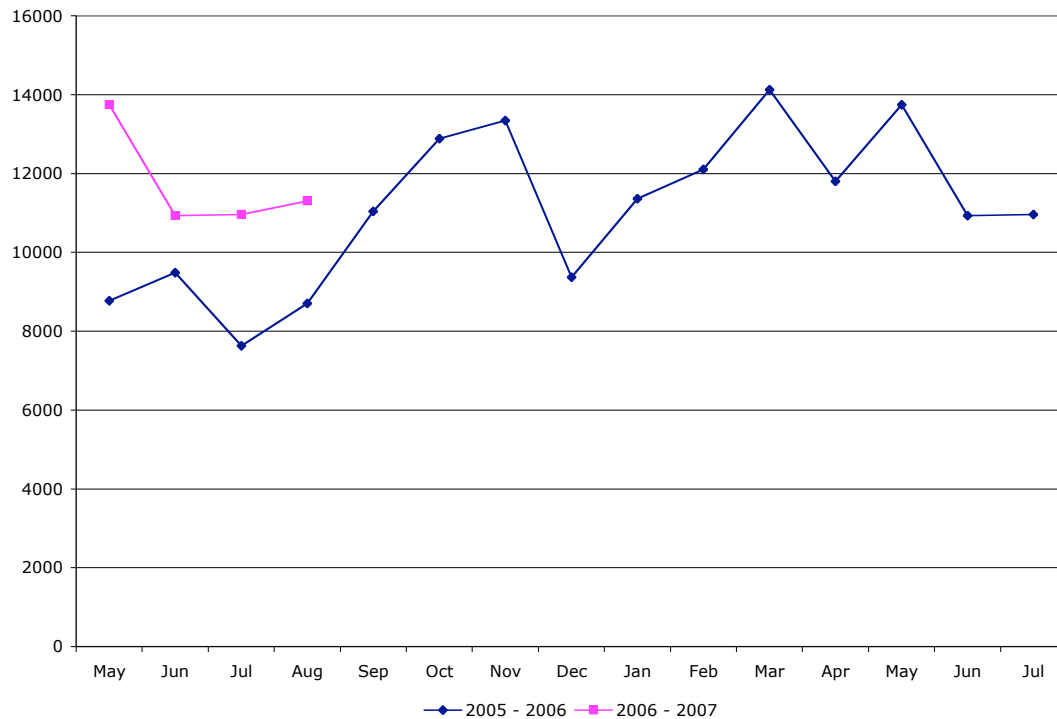


Omniure Webmetrics Report (August 2006)

- Monthly visits to nsdl.org rose to 11,299 in August 2006, from 10,963 in July 2006
- Annual visits to nsdl.org for the year ending August 31 2006 rose to 143,000
- Annual rate of growth in visits is, very approximately, 30%



Visits per month:

Month	Visitors	Increase (n)	Increase (%)
Mar 06	14,122	2,017	16.7%
Apr 06	11,797	-2,325	-16.5%
May 06	13,743	1,946	16.5%
Jun 06	10,932	-2,811	-20.5%
Jul 06	10,963	31	0.3%
Aug 06	11,299	336	3.1%

Visits per 12-month period:

12-month period	Visits	Increase (n)	Increase (%)
May 05 - Apr 06	130,608	n/a	n/a
Jun 05 - May 06	135,576	4,968	3.4%
Jul 05 - Jun 06	137,026	1,450	1.1%
Aug 05 - Jul 06	140,364	3,338	2.4%
Sep 05 - Aug 06	142,956	2,592	1.8%
Oct 05 - Sep 06	--	--	--

Annual 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	--	--	--
October	12,888	--	--	--

TRAFFIC ACROSS NSDL WEBSITES

The pathways want traffic directed to them from nsdl.org. This can be done in several ways:

- Users can perform a search, and on the search results page select the 'View all information information,' link, which takes them to the catalogue record, and on the catalogue record they can click on a link to the pathway in question
- Users can click on various links in the left nav, (e.g. 'About NSDL'), and then identify and click on links that will take them to the pathways

Referrals from nsdl.org both increase traffic to the pathways and provide proof-of-concept of NSDL as a federated repository. At the moment, according to Omniture, this traffic is quite low.

Measuring cross-program traffic

We can use Omniture to track how often pages on nsdl.org that link directly to pathway websites are viewed. One methodological qualification here is that is sometimes hard for the researcher (and the user) to locate exactly where these pages are in nsdl.org. Sometimes, they are not obviously identifiable as 'pathways pages,' neither in the text of the link that leads to these pages, nor in their URL, nor in the page title. Thus, we cannot be certain that when a user arrives at a 'top picks' page, it is because they have been looking for information about the pathways, and want to visit a pathway. Given these caveats, the Omniture figures for page views of nsdl.org pages with links to pathways on them, for the period January 1 to July 31 2006, are as follows:

Total page views for nsdl.org	370,371	%
NSDL pathways workshops page	226	0.06%
Front page > resources for > NSDL Community/Pathways	50	0.01%
Front page > About NSDL > Pathways		
Front page > resources for > K12 teachers/top picks	26	<0.01%
Front page > K12 Teachers > Top picks		
Front page > resources for > Librarians/top picks	4	<0.01%
Front page > Librarians > Top picks		
Front page > resources for > University Faculty/top picks	2	<0.01%
Front page > University Faculty > Top picks		
Total	308	0.08%

Given that the 'pathways workshops' page was likely not visited by users looking for pathways resources, but rather by developers connected with the pathways, the remaining 82 page views of nsdl.org pages with links to Pathways websites account for only 0.022% of all page views in nsdl.org for January to July 2007. Some of the sub-categories are rather low. For instance, only four visitors to the 'For Librarians' page, and only two visitors to the 'University Faculty' page, clicked through to 'top picks' page in a period of seven months.

While we cannot tell whether a visitor who viewed an nsdl.org page with a link to pathway was actually looking for that link, nor whether they actually clicked on that link, this low level of traffic can be triangulated in Omniture when we check referrals to pathways sites that come from nsdl.org.

Again, there are a number of caveats with these data, principally associated with the uneven implementation of Omniture amongst the pathways, which means that at the moment we only have reasonably consistent Omniture data from Teachers' Domain, comPADRE, and DLESE. However, following are some initial estimates for traffic from nsdl.org to the pathways.

comPADRE, May 17 - August 17 2006	n
Total referrals	59,073
From search engines	35,105
From typed/bookmarked URLs	8,690
From other web site links	15,278
From nsdl.org:	
From various nsdl.org/resources_for ... pages	128
From nsdl.org/about ... pages	6
From nsdl.org/browse ... pages	9
From nsdl.org/search ... pages (i.e. from the link on a catalogue record)	34

Approximately 177 (0.30%) of all comPADRE's referrals for this period came from nsdl.org.

DLESE, April 1 – July 31 2006	n
Total referrals	142,171
From search engines	69,555
From typed/bookmarked URLs	25,144
From other web site links	47,472
From nsdl.org:	
From various nsdl.org/resources_for ... pages	2
From nsdl.org/meeting ... pages	2
From nsdl.org/browse ... pages	25
From nsdl.org/resources_for ... pages	2
From nsdl.org/search ... pages (i.e. from the link on a catalogue record)	42

Approximately 71 (0.050%) of all DLESE's referrals for this period came from nsdl.org.

NEEDS, January 1 – August 18 2006	n
Total referrals	4,692
From search engines	1,087
From typed/bookmarked	2,187
Other web site referrals	1,418
From nsdl.org:	
From various nsdl.org/resources_for ... pages	145
From nsdl.org/news ... pages	4
From nsdl.org/about ... pages	17
From nsdl.org/browse ... pages	73
From nsdl.org/search ... pages (i.e. from the link on a catalogue record)	36

Approximately 275 (5.86%) of all NEEDS' referrals for this period came from nsdl.org.

Teachers' Domain, April 1 – July 31 2006	n
Total referrals	101,341
From search engines	79,919
From typed/bookmarked URLs	15,085
Other web site referrals	6,337
From nsdl.org:	
From nsdl.org/search ... pages (i.e. from the link on a catalogue record page)	26

Approximately 26 (0.026%) of all Teachers' Domain's referrals for this period came from nsdl.org.

ISSUES FOR DISCUSSION

The traffic from nsdl.org to the pathways/partners is lower than is desirable. How may this be addressed?

Reformatting the site navigation to emphasise role/nature of the pathways

As was noted above, the current layout of the navigation for nsdl.org appears to make it hard for visitors to find out about the existence of the pathways. Pages dedicated to the pathways are buried several layers deep on the site, and often are not labeled as such (but rather, for example, as 'top picks').

It makes sense I think to have a more prominent description of the pathways on nsdl.org. To this end, I have had some preliminary discussions with Teachers' Domain, and with Carol MM, with regard to placing a 'resource of interest'-style description of and link to Teachers' Domain on the front page of nsdl.org for several weeks (timing TBD, but this will hopefully coincide with the re-launch of Teachers' Domain at the end of September). I'd like to start with WGBH/Teachers' Domain, as they have a mature webmetrics implementation and expertise at their end, that I can work with to try and make sense of any changes in traffic that might be generated.

Link to a collection, versus link to a resource

I would like the pathway link to be to the pathway front page, rather than to a specific resource in the pathway. We can still have links to specific resources as well, in other 'resource of interest' spots. I suggest this because I think that there is an ongoing confusion amongst users with regard to the 'federated' organization structure of NSDL, and having an explanatory link to a pathway would be an opportunity to provide some contextualization for this federated structure. It would be interesting to see what users do if we do send them to a front page – do they then explore the site? This is something we can track with Omniture (for the pathways that have implemented Omniture, anyway).

Co-branding/quid pro quo

It would be *really useful* I think to have all the pathways reciprocate with a prominent link to nsdl.org on the front page of their own sites. We could frame this requirement as one that collectively would benefit the pathways, rather than nsdl.org. While it is not necessarily in the interest of pathway X to send their own users to nsdl.org, it *is* however in the interest of pathway X that other pathways send *their* users to nsdl.org, as once these users arrive, they will then be exposed to links that could point them back to pathway X. This is a kind of 'prisoner's dilemma' for federated DLs, in that it is in their overall interest for them all to cooperate on this, despite the apparent absence of an individual motivation.

DLESE's new 'resource of interest' spot

It's embedded AJAX, and allows the user to view a number of resources of interest, without taking up any more space, and without the user having to reload the front page. Check it out – it's very slick!