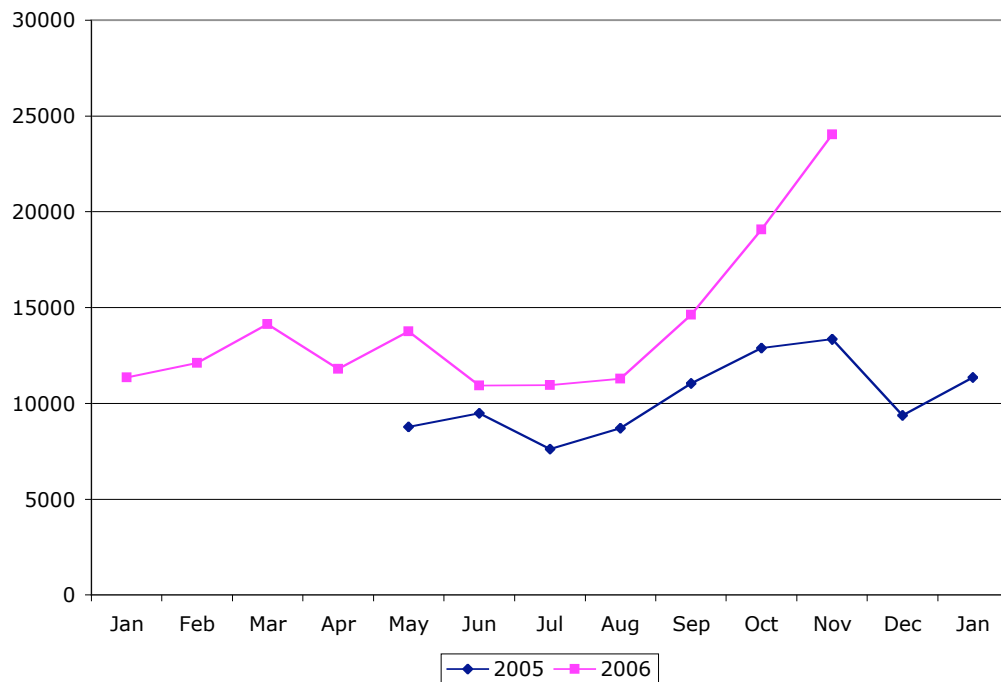


## NSDL USAGE REPORT (NOVEMBER 2006)



### Nsdl.org web site

#### 1. Visits to nsdl.org (see chart)

- For month of November 2006: 24,021
- For year ending November 30: 164,379

#### 2. Page views of nsdl.org

- For month of November 2006: 90,802
- For year ending November 30: 692,797

### Nsdl.org, Pathways, and DLESE websites

#### 3. Combined visits to nsdl.org, Pathways projects, and DLESE

- For month of November 2006: 235,477
- For year ending November 30: n/a

#### 4. Combined page views of nsdl.org, Pathways projects, and DLESE

- For month of November 2006: 888,506
- For year ending November 31: n/a

## NOTES

The preferred NSDL webmetric is the visit, rather than page views ('An Introduction to NSDL Webmetrics': [http://eval.comm.nsd.org/docs/06\\_webmetrics\\_intro.pdf](http://eval.comm.nsd.org/docs/06_webmetrics_intro.pdf)). Page views (the number of web pages viewed by visitors), are unreliable indicators of website use, for a number of reasons. For instance, a site with poor navigation could generate many page views (theoretically a good thing) but also a bad user experience (in practice a bad thing).<sup>1</sup>

### 1. Visits to nsdl.org

Visits to nsdl.org rose from 19,000 in October to 24,000 in November. A large proportion of this increase was due to the listing of nsdl.org as 'Site of the Day' at refdesk.com, which generated 3,327 visitors. Almost all of these visitors came through on November 13, the day nsdl.org was listed. We have also been added to the refdesk.com archives. I have contacted refdesk.com, to thank them for listing us.

December is traditionally a low traffic month for nsdl.org, and I would expect visits to decline over the next month.

### 2. Page views of nsdl.org

Visitors view an average of 4 to 5 pages per visit at nsdl.org, and we are approaching 100,000 page views a month.

### 3, 4. Visits to and page views of nsdl.org, Pathways projects, and DLESE

Combined traffic across nsdl.org, the Pathways, and DLESE, is approaching 1/4 million visitors and 1 million page views a month (again, this traffic will decrease over December). These figures are only approximate, as Omniture implementation across NSDL Pathways is still ongoing, and some sites still have to be included in overall the metrics.

Combined NSDL webmetrics only began to be implemented in December 2005, and so I will not be able to provide an initial picture of annual traffic until January 2007.

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<sup>1</sup>. See e.g.: '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>).