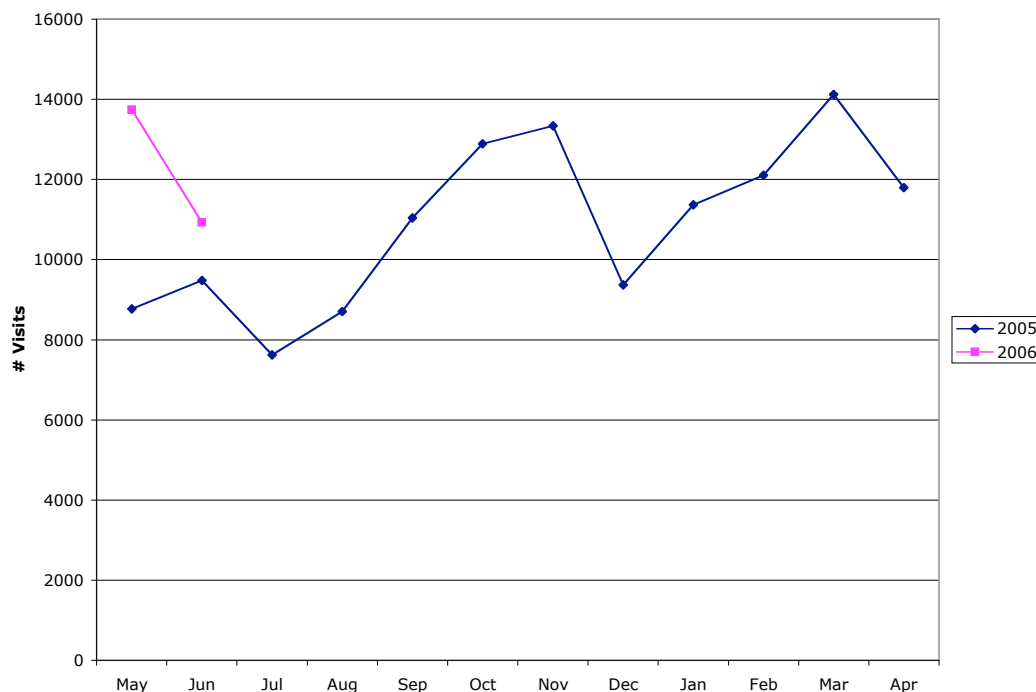


## Omniture Webmetrics Report (June 2006)

### 1 Visits to nsdl.org



Visits to nsdl.org fell from 13,743 in May 2006, to 10,932 in June 2006, a 20.5% decrease. This decrease was expected, as nsdl.org visits have decreased in previous May-July periods (presumably the school vacation) and then increased again in August (presumably the start of the school year). Visits to nsdl.org in June 2006 were 15.3% higher than June 2005 (visits in May 2006 were 56.6% higher than May 2005).

Annual traffic to nsdl.org is now between 130-140k visits a year:

Months	Visits	Increase
May 05 – April 06	130,608	n/a
June 05 – May 06	135,576	3.4%
July 05 – June 06	137,026	1.1%

### 2 Emerging problems with the Omniture implementation

NSDL-wide visits for June 2006 was 91,793. This is down from the 99,393 visits for May 2006. A closer examination of these statistics shows some emerging problems with the Omniture implementation.

*Example 1. Individual project metrics are declining for no understandable reason*

Project A's metrics have declined steadily from a high of ~55k last October, to ~15k for this June. I contacted project A, and although they had also noted the decline, they could offer no explanation for it.

*Example 2. Individual project metrics have disappeared*

Project B was reporting ~20k visits/month until mid-May, when reported traffic dropped to zero. I contacted the project and was told that this decline had been noted and was due to a site redesign, and that the Omniture code would be reinstated. To date, this has not occurred.

*Example 3. Site implementation is neither standard nor uniform*

Project C has a number of pages that display an NSDL logo, which are not instrumented with Omniture. I contacted the project and they explained that they make a distinction between 'originally funded by' and

'currently supported by' NSDL. They host a number of projects originally funded by NSDL but now supported by other sources, and they did not track these with Omniture. They are considering adding these projects to their Omniture reporting, pending approval from various PIs.

*Example 4. Pathways project staff are hard to contact*

Some Pathways staff are hard to reach by email, or do not respond to email. For various reasons they are unable/not capable of implementing Omniture themselves, but have to rely on other developers to do this.

Emerging issues

Problems with implementing the Omniture code could have led to the loss of as much as an estimated 50k visits a month from the Omniture statistics. That is, [nsdl.org/Pathways/DLESE](http://nsdl.org/Pathways/DLESE) traffic could be running at up to 140k visits/month (~1.68m/year), versus the reported 90k/month (~1.08m/year). In the case of project C, the lost traffic is not estimable, because Omniture was never implemented in the first place.

CI contracted Omniture's services in order to address the problems associated with measuring and reporting webmetrics across a range of web sites. It was thought that Omniture would permit CI to implement and remotely collect standard webmetrics across all Pathways. It appears however that there are several obstacles to achieving these goals, including:

- lack of time and/or technical expertise at the Pathways staff/PI level
- lack of access to project servers (Pathways staff/Pis have to ask developers somewhere else to implement the Omniture code)
- lack of clear understanding by CI and/or Pathways of the organizational/funding/political boundaries between/within projects
- lack responsiveness of Omniture contacts in Pathways

As a consequence, we do not know:

- whether Pathways have implemented Omniture as expected/requested by CI
- whether they have implemented Omniture everywhere that they should have
- what stage their implementation is at
- what the state of Pathways' knowledge about Omniture is
- etc.

Note that we also do not know *to what extent the Pathways themselves know the answers to these questions*. That is, the problem here is not just a question of some missing information that we can ask the Pathways to collect and provide; rather, it is that we (CI) have no understanding of how well the Pathways understand Omniture, nor to what extent they understand how to collect the information we require.

I think that we may have been partly misled by ease of the Omniture implementation here at [CI/nsdl.org](http://CI/nsdl.org). In the case of [nsdl.org](http://nsdl.org), we have:

- the technical expertise to implement Omniture
- a well-bounded and described Internet domain for implementation ([nsdl.org](http://nsdl.org))
- code that generates the Omniture script for each page as it is loaded

Any or all of these conditions may be missing in the case of various Pathways projects.

I have talked with Karen H about initiating some kind escalation process here, whereby we would get back to Pathways PIs about their individual Omniture implementations. However, given that the PIs may not understand what Omniture involves, I'm not sure how useful this might be. At the moment therefore I'm not sure how to address these problems, and would appreciate any feedback from CI members on these issues. As a reminder, we are currently spending ~\$20k+/p.a. on the Omniture contract.