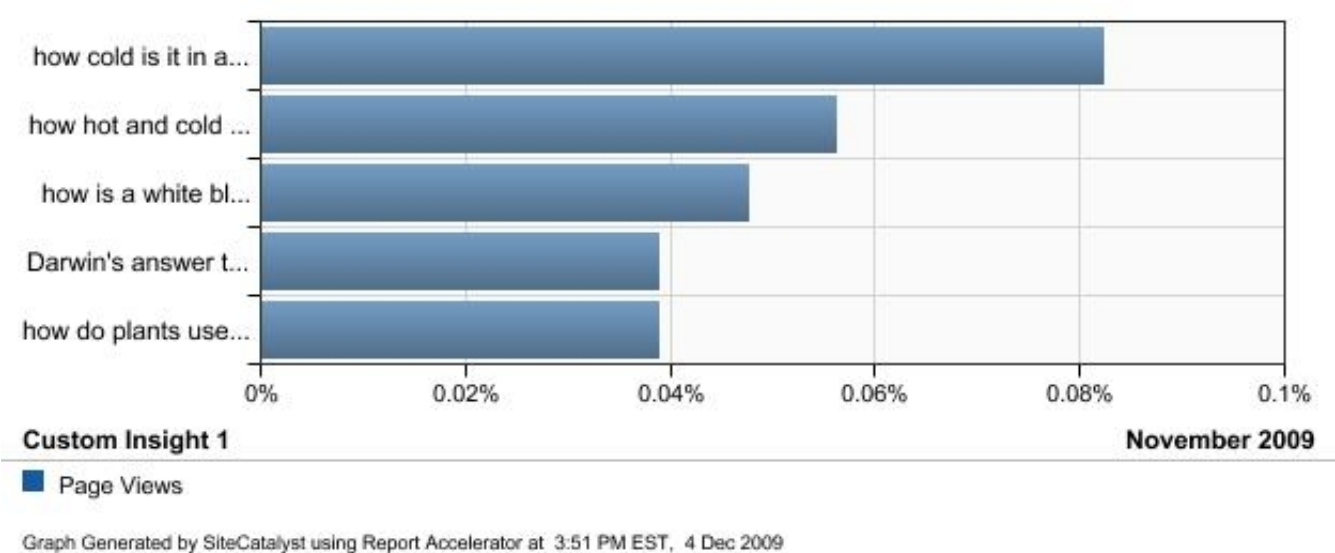
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 1		Page Views	
1.	how cold is it in a rink	19	8.9%
2.	how hot and cold air effect a basketball	13	6.1%
3.	how is a white blood cell formed	11	5.2%
4.	Darwin's answer to how does individual variability effect natural selection	9	4.2%
5.	how do plants use energy	9	4.2%
6.	how dense is tap water	6	2.8%
7.	how homing pigeons know where home is	5	2.3%
8.	how it works	4	1.9%
9.	how to measure gravity	4	1.9%
10.	how much salt is in fresh water	3	1.4%
11.	how to classify	3	1.4%
12.	how smart are dogs?	3	1.4%
13.	how many moons does Saturn have	3	1.4%
14.	what is a spirit how to detect them	3	1.4%
15.	How fast venus rotates	3	1.4%
16.	how many mars rovers are there	3	1.4%
17.	how to construct a school board	3	1.4%
18.	how the ears work science fair project	3	1.4%
19.	hhow high does bread rise	2	0.9%
20.	how to do an ollie	2	0.9%

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Custom Insight 1 Report		
21.	show a name of a microbe bacterium	2 0.9%
22.	why is it important to know how smoke effects the Transpiration in plants	2 0.9%
23.	how dense does water have to be for water to float on water	2 0.9%
24.	how computer are used in artificial intelligence?	2 0.9%
25.	how to protect you self from hurricanes	2 0.9%
26.	how animal live	2 0.9%
27.	how much nike spends on marketing	2 0.9%
28.	how whole in ozone layer will effect earth	2 0.9%
29.	how to calculate surface area of a circle	2 0.9%
30.	How to write a Grant	2 0.9%
31.	how-to science fair projects writing research	2 0.9%
32.	how the international space station started	2 0.9%
33.	how to make clay	2 0.9%
34.	how the universe was created	2 0.9%
35.	darwins answer to how does individual variability effect natural selection	2 0.9%
36.	how a potato battery works	2 0.9%
37.	how has technology changed over time	2 0.9%
38.	how leaves change colors	2 0.9%
39.	How do you convert solar energy to electricity	2 0.9%
40.	how does solar energy convert to electricity	2 0.9%
41.	bread without yeast how high does it rise	1 0.5%
42.	how to soak up a oil spill	1 0.5%
43.	how does a oil rig work	1 0.5%
44.	how high does bread rise	1 0.5%
45.	how does smoke effect transpiration in plants	1 0.5%
46.	how does a oil rig work on land'	1 0.5%
47.	How much bad is strawberry water? and how can you make it cleaner?	1 0.5%
48.	how light effects the growth of grass	1 0.5%
49.	how homing pigeons know	1 0.5%
50.	how big is earth	1 0.5%
Total		213 0.9%

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# Custom Insight 1 Report

Reporting Date: November 2009

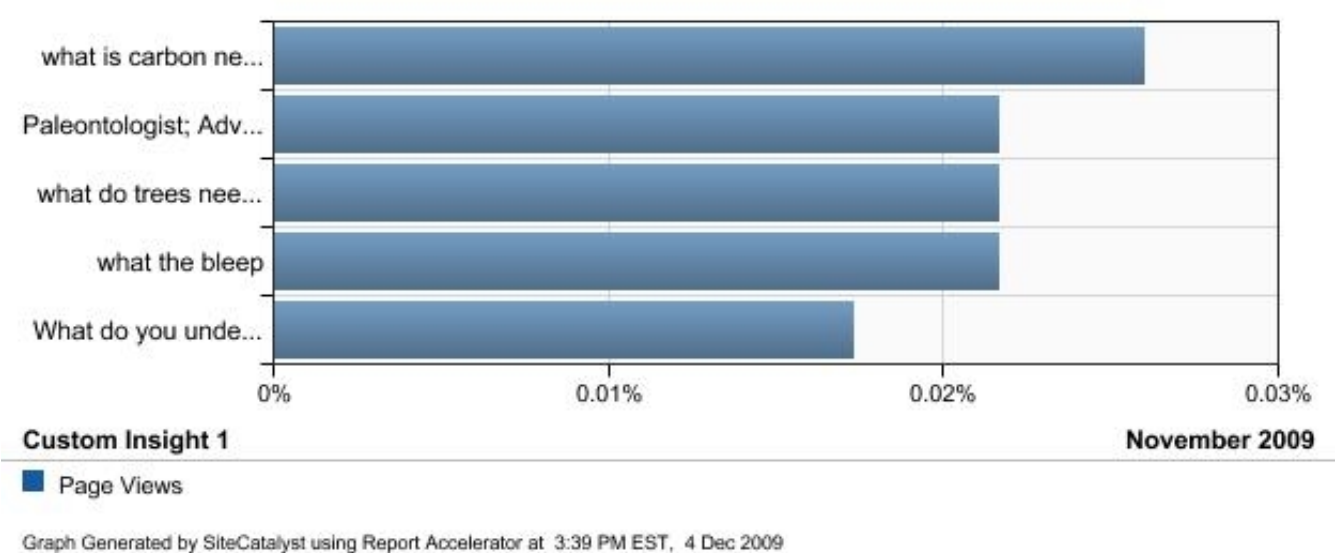
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 1		Page Views	
1.	what is carbon neutral	6	4.2%
2.	Paleontologist; Advice for Students Parents; career; What is paleontology?; dinosaur; study of the h	5	3.5%
3.	what do trees need to grow	5	3.5%
4.	what the bleep	5	3.5%
5.	What do you understand by MIS	4	2.8%
6.	breast cancer AND what causes breast cancer	4	2.8%
7.	what is water used for?	3	2.1%
8.	what is the differrence between genral properties and specific properties	3	2.1%
9.	what is a spirit how to detect them	3	2.1%
10.	what is in solar system	3	2.1%
11.	what is glycerin	3	2.1%
12.	What is Constantinople	3	2.1%
13.	what is a whirlpool	2	1.4%
14.	what+is+the+forgiving+method	2	1.4%
15.	what is oil	2	1.4%
16.	what do hurricanes have on man	2	1.4%
17.	what is data analysis	2	1.4%
18.	what's my phase	2	1.4%
19.	What type of pill dissolves the fastest	2	1.4%

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Custom Insight 1 Report		
20.	what does a Zamboni run on	2 1.4%
21.	what is radioactive isotopes?	2 1.4%
22.	What is a diaper made up of	2 1.4%
23.	what is saturn's climate	2 1.4%
24.	what is the successs rate for interactive games for learning	2 1.4%
25.	what are lunar tides	2 1.4%
26.	whats the name of the chemicals inside our skin that makes us tan and it begins with M	2 1.4%
27.	what is baking powder	2 1.4%
28.	what is the forgiving method	1 0.7%
29.	what language does pi come from	1 0.7%
30.	what is chernobyl	1 0.7%
31.	what does sugar do in bread	1 0.7%
32.	What type of pill dissolves the fastest	1 0.7%
33.	what+language+does+pi+come+from	1 0.7%
34.	what makes bread rise?	1 0.7%
35.	What the Bleep: Physics	1 0.7%
36.	&quot;What the Bleep?&quot; Physics	1 0.7%
37.	what defines enough information	1 0.7%
38.	what conserves heat best?	1 0.7%
39.	what is the deers diet6	1 0.7%
40.	what does a zamboni run on	1 0.7%
41.	what color absorbs energy best?	1 0.7%
42.	what is smog	1 0.7%
43.	what causes volcanoes and what effect do they have on the earth's surface	1 0.7%
44.	what effect do hurricanes have on man	1 0.7%
45.	what year did voyager 2 Saturn	1 0.7%
46.	what year did voyager 2 reach Saturn	1 0.7%
47.	what are height anomalies	1 0.7%
48.	what the peep	1 0.7%
49.	What produces pressure belts	1 0.7%
50.	what is stem	1 0.7%
Total		142 0.6%

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# Custom Insight 1 Report

Reporting Date: November 2009

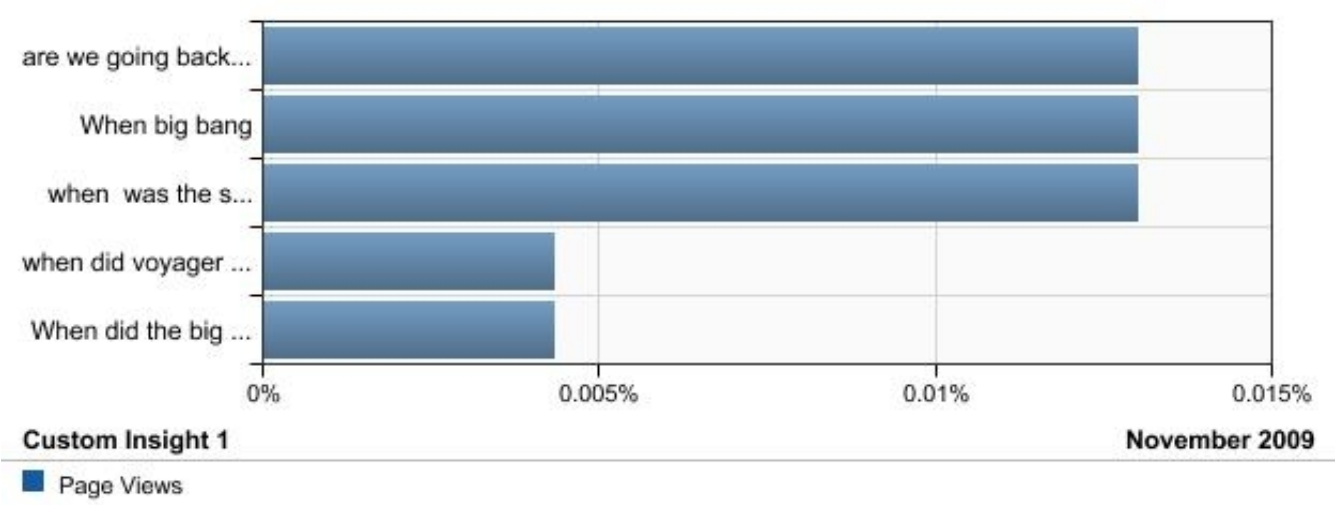
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



Graph Generated by SiteCatalyst using Report Accelerator at 3:43 PM EST, 4 Dec 2009

## Details

Custom Insight 1		■ Page Views
1.	are we going back to the moon if so when will we be going back	3 20.0%
2.	When big bang	3 20.0%
3.	when was the sun formed	3 20.0%
4.	when did voyager 2 reach saturn	1 6.7%
5.	When did the big bang happen	1 6.7%
6.	when was Saturn created	1 6.7%
7.	when was wedge invented	1 6.7%
8.	when are we going back to the moon	1 6.7%
9.	how do we know when the sun was formed	1 6.7%
Total		15 0.1%

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# Custom Insight 1 Report

Reporting Date: November 2009

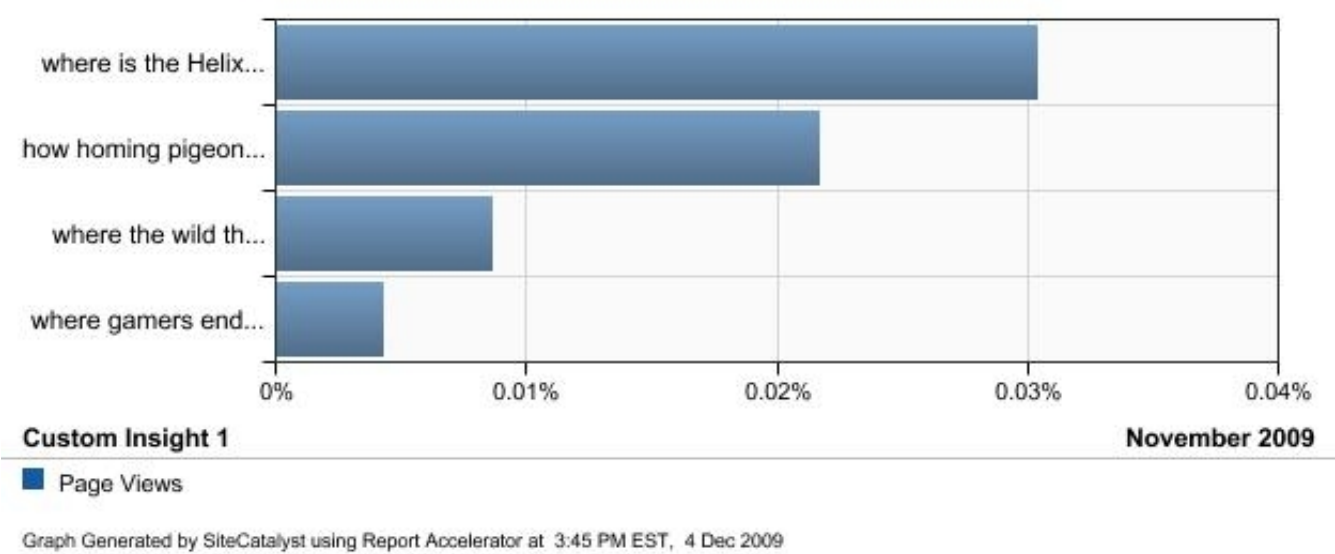
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 1		Page Views	
1.	where is the Helix Nebula located?	7	46.7%
2.	how homing pigeons know where home is	5	33.3%
3.	where the wild things are	2	13.3%
4.	where gamers end up	1	6.7%
Total		15	0.1%

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# Custom Insight 1 Report

Reporting Date: November 2009

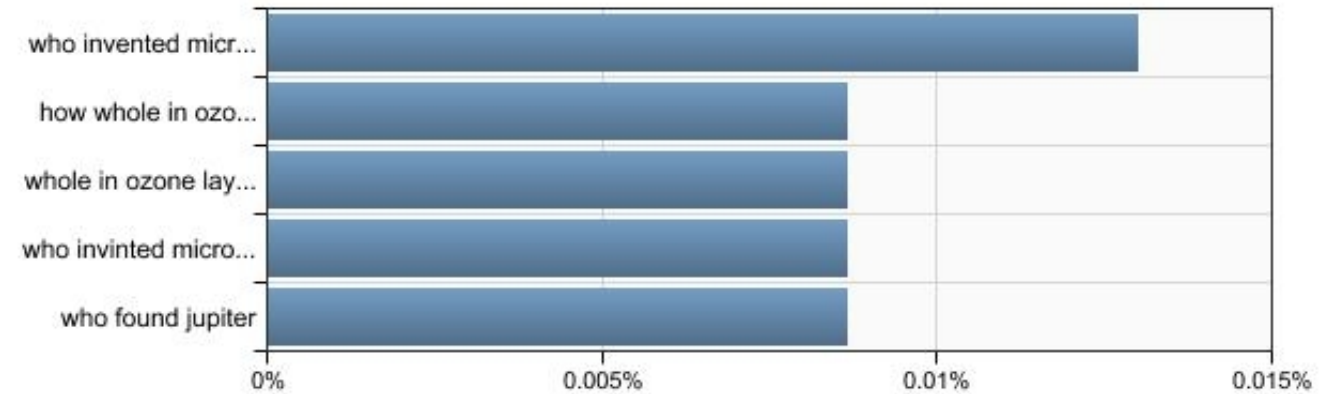
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



Custom Insight 1

November 2009

■ Page Views

Graph Generated by SiteCatalyst using Report Accelerator at 3:39 PM EST, 4 Dec 2009

## Details

Custom Insight 1		■ Page Views	
1.	who invented microwave oven	3	16.7%
2.	how whole in ozone layer will effect earth	2	11.1%
3.	whole in ozone layer	2	11.1%
4.	who invinted microwave oven	2	11.1%
5.	who found jupiter	2	11.1%
6.	who discovered the importance of the brain.	1	5.6%
7.	doctor who	1	5.6%
8.	who discovered the importance of the brain about 400 years ago	1	5.6%
9.	who found Jupiter	1	5.6%
10.	who found the first nematode?	1	5.6%
11.	who discovered the element gold	1	5.6%
12.	there was an old lady who swallowed a fly	1	5.6%
Total		18	0.1%

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# Custom Insight 1 Report

Reporting Date: November 2009

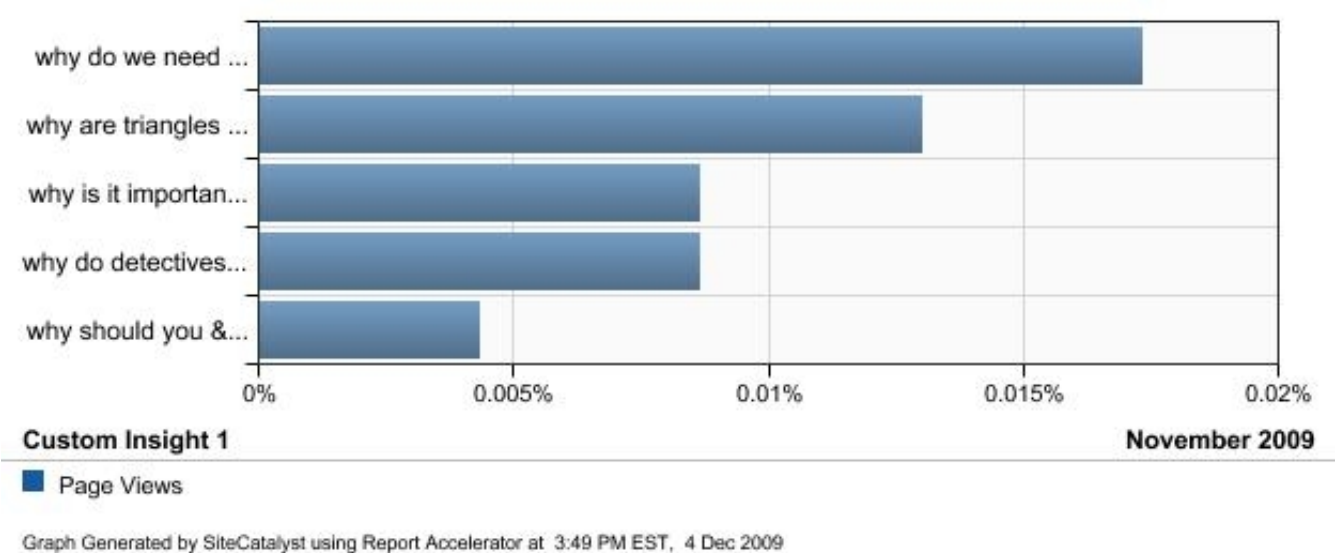
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



## Details

Custom Insight 1		■	Page Views
1.	why do we need muscle? pdf	4	23.5%
2.	why are triangles strong	3	17.6%
3.	why is it important to know how smoke effects the Transpiration in plants	2	11.8%
4.	why do detectives use dna fingerprinting	2	11.8%
5.	why should you &quot;undo&quot;any addition or subtractionbefore you &quot;undo&quot;the multiplicat	1	5.9%
6.	why is plastic not biodegradeable	1	5.9%
7.	Why is impossible to measure both the posotion and the momentum of an atomic particleUncertainty Pri	1	5.9%
8.	Why doesn't the electron fall into the nucleus	1	5.9%
9.	why does salt melt ice	1	5.9%
10.	why does the climate change	1	5.9%
Total		17	0.1%

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