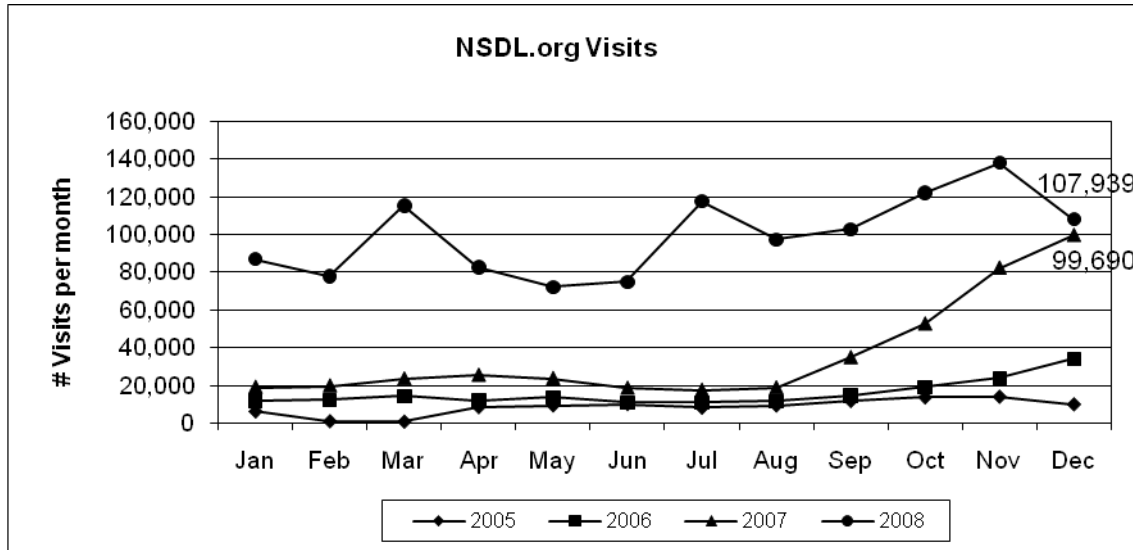


NSDL Usage Report – December 2008

1a. nsdl.org

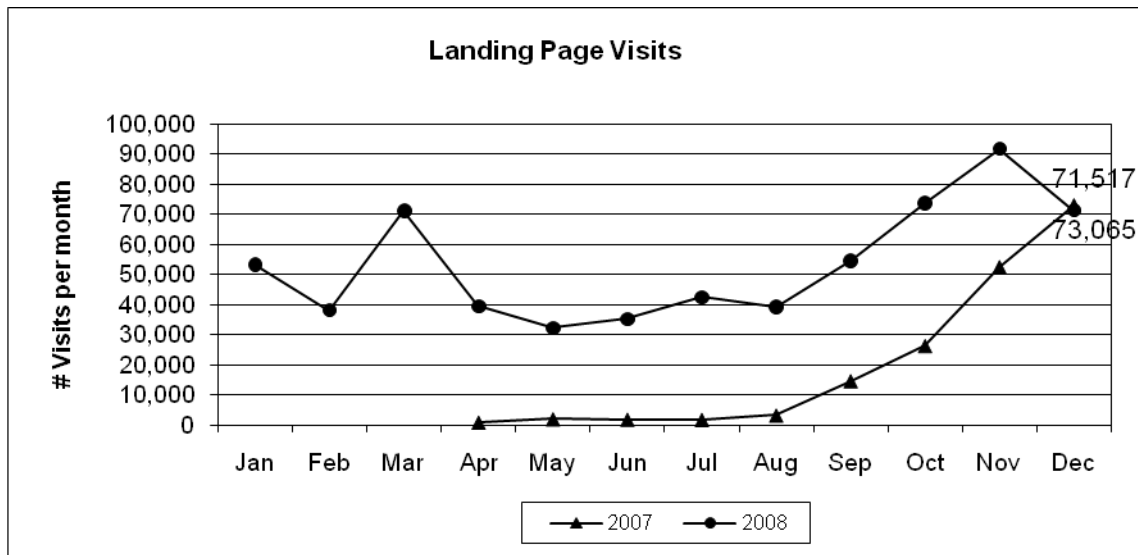


Visits to nsdl.org

- Monthly visits for December 2008 107,939
- Annual Visits for 12 months ending December 31, 2008 1,195,502

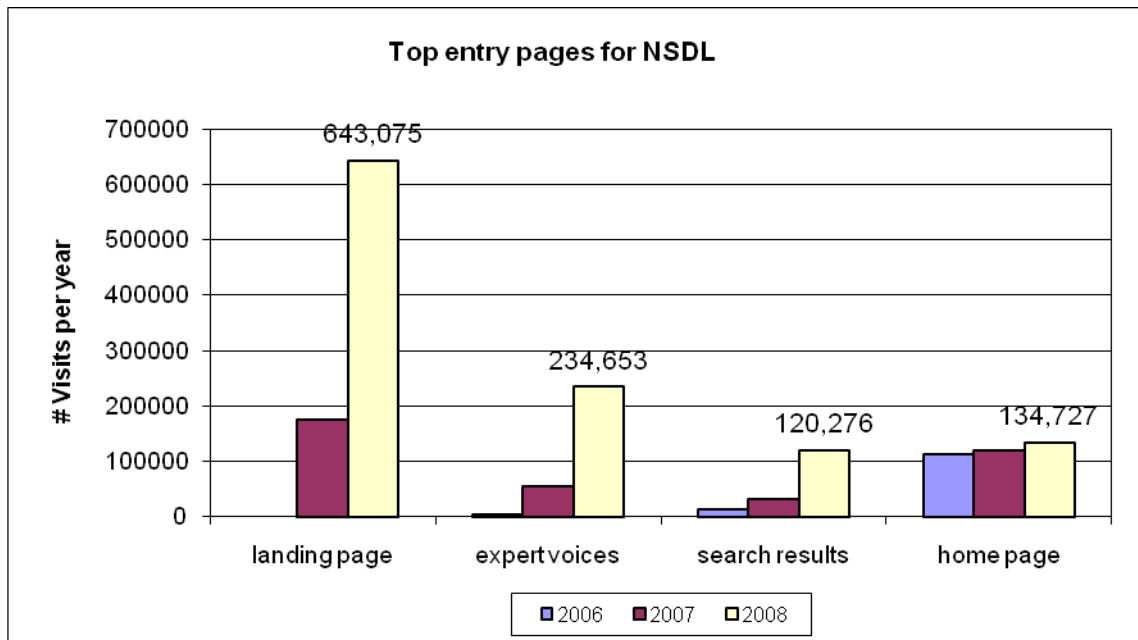
Comments

The rise in traffic from December 07 (99,690 visitors) to December 08 (107,939 visitors) represents an 8% year-on-year increase to visits to NSDL (see chart above). This is not in line with previous data.



The NSDL landing pages received approximately 20,000 less visits in December 2008 than in November 2008. This is not entirely unexpected as the NSDL landing pages received nearly the same loss between December 2007 and January 2008. Landing page visits experienced an increase from August through December in 2007 and from August through November in 2008. The reasons for this yearly pattern are not known at this time.

The NSDL landing page was the most popular page on NSDL (727,619 page views) in 2008 and represents the top way users enter NSDL (see chart below).



1b. Referring Traffic

	2005	2006	2007	2008
search engines	26,171	57,274	325,656	1,142,793
other websites	46,098	124,488	144,679	218,523
typed/bookmarked	44,403	76,326	93,861	149,508

Table 1. Referring traffic to nsdl.org

Referring traffic to nsdl.org from search engines, links from other websites and bookmarks continued to grow in 2008. Traffic from search engines grew 251% from the previous year.

The top external search engine search terms from 2008 tended to be a variation of *NSDL* or *National Science Digital Library*, indicating that users are specifically looking for NSDL.org. However, the NSDL specific terms made up less than 2% of all referring search engine traffic. This percentage is down from the ~5% for 2007 and suggests that more people are reaching nsdl.org who are searching for educational resources rather than NSDL itself.

1c. Search Terms

The top 10 search terms used in the NSDL.org search UI for the 2008 year and December 2008 are listed in the tables below.

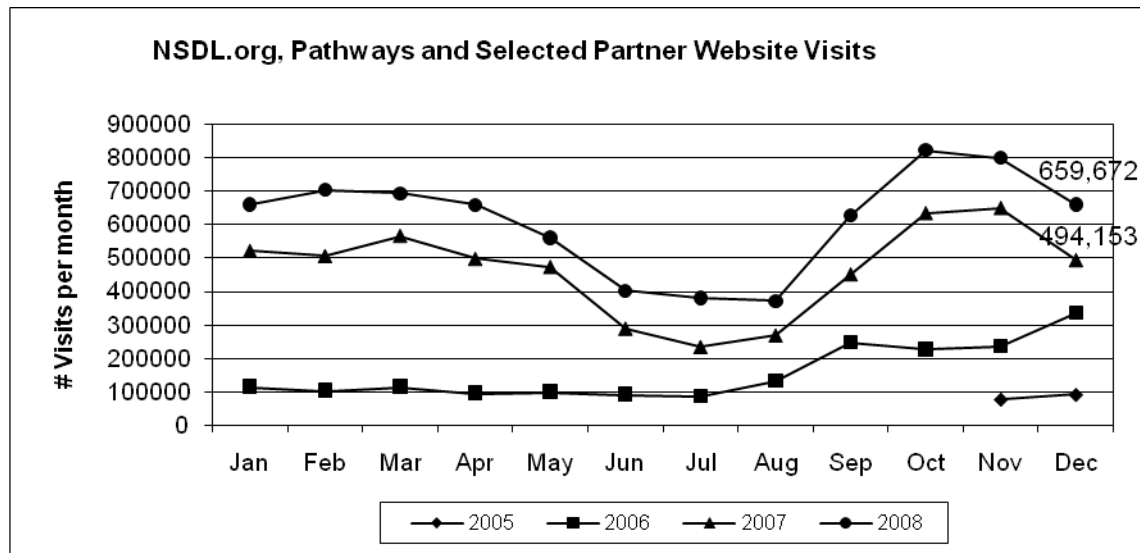
	Term	Count
1	chemistry	1,152
2	readwritethink.org	983
3	Earth system science	920
4	math	807
5	www.readwritethink.org	768
6	biology	706
7	physics	694
8	cells	681
9	global warming	668
10	weather	665

Table 2. Top 10 nsdl.org search terms for 2008

	Term	Count
1	"SE" OR "learning cycle"	277
2	steel	163
3	mathfrog	162
4	press%C3%A3o+venosa+central	133
5	wind turbine	130
6	www.readwritethink.org	128
7	chemistry	121
8	athletic+sign+in	106
9	multiplication.com	99
10	"nuclear power plant"	96

Table 3. Top 10 nsdl.org search terms for December 2008

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



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

- Combined visits for December 2008 659,672
- Combined visits for 12 months ending December 31, 2008 7,335,988

Comments

December 2008 traffic across all the NSDL Pathway and Partner sites instrumented by Omniture (including nsdl.org, DLESE, and some of the NSDL Pathways) was 659,672 visits (see chart above). Yearly traffic was up to 7 million visits.

4. 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,' 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.