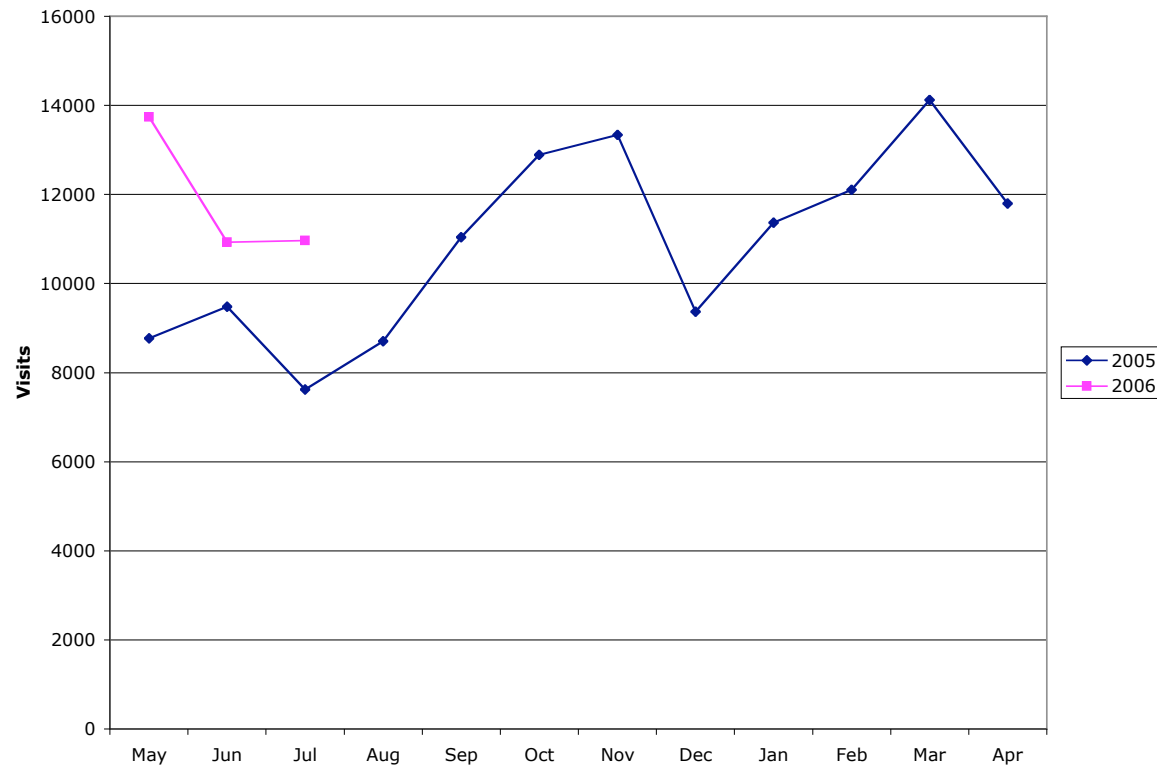


Omniture Webmetrics Report (July 2006)

1 Visits to nsdl.org



Monthly visits to nsdl.org rose from 10,932 in June 2006, to 10,963 in July 2006.¹ Annual visits for year ending July 2006 reached 140,000.² We have only three months of data to calculate the annual increase in traffic to nsdl.org, but that annual trend also appears to be up.³

¹ As follows:

Month	Visitors	Change over previous month	% Change
Feb	12105	742	6.5
Mar	14122	2017	16.7
Apr	11797	-2325	-16.5
May	13743	1946	16.5
Jun	10932	-2811	-20.5
Jul	10963	31	0.3

² As follows:

12-month period	Visits	Change over previous period	% increase
May 05-April 06	130,608	n/a	n/a
June 05-May 06	135,576	4,968	3.4%
July 05-June 06	137,026	1,450	1.1%
August 05-July 06	140,364	3,338	2.4%

³ As follows:

Month	2005 visits	2006 visits	% Annual increase
May	8,775	13,743	56.7%
June	9,482	10,932	15.3%
July	7,625	10,963	43.8%

2 Emerging problems with the Omniture implementation (contd.)

Last month, I identified some emerging problems with the Omniture implementation, including:

- individual project metrics declining for no understandable reason
- individual project metrics disappearing
- pathways project staff being hard to contact

These and other problems have led to the loss of as much as 50,000 visits a month from the Omniture statistics. That is, nsdl.org/Pathways/DLESE traffic could be running at up to 140k visits/month (~1.7m/year), versus the reported 90k/month (~1m/year).

After contacting the Pathways projects, I identified a number of interrelated factors contributing to these problems:

- lack of time (Pathways staff say they are busy with other work)
- lack of technical expertise (Pathways have to ask someone else to implement Omniture)
- lack of access to project servers
 - o Project websites are being developed by external developers
 - o Project servers are located 'off site'
 - o Pathways staff have to ask developers somewhere else to implement the Omniture code

I think that we may have been misled by ease of the Omniture implementation at nsdl.org, to assume that Omniture implementation by the Pathways would be similarly straightforward. In the case of nsdl.org, we have the technical expertise to implement Omniture; staff who can dedicate their time to implementing Omniture; direct access to the nsdl.org servers; and the CI Omniture contact (myself) works in the same office as the CI web developer (Alex). In contrast, any or all of these conditions may be missing in the case of various Pathways projects.

In order successfully to implement Omniture at the Pathway level, the following conditions would therefore seem to be required:

- Project staff with the necessary time to implement and monitor Omniture
- Project staff with the expertise necessary to implement and monitor Omniture
- Direct access by project staff to project servers and site code

At the moment it is not possible to guarantee that all three conditions will be met in all Pathways. Further, we also do not know to what extent the Pathways themselves are aware of these problems. That is, the problem is not just a question of missing information that we can ask the Pathways to collect, but also that we (CI) do not understand how well Pathways understand Omniture, nor how well equipped they are to implement Omniture. One way forward here would be to distribute a short survey on these questions to the Pathways.

It is currently impossible to guarantee that all Pathways will successfully implement/maintain Omniture, which suggests in turn that it will be difficult if not impossible to gain the 'wider picture' of nsdl.org traffic through Omniture.

At the moment, therefore, I feel that it is inaccurate to represent Omniture to outside parties (such as NSF) as a tool that can accurately represent the flow of traffic through NSDL and the Pathways projects. This is not to say that Omniture is not a useful analytical tool for individual Pathways with the time, expertise and inclination to use the tool; however our principle current stated objective for purchasing the Omniture contract – that we use Omniture to measure and to provide figures for overall NSDL use – is unlikely to be met in the short term, and maybe also in the long term.