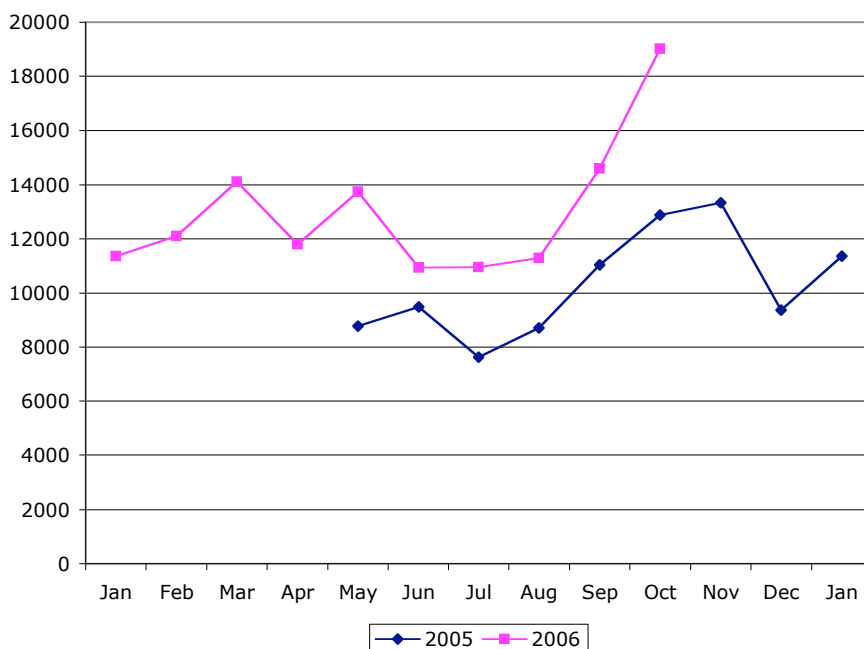


## NSDL Usage Report (October 2006)

### Visits to nsdl.org



- Visits to nsdl.org in October 2006: 19,016
- Visits to nsdl.org for year ending October 31: 154,077

October's figures were probably boosted by the NSDL Annual Meeting, and the annual rate of growth in visits to nsdl.org is, very approximately, 30% p.a.:

### Page views of nsdl.org<sup>1</sup>

- Page views of nsdl.org for October 2006: 78,693
- Page views for nsdl.org for year ending October 31: 668,433

### Visits to nsdl.org, Pathways projects, and DLESE<sup>2</sup>

- Visits to nsdl.org, Pathways, and DLESE for October 2006: 227,178
- Visits to nsdl.org, Pathways and DLESE for year ending October 31: n/a<sup>3</sup>

### Page views of nsdl.org, Pathways projects, and DLESE<sup>2</sup>

- Page views of nsdl.org, Pathways, and DLESE for October 2006: 765,092
- Page views for nsdl.org, Pathways, and DLESE for year ending October 31: n/a<sup>3</sup>

1. NOTE: The preferred NSDL webmetric is the visit ('An Introduction to NSDL Webmetrics': [http://eval.comm.nsdl.org/docs/06\\_webmetrics\\_intro.pdf](http://eval.comm.nsdl.org/docs/06_webmetrics_intro.pdf)), rather than page views. Page views (the number of web pages viewed by visitors), for a number of reasons. A site with poor navigation, for instance, could generate a lot of page views but also a bad user experience. 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>).

2. NOTE: Approximate figures only, as Omniture implementation across NSDL Pathways is still an ongoing process.

3. NOTE: Cross NSDL webmetrics only began to be implemented in December 2005.