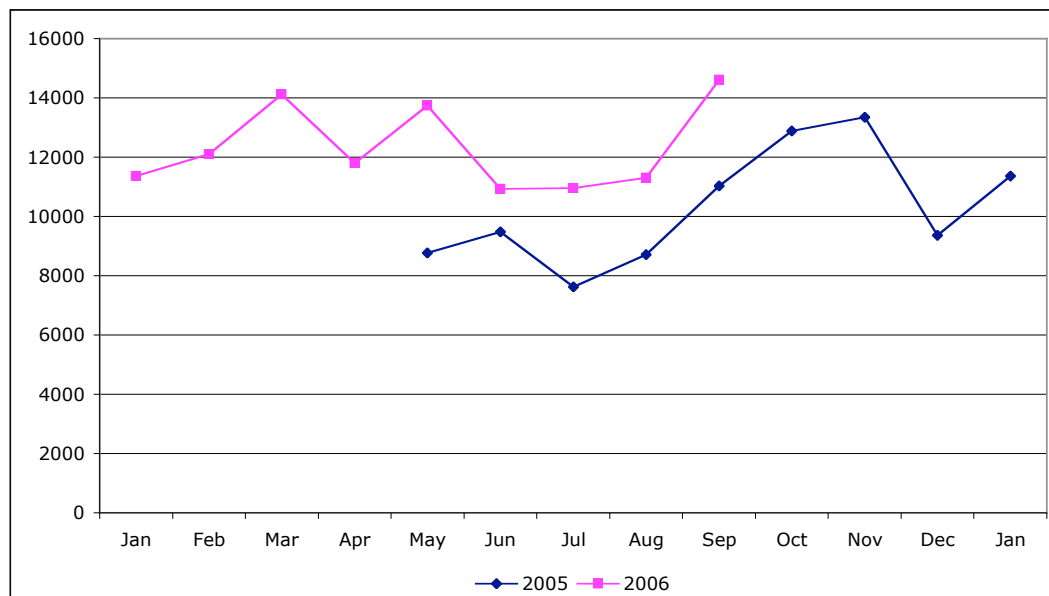


Omniture Webmetrics Report (September 2006)

1 Visits

The chosen webmetric for measuring nsdl.org use is the visit. For evaluation purposes, a visit by a user to nsdl.org represents an attempt by that user to do something with NSDL. The visit is chosen as a webmetric in preference to more standard webmetrics such as pageviews (see below). For the month of September 2006:

- Monthly visits to nsdl.org rose from 11,299 in August 2006, to 14,615 in September 2006
- Annual visits to nsdl.org for the year ending September 30 2006 rose to 148,510
- Annual rate of growth of visits to nsdl.org is, very approximately, 30% p.a.



Visits per month:

Month	Visitors	Increase (n)	Increase (%)
Jun 06	10,932	-2,811	-20.5%
Jul 06	10,963	31	0.3%
Aug 06	11,299	336	3.1%
Sep 06	14,615	3316	29.3%

Visits per 12-month period:

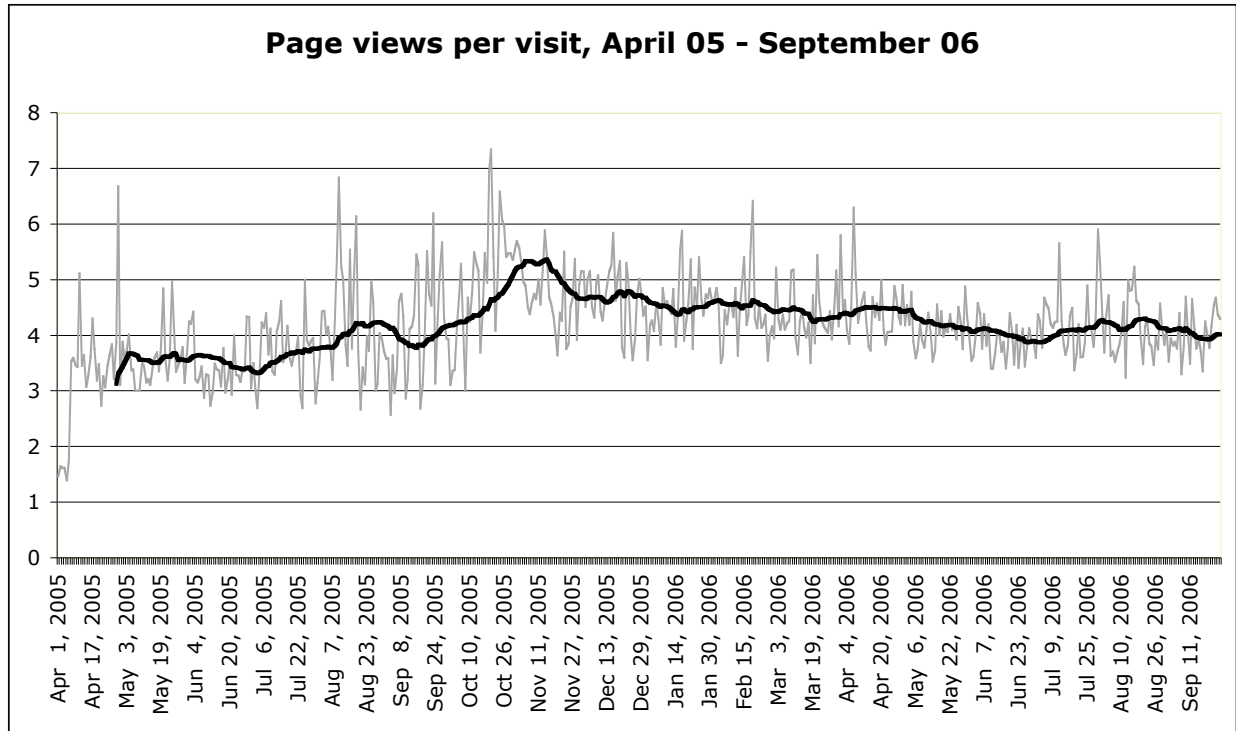
12-month period	Visits	Increase (n)
Aug 05 - Jul 06	140,364	3,338
Sep 05 - Aug 06	142,956	2,592
Oct 05 - Sep 06	148,510	5,554

12-month increase, by month:

Month	2005	2006	Increase (n)	Increase (%)
May	8,775	13,743	4,968	56.7%
June	9,482	10,932	1,450	15.3%
July	7,625	10,963	3,338	43.8%
August	8,707	11,299	2,592	29.8%
September	11,036	14,615	3,579	32.4%
October	12,888	--	--	--

2 Pageview metrics for nsdl.org

A more standard industry webmetric is that of the pageview, that is, the number of times that pages on a web site that are viewed by visitors. There are a number of problems with using page views as a webmetric.¹ For instance, a site with poor navigation can generate a lot of page views, but a bad user experience.



Page views at nsdl.org, with 28-day moving average

In the case of nsdl.org, while the number of overall page views has increased, the average number of page views per visit has been slowly declining since November 2005, from approximately 5 page views per visit, to approximately 4 page views per visit (see Figure). However, the fact that there was a site redesign of nsdl.org in the second half of 2005 makes it impossible to decide whether this decline in pageview statistics is due to lower user satisfaction with NSDL or, conversely, with improved navigation on nsdl.org.

For the record, from January to September 2006, Omniture recorded 476,234 page views, an average of approximately 53,000 page views per month. As NSDL use will increase in the Fall of 2006, it seems likely that nsdl.org will receive approximately 700,000 page views for 2006.

¹ See for example 'Pageviews are obsolete' (<http://evhead.com/2006/08/pageviews-are-obsolete.asp>); 'MySpace: Unstoppable force or unnecessary click factory?' (<http://www.mikeindustries.com/blog/archive/2006/04/myspace-click-factory>).