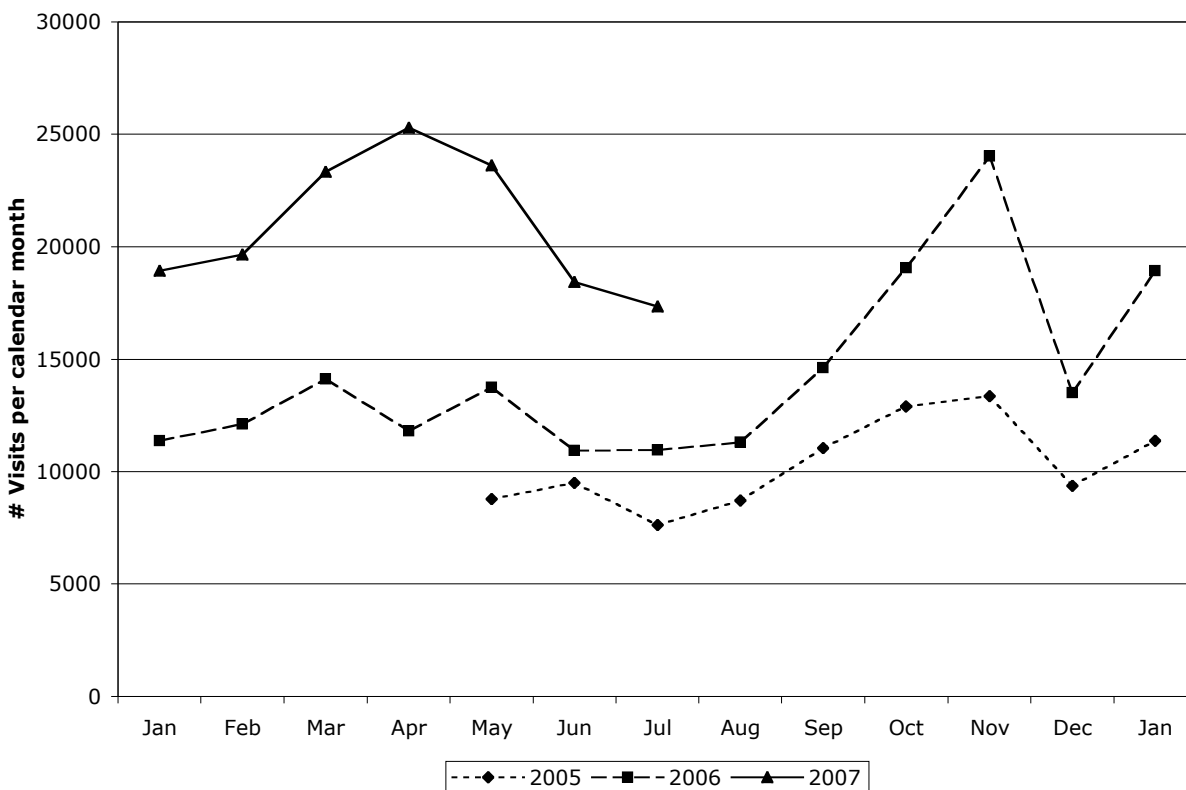


## NSDL USAGE REPORT – July 2007

### 1 nsdl.org



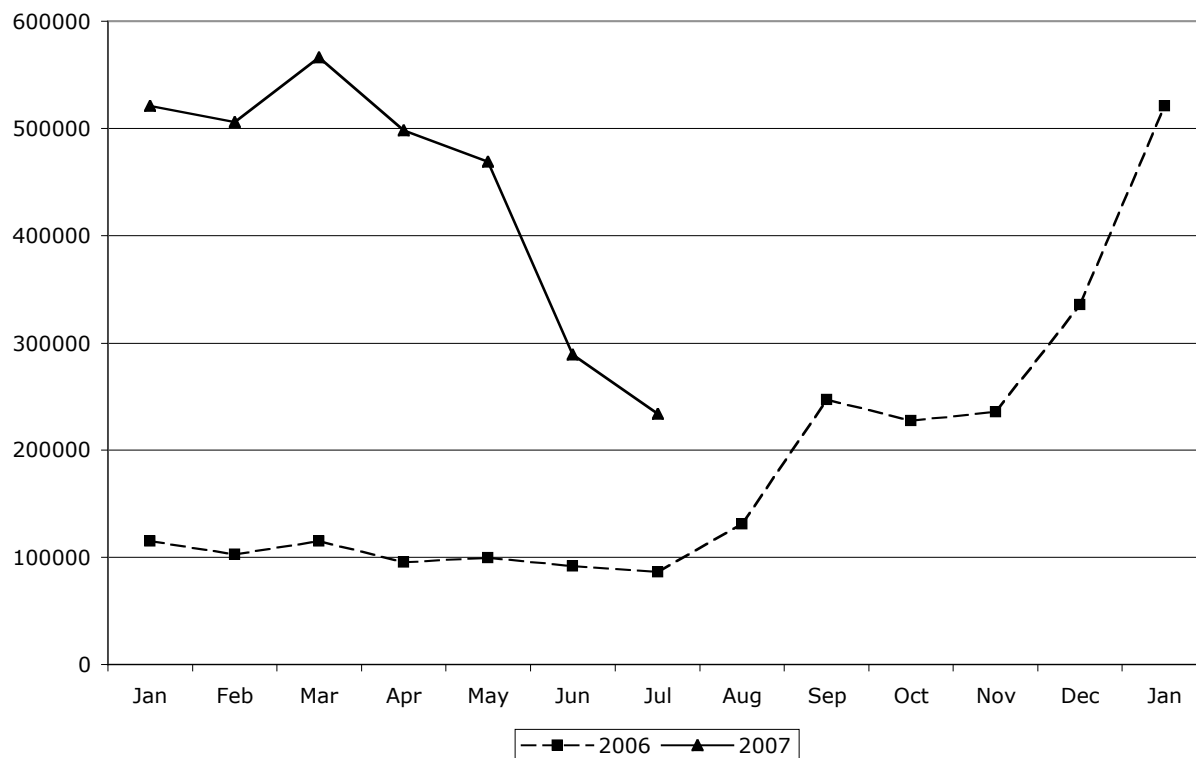
#### Visits to nsdl.org

- Monthly visits for July 2007 17,340
- Annual visits for 12 months ending July 31 2007 229,106

The rise in traffic from July 06 (10,963 visitors) to July 07 (17,340 visitors) represents a 58% year-on-year increase in visits to NSDL (see chart above). This annual rate of increase is in line with previous data from NSDL.

As in previous years, summer traffic to NSDL has been static, and will probably remain so through August, 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 July 2007 233,732
- Combined visits for the 12 months ending July 31 2007 4,260,067

Note that the peaks and troughs of this chart reflect both levels of traffic across NSDL, and also the varying status of Omniture implementation across various NSDL projects. As projects proceed or perhaps encounter obstacles with Omniture implementation, these figures will rise and fall. These figures represent therefore 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.