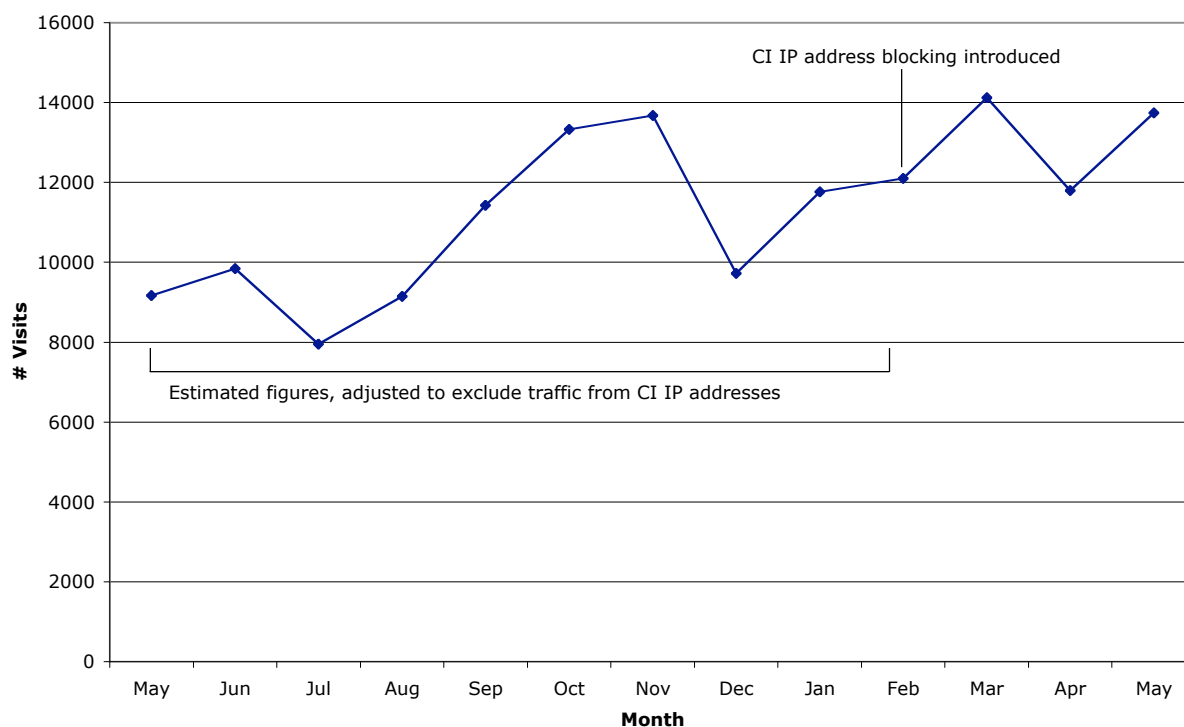


## Omniture Webmetrics Report #4 (May 2006)

### Visits per Month, May 05 - May 06



The number of visits to nsdl.org rose from 11,797 in April 2006, to 13,743 in May 2006. This is a 16.5% increase.

#### science.gov

This increase was a little unexpected. Based on AWStats records of previous annual fluctuations, it was expected that traffic would increase only slowly in May, as the school year comes to an end. An examination of referring domains shows however that May saw a sharp increase in traffic from the science.gov web site. Science.gov added nsdl.org to its collection at the end of April. In May, science.gov was by far the largest non-search engine referrer to nsdl.org, referring 2171 visitors, that is, 30% of all non-search-engine referrals to nsdl.org. Google, in comparison, referred 2509 visitors. In other words, science.gov referred almost as many visitors to NSDL as Google did.

A person who searches science.gov and who then chooses NSDL resources is directed straight to the NSDL catalogue record page. Given that we may have thousands of visitors a month being directed to such pages, it may be worth considering how to make these pages more friendly for the first time user.

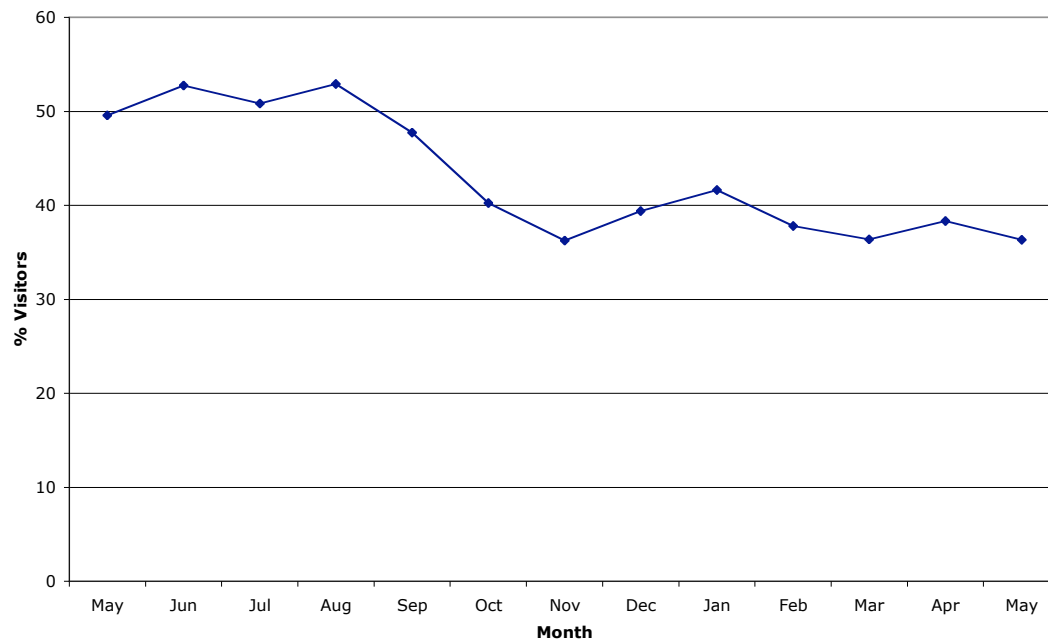
#### Year-on-year increase

May 2006 is the first month we can attempt a year-on-year comparison of Omniture data (the Omniture contract dates to October 2004, and regular data collection began in April-May 2005). This comparison is subject to the qualification that routine blocking of traffic from CI networks was only introduced at the end of January 2006. To 'normalise' the pre-January 2006 Omniture figures to exclude visits from CI, I have used estimates of CI traffic from 2005 supplied by Dean X, to revise downwards by roughly 5% the reported Omniture figures from May 2005 to January 2006.

Using to these revised figures, the number of visits to nsdl.org rose from 9,259 in May 2005, to 13,743 in May 2006. This is a 50% year-on-year increase.

## Site stickiness

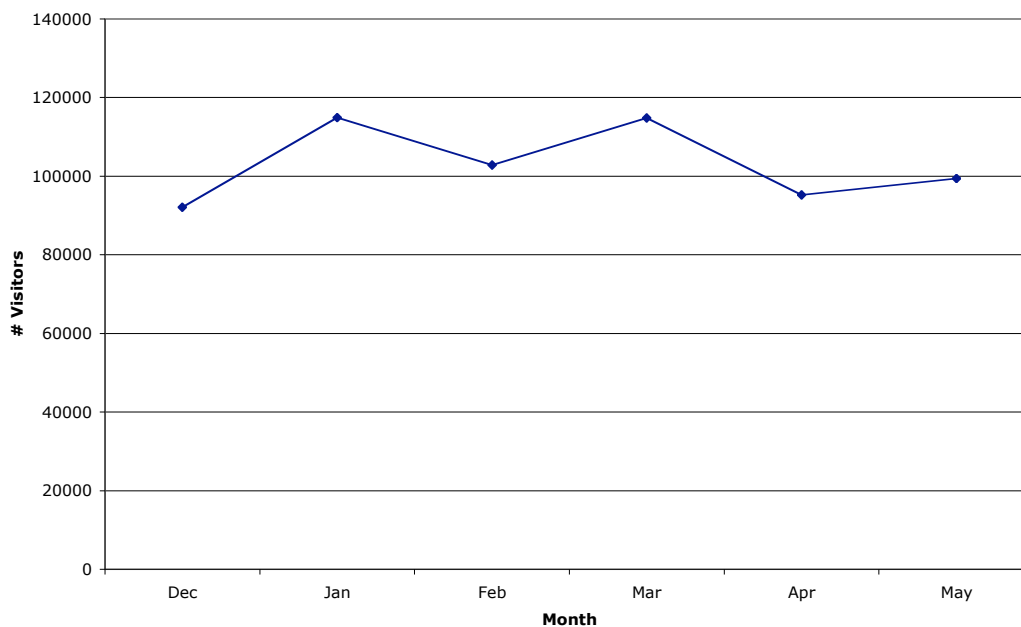
**% Visitors Looking at Front Page and then Leaving**



Site 'stickiness' – that is, the proportion of visitors who view more than one page in succession – appears to be increasing. Conversely, the number of people who view the nsdl.org front page, and who then leave, has been declining steadily since last summer (see figure).

## NSDL-wide Traffic

**All NSDL Traffic, Dec 05 - Apr 06**



Traffic to all Omniture-monitored NSDL projects has varied around the 100,000 visits/month level, since the end of 2005. It is too early to predict whether this traffic displays any kind of trend.