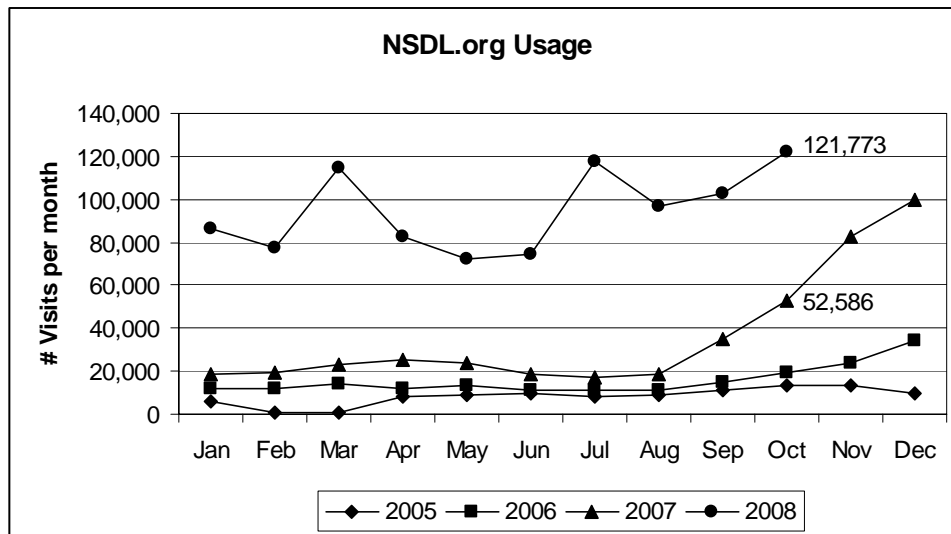


NSDL Usage Report – October 2008

1. nsdl.org



Visits to nsdl.org

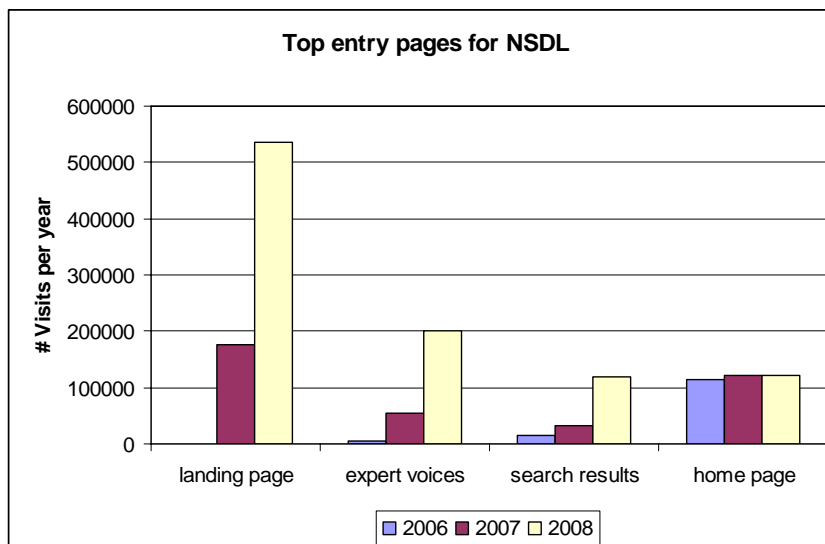
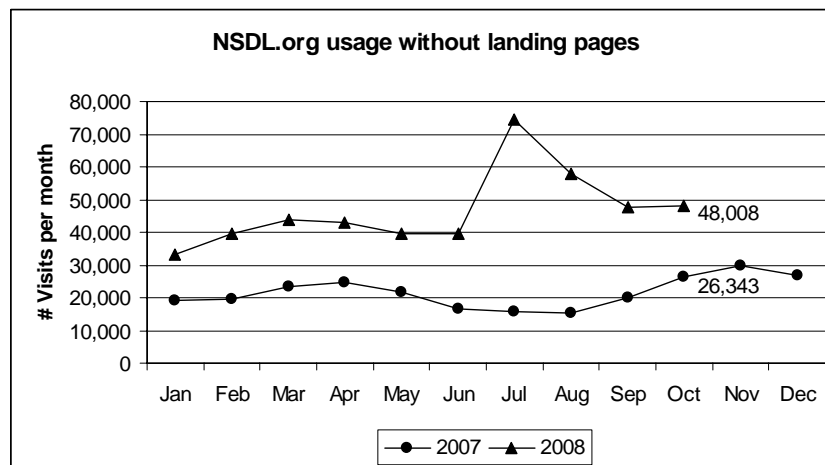
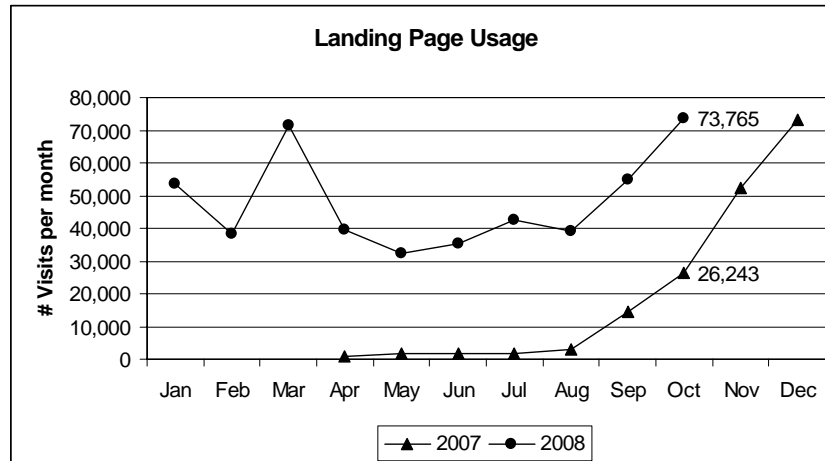
- Monthly visits for October 2008 121,773
- Annual Visits for 12 months ending October 31, 2007 1,131,968

Comments

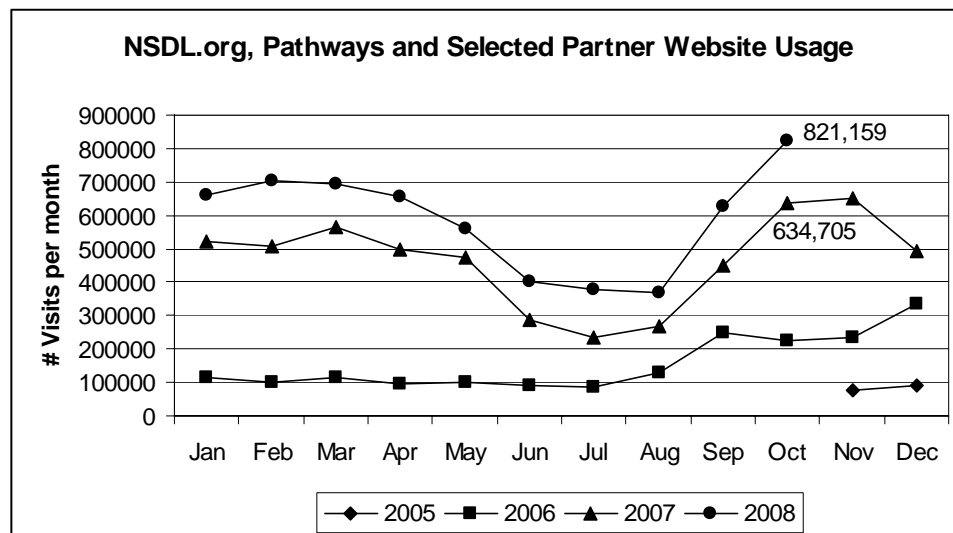
The rise in traffic from October 07 (52,586 visitors) to October 08 (121,773 visitors) represents a 132% year-on-year increase to visits to NSDL (see chart above). The increase in traffic was largely due to the addition of the NSDL landing pages. If the landing pages are factored out, the year-on-year increase to visits to NSDL would be 82% (see charts below).

The NSDL landing pages were released in April 07 to make the resources in the NSDL data repository accessible to search engines. The NSDL landing page is the most popular page on NSDL (607,838 page views) so far in 2008 and represents the top way users enter NSDL (see chart below). Traffic to the NSDL landing pages has also gained direct links from websites other than search engines.

Typically traffic to nsdl.org slows during the summer months, however, the traffic to nsdl.org starting from mid-June 08 through mid-August 08 showed an increase. Those months most likely reflected increased activity from previous summers due to the NSF reviewing process of the NSDL proposal.



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



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

- Combined visits for October 2008 821,159
- Combined visits for 12 months ending October 31, 2007 7,038,411

Comments

October 2008 traffic across all the NSDL Pathway and Partner sites instrumented by Omniture (including nsdl.org, DLESE, and some of the NSDL Pathways) was 821,159 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.