

# NSDL Usage Report –May 2009

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## 1. nsdl.org

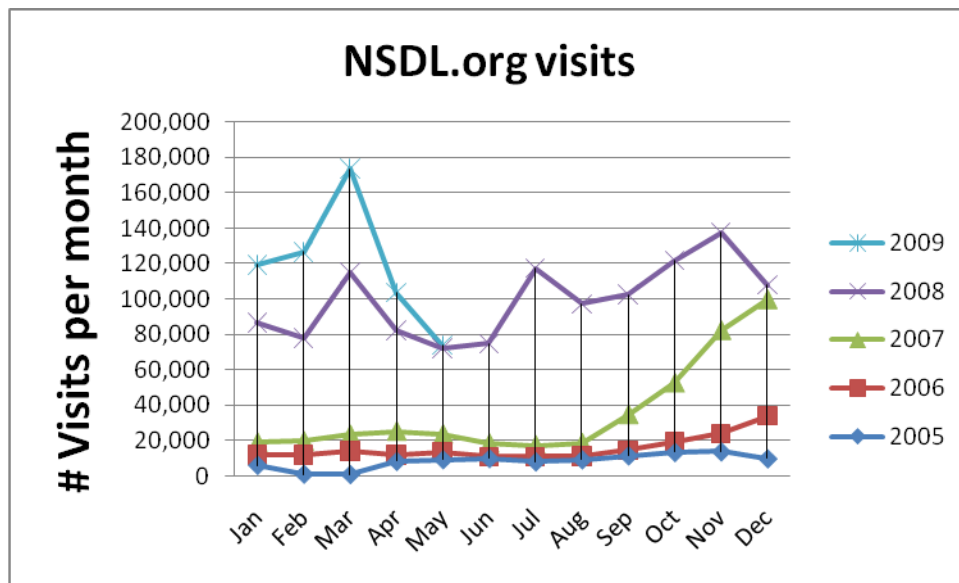


Figure 1. NSDL.org visits

Visits to nsdl.org

- Monthly visits for May 2009 73,894
- Annual Visits for 12 months ending May 31, 2009 1,357,542

### Comments

The rise in traffic from May 08 (72,059 visitors) to May 09 (73,894 visitors) represents a 2.55% year-on-year increase to visits to NSDL (Figure 1). NSDL had 141,577 page views in May 2009.

NSDL Expert Voices was the most popular page on NSDL for May 2009 with 43,659 page views, followed by the NSDL Landing pages with 35,717 page views (Table 1). The Landing Pages continue to be the number one entry page on NSDL (Figure 3). Most of the top 10 NSDL.org pages saw a decrease in traffic for May 2009 with the exception of the Higher Education page, which had a 10% increase.

NSDL.org sites continued to see a drop in traffic in May 2009. May 2009 visits were only slightly higher than May 2008 visits. This may be due to the expected seasonal traffic drop off that occurs during the summer combined with removal of many faulty Landing Pages from the Google Search index a few months ago. The NSDL.org 404 page not found had 483 page views in May 2009. Almost all of these pages were NSDL Landing Pages that have been removed from NSDL.org. Landing page visits in May 2009 were approximately 1,100 visits lower than in May 2008.

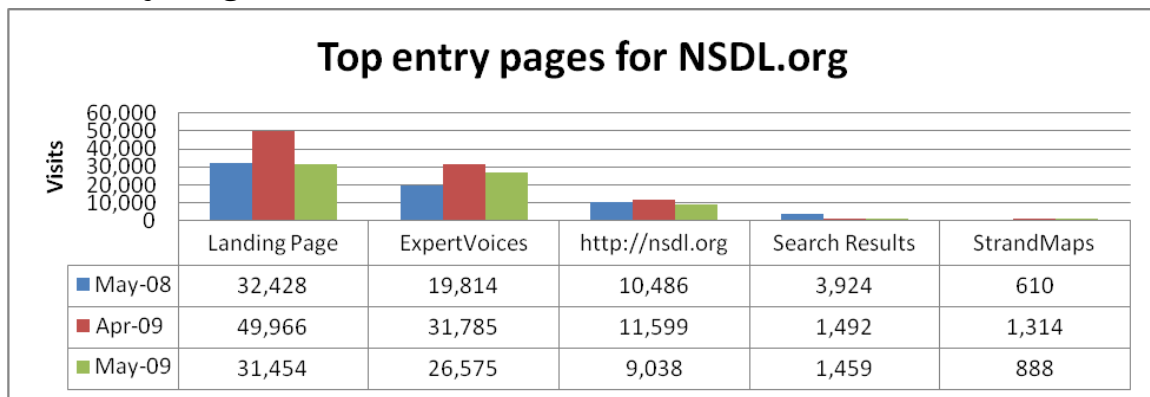


**Figure 2. NSDL Landing page traffic**

	Page	Page Views	% change from Apr 2009
1	Expert Voices	43,659	-24.68%
2	Landing Pages	35,717	-36.15%
3	Search Results	21,747	-23.10%
4	<a href="http://nsdl.org">http://nsdl.org</a>	13,467	-22.23%
5	Strand Maps	6,935	-27.05%
6	<a href="http://nsdl.org/browse">http://nsdl.org/browse</a>	1,476	-6.94%
7	K12 Teachers	1,333	-25.90%
8	<a href="http://nsdl.org/refreshers/science">http://nsdl.org/refreshers/science</a>	955	-8.44%
9	Search Results - more info - resource	682	-73.12%
10	Higher Education	661	10.54%

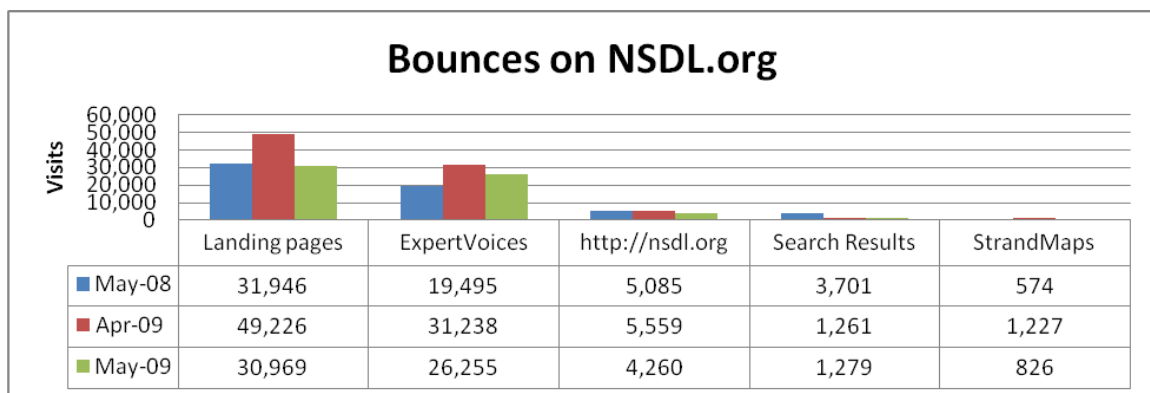
**Table 1. Most popular pages on NSDL**

## 1a. Entry Pages and Bounces



**Figure 3. Top entry pages to NSDL.org sites**

The top single page visits, also known as ‘bounces’ for the top entry pages are shown in the Figure 4. The number of bounces for the landing pages, Expert Voices blogs, StrandMaps and search results are relatively high in comparison to the entry visit counts. It is unknown whether users are clicking on exit links from these pages after entering the site or leaving by other means. Expert Voices, the search results and the Strand Maps have a high number of reloads (Table 2), which may indicate that some users are exploring these pages rather than immediately leaving.



**Figure 4. Top single visit pages for NSDL.org sites**

Page	Reloads
Expert Voices	14,908
Search Results	14,491
StrandMaps	5,453
Landing Page	3,632
http://nsdl.org	1,117

**Table 2. Top number of reloads on NSDL**

### 1b. Time spent on NSDL

The amount of time users spent on NSDL.org sites is described in Figure 5. The number of users spending one to ten minutes on NSDL.org sites and one to two hours was larger in May 2009 than in May 2008 with the greatest number of people spending 1-5 minutes. Less people spent less than one minute, and between ten minutes and one hour at NSDL.org sites in May 2009 than in May 2008. Overall, users spent less time at NSDL.org in May 2009 than in April 2009.

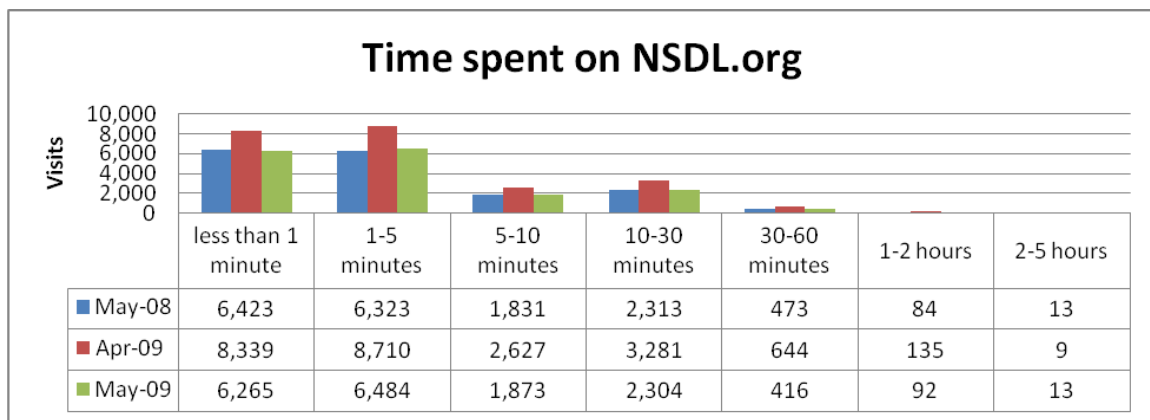


Figure 5. Time spent per visit to NSDL.org sites

### 1c. Referring Traffic

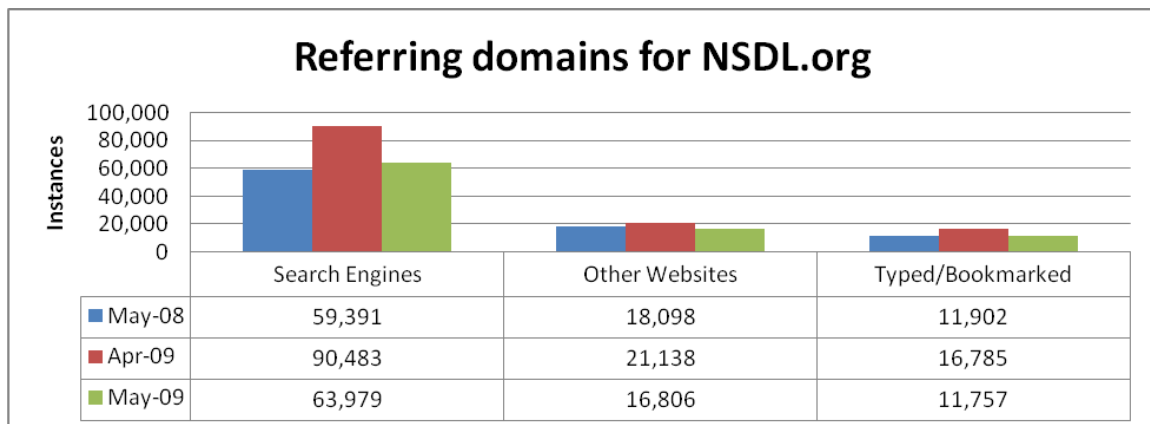


Figure 5. Referring domain traffic to NSDL.org

Referring traffic to NSDL.org from search engines, links from other websites and bookmarks decreased 27.93% in May 2009 from April 2009 but increased 3.52% from May 2008. Most referring traffic to NSDL.org sites came from search engines. The top 50 referring search engine keywords are included at the end of the report.

## ***1d. Search Terms and Landing Page Detail***

The top 50 search terms used in the NSDL.org search UI for May 2009 is included at the end of the report.

The top 50 accessed landing pages are included at the end of the report. The top external search engine keywords that led a user to an NSDL landing page are also included at the end of this report. More fine-grain statistics that correlates an individual landing page with the external search keywords used to find it are available upon request. An additional list of external search terms that led users to any NSDL page is also included at the end of this report.

## ***1e. Social Networking***

### **1.3.1 Social Bookmarking Sites**

The most bookmarked NSDL webpage on delicious.com is the NSDL.org homepage with 1292 bookmarks up from 1249 bookmarks for the March 2009 report. The Strandmaps homepage is the second most popular NSDL webpage on delicious.com with 94 bookmarks, up from 84 bookmarks for the March 2009 report.

[View the associated user-generated delicious tags for the NSDL.org homepage.](#)  
[View the associated user-generated delicious tags for the Strand Maps.](#)

### **1.e.2 Google Gadget**

The NSDL Search Google gadget users can submit a search either by clicking the Search submit button or pressing the Enter key on their keyboard. Both of these methods are tracked in Google Analytics to determine which keywords are used in the gadget. A list of search terms for both methods is included at the end of the report.

In addition to individuals' personalized iGoogle homepages, the NSDL Search gadget's referring traffic includes several non-Google domains, indicating that web users are using the syndicated gadget on their own websites.

### 1.e.3 Twitter

Twitter references in May 2009 resulted in 66 recorded clickthroughs to NSDL. Recorded Tweets for May 2009, filtering tweets from NSDL promotional tweets from 'mintonmorris,' 'NSDLTech,' 'NSDLEduPak,' 'OpenRepoNews,' and 'NSDL' are included at the end of the report. Most tweets were people sending around links to NSDL.org, NSDL professional development activities or talking about their work on NSDL projects. The official 'NSDL' twitter account responded to a few people about their references to NSDL and those people retweeted those resources to their followers.

Clickthroughs were determined by narrowing referring site traffic to twitter.com using Omniture. This method is problematic as it relies on the referrer header to record this traffic. Unfortunately desktop and mobile twitter application account for 51% of Twitter apps<sup>1</sup> and would be recorded as direct traffic<sup>2</sup>.

Several NSDL generated tweets in May 2009 included links that were shortened with the Bit.ly URL shortener. Bit.ly provides some statistics on number of times the link was clicked, the visitor's country of origin, as well as if they viewed the tweet in an external device separate from the twitter.com webpage. In general, clicks on the 'NSDL' links tend to be less than or slightly above 10 per post and typically come from desktop clients and sources other than twitter.com.

NSDL experimented with sending direct tweets to twitter users. When NSDL tweeted resources directly to a twitter user, those resources get more clicks when those users retweeted the links than when NSDL just tweeted the links to a general audience. A good strategy to increase exposure to NSDL resources may be to have these conversations with Twitter users so that NSDL can utilize the network of twitter users via followers and indirectly reach a wider audience. If a twitter user used bit.ly to reference NSDL links, the user click counts are included in the list of tweets at the end of this report.

### 1.e.5 Facebook

NSDL has a search application and an organization page on the social networking website Facebook.com. As of this report the organization page has 53 fans and the Search application has 44 fans, 6 monthly active users and 191 total users. Fans of the Search application are 57% male, 43% female and are typically 25 years old and older (Figure 7). In addition to fans residing in the United States, the Search application has international fans. Most fans have their profiles hidden, preventing deeper demographic analysis.

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<sup>1</sup> [http://tweetstats.com/twitter\\_stats](http://tweetstats.com/twitter_stats)

<sup>2</sup> <http://www.twitip.com/how-to-track-twitter-clicks-and-get-conversion-data/>

## 1.f Demographics

	City	Visitors
1	New York (New York)	1,064
2	Atlanta (Georgia)	815
3	Los Angeles (California)	616
4	Ithaca (New York)	608
5	Chicago (Illinois)	539
6	Austin (Texas)	502
7	Philadelphia (Pennsylvania)	457
8	Houston (Texas)	452
9	Washington (District of Columbia)	445
10	Seattle (Washington)	438

**Table 3. Top 10 US Cities**

The top 10 originating cities for visitors to NSDL.org limited to the United States are listed in table 2. International cities are included in table 3.

	City	Visitors
1	Sao Paulo (Sao Paulo, Brazil)	1,200
2	New Delhi (Delhi, India)	1,153
3	New York (New York, United States)	1,064
4	Atlanta (Georgia, United States)	815
5	Los Angeles (California, United States)	616
6	Ithaca (New York, United States)	608
7	Seoul (Korea - South, Korea - South)	543
8	Chicago (Illinois, United States)	539
9	Mexico City (Distrito Federal, Mexico)	525
10	Sydney (New South Wales, Australia)	525

**Table 4. Top 10 international cities**

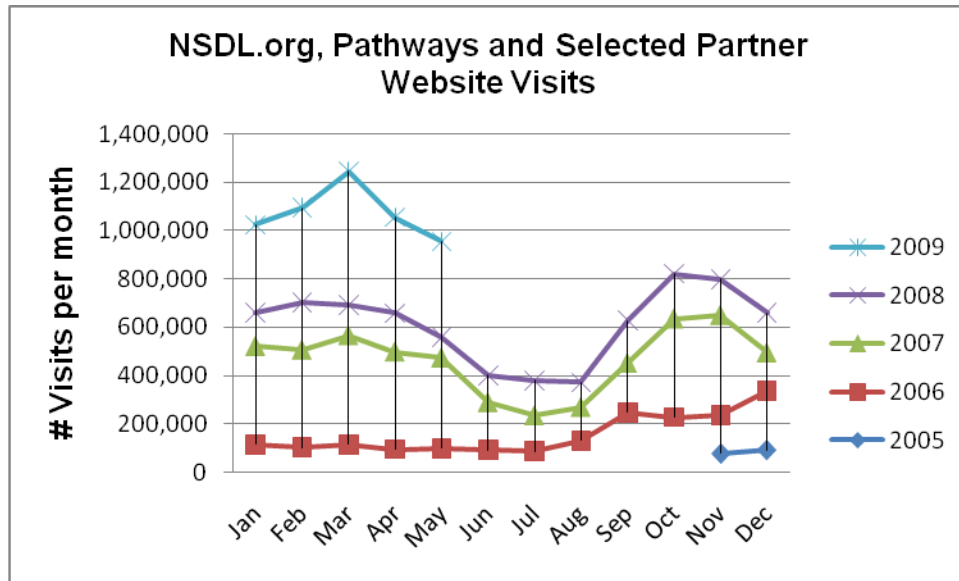
The top 10 originating US states for visitors to NSDL.org worldwide are listed in table 4.



State	May-08	Apr-09	May-09
California	(1) 5,144	(1) 5,999	4,810
New York	(2) 3,437	(2) 5,576	3,472
Texas	(3) 2,145	(3) 3,593	2,647
Georgia	(13) 945	(4) 2,424	1,621
Florida	(7) 1,325	(5) 2,195	1,594

Table 5. Originating US states for visitors to NSDL

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



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

- Combined visits for May 2009 955,177
- Combined visits for 12 months ending May 31, 2009 9,437,189

### Comments

May 2009 traffic across all the NSDL Pathway and Partner sites instrumented by Omniture was 955,177 visits. Yearly traffic was above 9 million visits.

The rise in traffic from May 08 (559,571 visitors) to May 09 (955,177 visitors) represents an 70.7% year-on-year increase to visits across all the NSDL Pathway and Partner sites instrumented by Omniture (see chart above).

The pathways and partner sites included in this rollup report are ComPADRE (391,167 visits), CSERD (246,279 visits), DLESE (18,157 visits), Middle School Portal (21,690 visits), NEEDS (6,666 visits), SERC (36,424 visits), Teacher's Domain (189,256 visits) and NSDL.org sites (73,894 visits). The level of Omniture implementation completeness may vary between sites.

### 3. 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,' [https://wiki.nsdl.org/images/4/4d/06\\_webmetrics\\_intro.pdf](https://wiki.nsdl.org/images/4/4d/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.

Additional tools used in this report include Google Analytics, Facebook Insights, and [Delicious.com URL lookup](#). Twitter references are determined by setting up twitter 'listeners' using the twitter search mechanism at <http://search.twitter.com> and subscribing to the RSS feeds for the following terms 'nsdl,' 'nsdl.org,' and 'national science digital library.'

# Custom Insight 1 Report

Reporting Date: May 2009

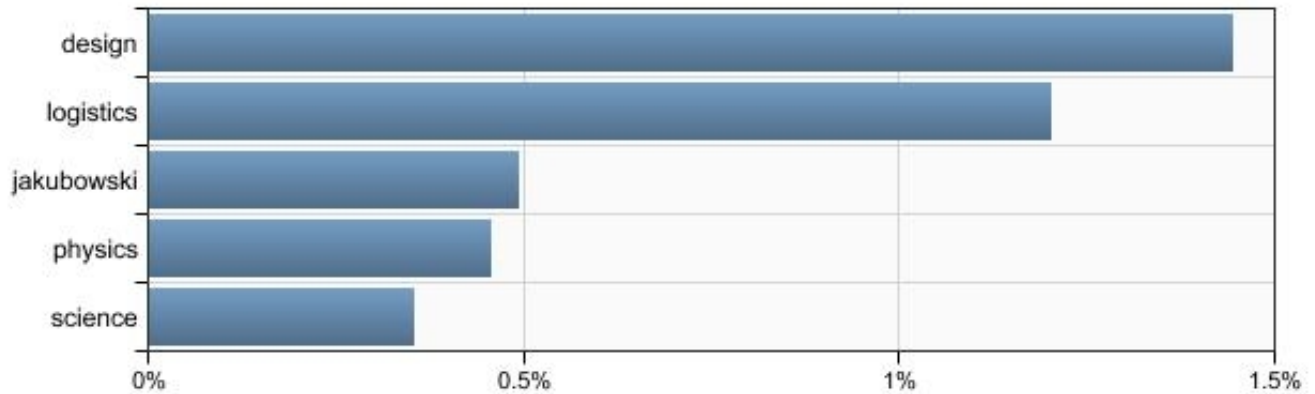
Search: None

Graph: Percentages

Number of entries requested: 50

Correlation Filter: None

## Graph



Custom Insight 1

May 2009

■ Page Views

Graph Generated by SiteCatalyst using Report Accelerator at 6:40 PM EDT, 2 Jun 2009

## Details

Custom Insight 1		■ Page Views	
1.	design	265	1.4%
2.	logistics	221	1.2%
3.	jakubowski	91	0.5%
4.	physics	84	0.5%
5.	science	65	0.4%
6.	African-American	62	0.3%
7.	math	56	0.3%
8.	metada	49	0.3%
9.	biology	44	0.2%
10.	degrees4teachers.net	41	0.2%
11.	&quot;what is mathematics&quot;	41	0.2%
12.	carbon dating	39	0.2%
13.	global warming	38	0.2%
14.	Inventory	37	0.2%
15.	observation skills	35	0.2%
16.	magnetism	34	0.2%
17.	american museum of natural history	34	0.2%
18.	tardigrades	34	0.2%
19.	relativity AND einstein	33	0.2%
20.	mathematics	33	0.2%

SiteCatalyst™

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Custom Insight 1 Report			
21.	corrosion	32	0.2%
22.	Lever	32	0.2%
23.	energy grid	32	0.2%
24.	&quot;classical physics&quot;;	32	0.2%
25.	climate change	32	0.2%
26.	chemistry	31	0.2%
27.	CCLI	31	0.2%
28.	probability	30	0.2%
29.	energy	30	0.2%
30.	&quot;Macedonian Journal of Medical Sciences&quot;;	29	0.2%
31.	atoms	28	0.2%
32.	life of a star	28	0.2%
33.	ilumina	28	0.2%
34.	Inventory management	28	0.2%
35.	middle school	28	0.2%
36.	sql	28	0.2%
37.	Number Sense: Rethinking Arithmetic Instruction for Student with Mathematical Disabilities	27	0.1%
38.	earthquakes	27	0.1%
39.	nanotechnology	27	0.1%
40.	history of the photoelectric effect	26	0.1%
41.	glaciers	26	0.1%
42.	cell	26	0.1%
43.	green homes	25	0.1%
44.	auroras	25	0.1%
45.	speed and accidents	25	0.1%
46.	violin	25	0.1%
47.	multiplication.com	25	0.1%
48.	desktop environment	25	0.1%
49.	tides	24	0.1%
50.	search strategy	24	0.1%
Total		18,337	

# Custom Insight 4 Report

Reporting Date: May 2009

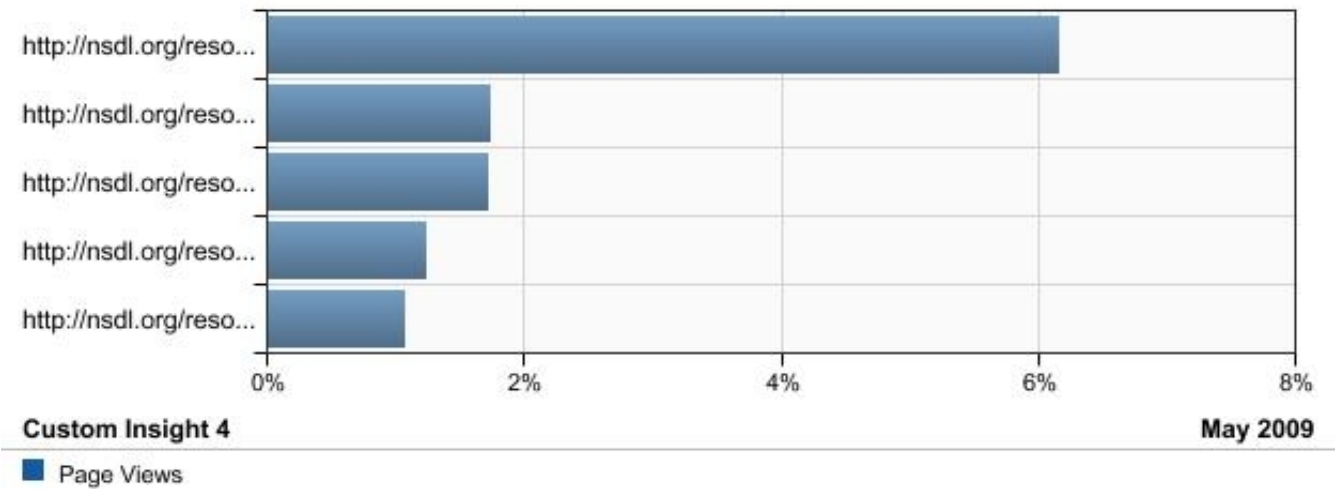
Correlation Filter: None

Search: None

Graph: Percentages

Number of entries requested: 50

## Graph



Graph Generated by SiteCatalyst using Report Accelerator at 6:42 PM EDT, 2 Jun 2009

## Details

Custom Insight 4		Page Views	
1.	http://nsdl.org/resource/2200/20061002183748379T	2,198	6.2%
2.	http://nsdl.org/resource/2200/20061002185157627T	620	1.7%
3.	http://nsdl.org/resource/2200/20061003060017201T	618	1.7%
4.	http://nsdl.org/resource/2200/20070126213743204T	447	1.3%
5.	http://nsdl.org/resource/2200/20070110223416548T	384	1.1%
6.	http://nsdl.org/resource/2200/test.20061004112052867T	300	0.8%
7.	http://nsdl.org/resource/2200/20061003075435463T	284	0.8%
8.	http://nsdl.org/resource/2200/20070624014212309T	235	0.7%
9.	http://nsdl.org/resource/2200/20070523143218057T	205	0.6%
10.	http://nsdl.org/resource/2200/test.20061004111541306T	188	0.5%
11.	http://nsdl.org/resource/2200/20061219124054791T	180	0.5%
12.	http://nsdl.org/resource/2200/20061216070626377T	142	0.4%
13.	http://nsdl.org/resource/2200/test.20061004102347933T	139	0.4%
14.	http://nsdl.org/resource/2200/20061219125730496T	121	0.3%
15.	http://nsdl.org/resource/2200/20061005113022718T	119	0.3%

Custom Insight 4 Report

16.	<a href="http://nsdl.org/resource/2200/20061003061339388T">http://nsdl.org/resource/2200/20061003061339388T</a>	108	0.3%
17.	<a href="http://nsdl.org/resource/2200/20061121114324168T">http://nsdl.org/resource/2200/20061121114324168T</a>	100	0.3%
18.	<a href="http://nsdl.org/resource/2200/20061003230758145T">http://nsdl.org/resource/2200/20061003230758145T</a>	98	0.3%
19.	<a href="http://nsdl.org/resource/2200/20070924032601766T">http://nsdl.org/resource/2200/20070924032601766T</a>	98	0.3%
20.	<a href="http://nsdl.org/resource/2200/20061002204237655T">http://nsdl.org/resource/2200/20061002204237655T</a>	94	0.3%
21.	<a href="http://nsdl.org/resource/2200/test.20061004112845844T">http://nsdl.org/resource/2200/test.20061004112845844T</a>	89	0.2%
22.	<a href="http://nsdl.org/resource/2200/test.20061004111651775T">http://nsdl.org/resource/2200/test.20061004111651775T</a>	89	0.2%
23.	<a href="http://nsdl.org/resource/2200/20070623232909898T">http://nsdl.org/resource/2200/20070623232909898T</a>	89	0.2%
24.	<a href="http://nsdl.org/resource/2200/20061003230008455T">http://nsdl.org/resource/2200/20061003230008455T</a>	86	0.2%
25.	<a href="http://nsdl.org/resource/2200/20061219134424957T">http://nsdl.org/resource/2200/20061219134424957T</a>	81	0.2%
26.	<a href="http://nsdl.org/resource/2200/20061003121032178T">http://nsdl.org/resource/2200/20061003121032178T</a>	79	0.2%
27.	<a href="http://nsdl.org/resource/2200/20080211073917046T">http://nsdl.org/resource/2200/20080211073917046T</a>	79	0.2%
28.	<a href="http://nsdl.org/resource/2200/20080625143750607T">http://nsdl.org/resource/2200/20080625143750607T</a>	76	0.2%
29.	<a href="http://nsdl.org/resource/2200/20070730175154489T">http://nsdl.org/resource/2200/20070730175154489T</a>	74	0.2%
30.	<a href="http://nsdl.org/resource/2200/20061003061015182T">http://nsdl.org/resource/2200/20061003061015182T</a>	72	0.2%
31.	<a href="http://nsdl.org/resource/2200/test.20061004113041419T">http://nsdl.org/resource/2200/test.20061004113041419T</a>	72	0.2%
32.	<a href="http://nsdl.org/resource/2200/20061003110941826T">http://nsdl.org/resource/2200/20061003110941826T</a>	70	0.2%
33.	<a href="http://nsdl.org/resource/2200/20061003210321512T">http://nsdl.org/resource/2200/20061003210321512T</a>	70	0.2%
34.	<a href="http://nsdl.org/resource/2200/20061003055150314T">http://nsdl.org/resource/2200/20061003055150314T</a>	70	0.2%
35.	<a href="http://nsdl.org/resource/2200/20070724230521433T">http://nsdl.org/resource/2200/20070724230521433T</a>	69	0.2%
36.	<a href="http://nsdl.org/resource/2200/20070724230610531T">http://nsdl.org/resource/2200/20070724230610531T</a>	68	0.2%
37.	<a href="http://nsdl.org/resource/2200/20061219130109605T">http://nsdl.org/resource/2200/20061219130109605T</a>	64	0.2%
38.	<a href="http://nsdl.org/resource/2200/20061002200353417T">http://nsdl.org/resource/2200/20061002200353417T</a>	64	0.2%
39.	<a href="http://nsdl.org/resource/2200/20070730174724844T">http://nsdl.org/resource/2200/20070730174724844T</a>	62	0.2%
40.	<a href="http://nsdl.org/resource/2200/20071009174226353T">http://nsdl.org/resource/2200/20071009174226353T</a>	61	0.2%
41.	<a href="http://nsdl.org/resource/2200/20070624000014822T">http://nsdl.org/resource/2200/20070624000014822T</a>	61	0.2%
42.	<a href="http://nsdl.org/resource/2200/20061002143108007T">http://nsdl.org/resource/2200/20061002143108007T</a>	61	0.2%
43.	<a href="http://nsdl.org/resource/2200/20070917145506258T">http://nsdl.org/resource/2200/20070917145506258T</a>	60	0.2%
44.	<a href="http://nsdl.org/resource/2200/20071018103110720T">http://nsdl.org/resource/2200/20071018103110720T</a>	56	0.2%
45.	<a href="http://nsdl.org/resource/2200/20061002125111115T">http://nsdl.org/resource/2200/20061002125111115T</a>	56	0.2%
46.	<a href="http://nsdl.org/resource/2200/20061002185505421T">http://nsdl.org/resource/2200/20061002185505421T</a>	56	0.2%
47.	<a href="http://nsdl.org/resource/2200/20061002174130855T">http://nsdl.org/resource/2200/20061002174130855T</a>	54	0.2%



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Custom Insight 4 Report			
48.	http://nsdl.org/resource/2200/20061002171046361T	52	0.1%
49.	http://nsdl.org/resource/2200/20070917003115794T	50	0.1%
50.	http://nsdl.org/resource/2200/test.20061004102547443T	49	0.1%
Total		35,628	

# Custom Insight 5 Report

Reporting Date: May 2009

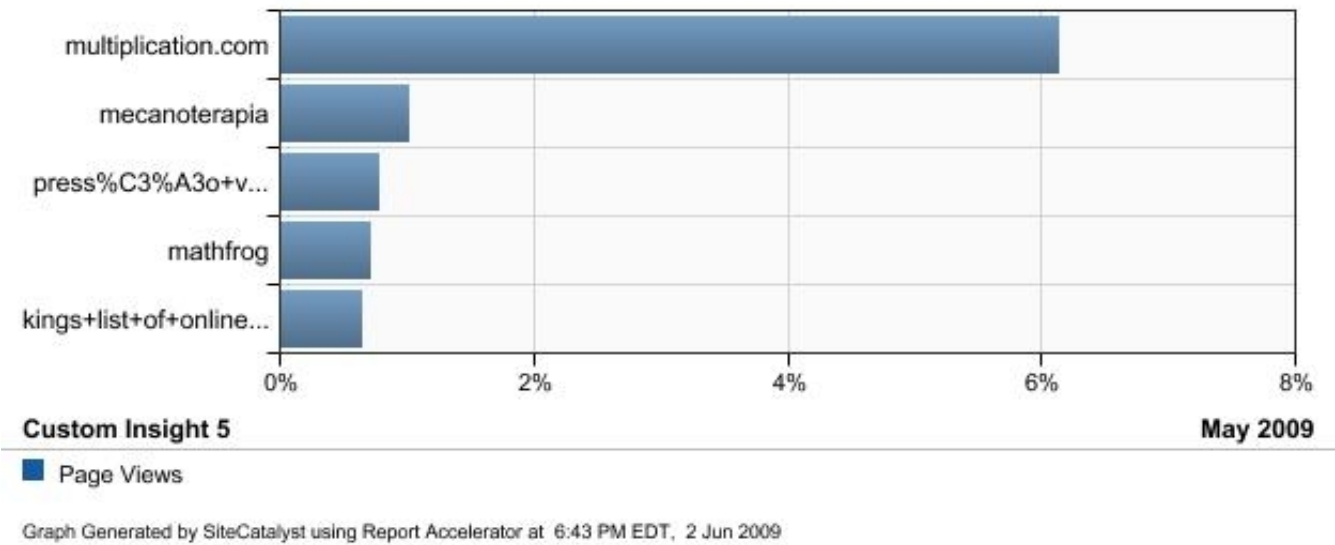
Search: None

Graph: Percentages

Number of entries requested: 50

Correlation Filter: None

## Graph



## Details

Custom Insight 5		Page Views	
1.	multiplication.com	1,726	6.1%
2.	mecanoterapia	287	1.0%
3.	press%C3%A3o+venosa+central	224	0.8%
4.	mathfrog	202	0.7%
5.	kings+list+of+online+math+activities	186	0.7%
6.	mann+whitney+calculator	118	0.4%
7.	intermep	98	0.3%
8.	mathletics+sign+in	84	0.3%
9.	www.readwritethink.org	82	0.3%
10.	www.webofscience.com	77	0.3%
11.	parabolas+in+everyday+life	64	0.2%
12.	multiplication+.com	61	0.2%
13.	mann-whitney+test+calculator	61	0.2%
14.	mann+whitney+u+test+calculator	61	0.2%
15.	hypothesis+testing+calculator	58	0.2%
16.	degrees4teachers.net	57	0.2%
17.	alojamiento+conjunto	51	0.2%
18.	king+list+of+online+math+activities	41	0.1%
19.	ncbi+trace+archive	41	0.1%
20.	kings+list+math+activities	40	0.1%

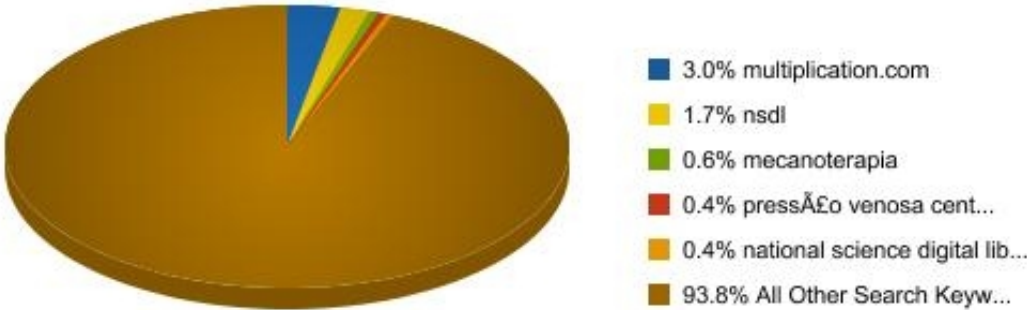


Custom Insight 5 Report			
21.	king%27s+list+of+online+math+activities	37	0.1%
22.	curl+calculator	34	0.1%
23.	kings+list+of+online+math+activites	34	0.1%
24.	atomic+structure+timeline	34	0.1%
25.	teorema+de+cayley+hamilton	33	0.1%
26.	figuring+ratios	33	0.1%
27.	importancia+de+la+actividad+comercial	33	0.1%
28.	weathering+and+erosion	32	0.1%
29.	kings+list+math	31	0.1%
30.	kings+list+online+math+activities	31	0.1%
31.	koday%27s+kids+amazing+insects	31	0.1%
32.	multiplication.com%2F	30	0.1%
33.	chest+x+ray+tutorial	30	0.1%
34.	readwritethink.org	30	0.1%
35.	reynolds+experiment	29	0.1%
36.	droplet+and+the+water+cycle	27	0.1%
37.	mathletic+sign+in	27	0.1%
38.	where+does+pi+come+from	27	0.1%
39.	reproduce+tangram+games	26	0.1%
40.	mann+whitney+u+calculator	26	0.1%
41.	webofscience.com	25	0.1%
42.	wilcoxon+test+calculator	24	0.1%
43.	how+do+rocks+undergo+change	24	0.1%
44.	understanding+geologic+time	24	0.1%
45.	odds+vs+probability	23	0.1%
46.	Multiplication.com	23	0.1%
47.	chest+radiograph+tutorial	23	0.1%
48.	wilcoxon+calculator	22	0.1%
49.	las+file+viewer	22	0.1%
50.	ask+mr+calculus	22	0.1%
Total		28,081	

# All Search Keywords Report

Reporting Date: May 2009  
Search: None  
Number of entries requested: 50

## Graph



Search Keywords

May 2009

Graph Generated by SiteCatalyst using Report Accelerator at 6:43 PM EDT, 2 Jun 2009

## Details

	Search Keyword	Searches	%
1.	multiplication.com	1,771	3.0%
2.	nsdl	990	1.7%
3.	mecanoterapia	322	0.6%
4.	pressÃ£o venosa central	257	0.4%
5.	national science digital library	250	0.4%
6.	mathfrog	220	0.4%
7.	kings list of online math activities	184	0.3%
8.	nike marketing strategy	167	0.3%
9.	intermep	127	0.2%
10.	mann whitney calculator	125	0.2%
11.	science library	94	0.2%
12.	digital library	88	0.2%
13.	nsdl.org	86	0.1%
14.	www.readwritethink.org	84	0.1%
15.	mathletics sign in	81	0.1%
16.	latin hypercube	80	0.1%
17.	latin hypercube sampling	78	0.1%
18.	multiplication .com	77	0.1%
19.	nash equilibrium poker	77	0.1%
20.	www.webofscience.com	77	0.1%
21.	parabolas in everyday life	69	0.1%
22.	alojamiento conjunto	69	0.1%
23.	mann whitney u test calculator	69	0.1%

All Search Keywords Report			
24.	mann-whitney test calculator	67	0.1%
25.	starcraft build orders	63	0.1%
26.	affirmative action in college admissions	62	0.1%
27.	ncbi trace archive	59	0.1%
28.	hypothesis testing calculator	59	0.1%
29.	degrees4teachers.net	57	0.1%
30.	theoretical and experimental probability	55	0.1%
31.	natasha collins yale	54	0.1%
32.	national digital library	53	0.1%
33.	kings list math activities	51	0.1%
34.	history of matrices	50	0.1%
35.	human skeleton	49	0.1%
36.	atomic structure timeline	48	0.1%
37.	ndsl	46	0.1%
38.	national scientific literacy map	45	0.1%
39.	duraspace	45	0.1%
40.	multiplication.com/	44	0.1%
41.	science concept maps	44	0.1%
42.	game theory poker	43	0.1%
43.	how to raise tadpoles	42	0.1%
44.	koday's kids amazing insects	42	0.1%
45.	king's list of online math activities	41	0.1%
46.	king list of online math activities	41	0.1%
47.	importancia de la actividad comercial	40	0.1%
48.	www.nsdl	39	0.1%
49.	nike's marketing strategy	39	0.1%
50.	teaching measurement	38	0.1%
Total		58,239	

Details			
Most Popular All Search Engines		Searches	%
1.	Google	29,155	50.1%
2.	Yahoo!	3,306	5.7%
3.	Google - Brasil	3,089	5.3%
4.	Google - United Kingdom	2,477	4.3%
5.	Google - Canada	1,620	2.8%

SiteCatalyst™

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Orem, Utah 84097

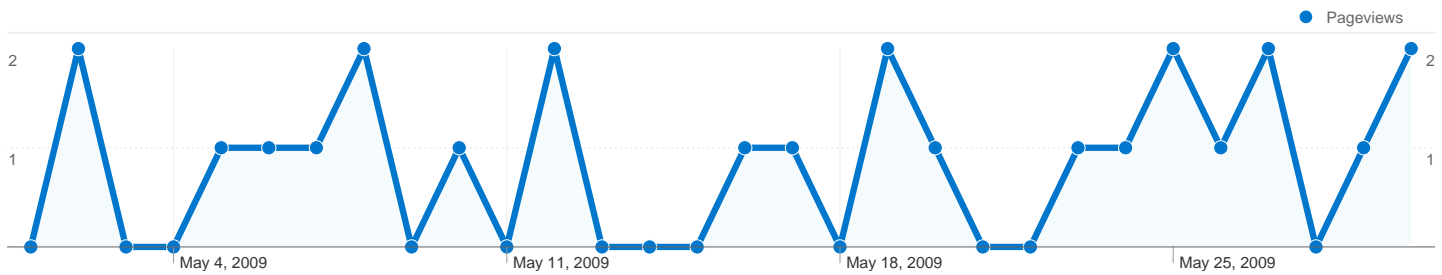
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## Content Drilldown

/ui\_click/click/search\_submit/

May 1, 2009 - May 30, 2009

Comparing to: Site



21 pages were viewed a total of 25 times

## Content Performance

<div>Pageviews</div> <div>25</div> <div>% of Site Total: 0.08%</div>	<div>Unique Pageviews</div> <div>24</div> <div>% of Site Total: 0.14%</div>	<div>Avg. Time on Page</div> <div>00:04:25</div> <div>Site Avg: 00:10:05 (-56.20%)</div>	<div>Bounce Rate</div> <div>0.00%</div> <div>Site Avg: 67.08% (-100.00%)</div>	<div>% Exit</div> <div>48.00%</div> <div>Site Avg: 50.43% (-4.82%)</div>	<div>\$ Index</div> <div>\$0.00</div> <div>Site Avg: \$0.00 (0.00%)</div>	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	4	4	00:00:20	0.00%	25.00%	\$0.00
/online open source	2	1	00:00:03	0.00%	50.00%	\$0.00
/adhesive	1	1	00:01:22	0.00%	0.00%	\$0.00
/bbp	1	1	00:01:25	0.00%	0.00%	\$0.00
/color imaging	1	1	00:00:00	0.00%	0.00%	\$0.00
/design	1	1	00:00:00	0.00%	100.00%	\$0.00
/flight	1	1	00:00:00	0.00%	100.00%	\$0.00
/heuristics	1	1	00:00:00	0.00%	100.00%	\$0.00
/inquiry based problems	1	1	00:00:00	0.00%	100.00%	\$0.00
/internet	1	1	00:02:17	0.00%	0.00%	\$0.00
/meta-analysis	1	1	00:00:00	0.00%	100.00%	\$0.00
/partical beam splitter	1	1	00:00:00	0.00%	100.00%	\$0.00
/qmom	1	1	00:14:08	0.00%	0.00%	\$0.00
/science notes	1	1	00:01:28	0.00%	0.00%	\$0.00
/search strategy	1	1	00:00:00	0.00%	100.00%	\$0.00
/silicone	1	1	00:02:11	0.00%	0.00%	\$0.00
/sobek	1	1	00:00:00	0.00%	100.00%	\$0.00
/space station	1	1	00:27:27	0.00%	0.00%	\$0.00
/stem cell	1	1	00:00:00	0.00%	100.00%	\$0.00
/superluminal speeds	1	1	00:06:05	0.00%	0.00%	\$0.00
/هجي تن	1	1	00:00:00	0.00%	100.00%	\$0.00

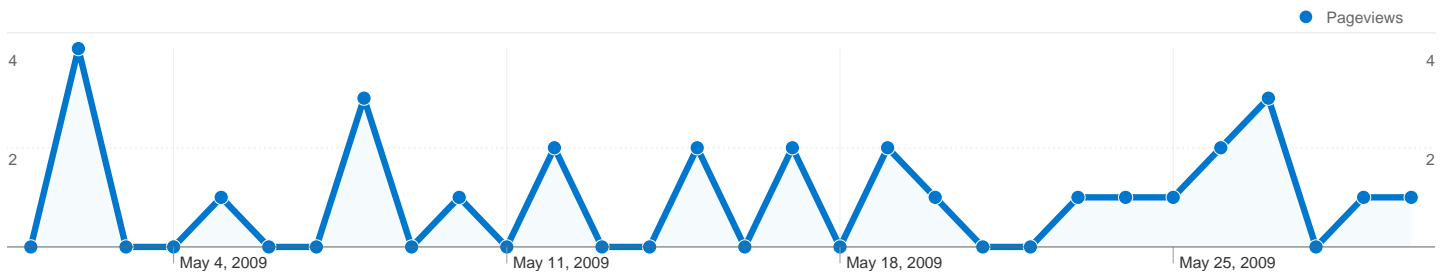


## Content Drilldown

/ui\_click/keypress/search\_submit/

May 1, 2009 - May 30, 2009

Comparing to: Site



26 pages were viewed a total of 28 times

## Content Performance

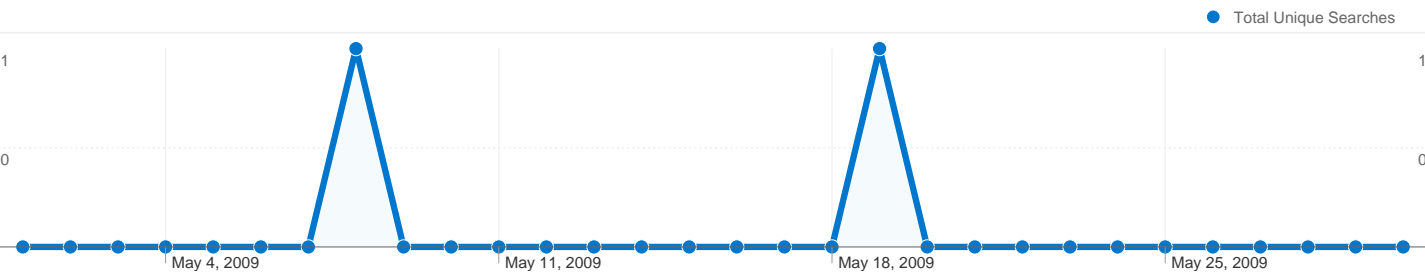
<div>Pageviews</div> <div>28</div> <div>% of Site Total: 0.09%</div>	<div>Unique Pageviews</div> <div>27</div> <div>% of Site Total: 0.16%</div>	<div>Avg. Time on Page</div> <div>00:00:38</div> <div>Site Avg: 00:10:05 (-93.68%)</div>	<div>Bounce Rate</div> <div>0.00%</div> <div>Site Avg: 67.08% (-100.00%)</div>	<div>% Exit</div> <div>35.71%</div> <div>Site Avg: 50.43% (-29.18%)</div>	<div>\$ Index</div> <div>\$0.00</div> <div>Site Avg: \$0.00 (0.00%)</div>	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/bbp formula	2	1	00:00:45	0.00%	0.00%	\$0.00
/birds	2	2	00:00:26	0.00%	0.00%	\$0.00
/	1	1	00:00:00	0.00%	100.00%	\$0.00
/adhesive	1	1	00:00:00	0.00%	0.00%	\$0.00
/algebra	1	1	00:05:48	0.00%	0.00%	\$0.00
/bats	1	1	00:00:00	0.00%	100.00%	\$0.00
/bbp	1	1	00:00:00	0.00%	0.00%	\$0.00
/blackholes	1	1	00:00:00	0.00%	100.00%	\$0.00
/color imaging	1	1	00:01:10	0.00%	0.00%	\$0.00
/dan yue	1	1	00:00:00	0.00%	100.00%	\$0.00
/education	1	1	00:00:00	0.00%	100.00%	\$0.00
/education technology	1	1	00:00:00	0.00%	100.00%	\$0.00
/flight	1	1	00:00:00	0.00%	0.00%	\$0.00
/heuristics	1	1	00:00:00	0.00%	0.00%	\$0.00
/internet	1	1	00:00:00	0.00%	0.00%	\$0.00
/internet fundamental	1	1	00:00:00	0.00%	100.00%	\$0.00
/moon	1	1	00:01:26	0.00%	0.00%	\$0.00
/online open source	1	1	00:00:00	0.00%	0.00%	\$0.00
/prime numbers	1	1	00:00:00	0.00%	100.00%	\$0.00
/psychology in education	1	1	00:00:00	0.00%	100.00%	\$0.00
/qmom	1	1	00:00:00	0.00%	0.00%	\$0.00

/research in education	1	1	00:00:00	0.00%	100.00%	\$0.00
/science notes	1	1	00:00:00	0.00%	0.00%	\$0.00
/sobek	1	1	00:00:00	0.00%	0.00%	\$0.00
/stem cell	1	1	00:00:10	0.00%	0.00%	\$0.00
/temperature scales	1	1	00:00:35	0.00%	0.00%	\$0.00
1 - 26 of 26						

# Site Search Terms

May 1, 2009 - May 30, 2009

Comparing to: Site



There were 2 unique searches via 2 search terms

Site Search Usage							
Total Unique Searches 2 % of Site Total: 100.00%		Results Pageviews/Search 2.00 Site Avg: 2.00 (0.00%)		% Search Exits 100.00% Site Avg: 100.00% (0.00%)		% Search Refinements 0.00% Site Avg: 0.00% (0.00%)	
Time after Search 00:04:30 Site Avg: 00:04:30 (0.00%)		Search Depth 0.00 Site Avg: 0.00 (0.00%)					
Search Term		Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
atoms		1	1.00	100.00%	0.00%	00:00:00	0.00
mechatronics		1	3.00	100.00%	0.00%	00:08:59	0.00
1 - 2 of 2							



## Tweets about 'national science digital library'

**National Science Digital Library:** video, simulations in science, technology, engineering, & math education & research. <http://bit.ly/edgov57>

<http://twitter.com/FreeResources/statuses/1796781180>

5/14/2009 11:01 AM

bit.ly click throughs: 87 clicks. The bit.ly link goes to their webpage which has a reference to NSDL.org. NSDL.org received 188 clicks on their link to nsdl.org.

## Tweets about 'nsdl'

» 2009 Premier Award Competition - Submission date July 17 » **NSDL** ...: Engineering Pathway, is open to a wide ra.. <http://tinyurl.com/da979n>

<http://twitter.com/engineerfinder/statuses/1667928536>

5/1/2009 3:49 AM

[@chrislehmann](#) For your new wiki-project - Recommend "What makes you sick?" from the **NSDL** Middle school Science Portal <http://bit.ly/I07zs>

<http://twitter.com/gregorylouie/statuses/1726918722>

5/7/2009 7:16 AM

bit.ly click throughs: 12 clicks.

[resources] **NSDL** Middle School Portal for Math and Science Teachers <http://bit.ly/47O3u>

<http://twitter.com/yamasas/statuses/1746371449>

5/9/2009 8:10 AM

bit.ly click throughs: 14 clicks.

Posts about **NSDL** as of May 11, 2009 - <http://tinyurl.com/qlps6m>

<http://twitter.com/shirasmane/statuses/1763186604>

5/11/2009 7:58 AM

Just discovered the "InstallDocs - Metadata Registry - Trac" <http://bit.ly/Yf07> [#skos](#) [#php](#) [#nsdl](#)

<http://twitter.com/tompasley/statuses/1768651672>

5/11/2009 6:48 PM

bit.ly click throughs: 20 clicks

Talking to NCAR & UCAR librarians abt Twitter & how they might think about using it

<http://www.nsdl.ucar.edu> <http://www.ucar.edu/library>

<http://twitter.com/AtmosNews/statuses/1785770702>

5/13/2009 10:16 AM

packing for Ensemble NSF **NSDL** Pathway project meeting in Portland; to San Francisco Wed, then Tucson; returning home late next Sunday (5/24)

<http://twitter.com/edwardafox/statuses/1821171514>

5/16/2009 5:36 PM

at Ensemble NSF **NSDL** Pathway meeting, Portland, OR

<http://twitter.com/myudelson/statuses/1836473673>

5/18/2009 9:03 AM

[@sshreeves](#) [@Alan\\_Wolf](#) [@morganmundum](#) This work is indeed separate from the **NSDL**/Teachers Domain work, but possible overlap in future

[http://twitter.com/\\_cb\\_/statuses/1871627298](http://twitter.com/_cb_/statuses/1871627298)

5/21/2009 8:59 AM

Wow! Exploring and learning at The National Science Digital Library <http://nsdl.org/> Great resource

<http://bit.ly/vjrzg>

<http://twitter.com/cristama/statuses/1874285198>

5/21/2009 1:17 PM

bit.ly click throughs: 22 clicks

[@\\_cb\\_](#) [@morganmundum](#) thanks for the clarification. We might want to talk sometime, we have been doing looking at faculty use for the **NSDL**

[http://twitter.com/Alan\\_Wolf/statuses/1874724456](http://twitter.com/Alan_Wolf/statuses/1874724456)

5/21/2009 2:03 PM

nbadeck.com In honor of the NBA playoffs, resources on the science of basketball from the **NSDL** Collec..

<http://tinyurl.com/r4mtuk>

<http://twitter.com/nbadeck/statuses/1924539115>

5/26/2009 9:29 AM

[@NSDL](#) AMSER just joined Twitter - thought you may want to follow us too :)

<http://twitter.com/AmserDotOrg/statuses/1925636465>

5/26/2009 11:17 AM

An excellent resource Beyond Penguins and Polar Bears <http://bit.ly/GRSg8> & **NSDL** webinars

<http://bit.ly/wqQmB> Thanks [@NSDL](#)!!

<http://twitter.com/cristama/statuses/1938752449>

5/27/2009 1:11 PM

bit.ly click throughs:

<http://bit.ly/GRSg8>: 26 clicks.

<http://bit.ly/wqQmB>: 36 clicks.

RT [@NSDL](#) Good learning opp: Inquiry-based online teacher PD course w/stipend from Cornell Lab of Ornithology summer: <http://bit.ly/Q5cn6>

<http://twitter.com/weemooseus/statuses/1939766264>

5/27/2009 3:15 PM

bit.ly click throughs: 17 clicks

[@NSDL](#) Working on updating a lit review on the impact of educational gaming on student learning, so loved your list!!

<http://twitter.com/MetiriGroup/statuses/1939963689>

5/27/2009 3:38 PM

Beyond Penguins and Polar Bears an online mag for k-5 integrating science:

<http://beyondpenguins.nsd.org/>

<http://twitter.com/DebSweeney/statuses/1946972299>

5/28/2009 7:17 AM

## Tweets about 'nsdlorg'

**NSDL.org** - The National Science Digital Library - <http://godark.us/tu116289>

<http://twitter.com/deliciousrecent/statuses/1852935039>

5/19/2009 5:20 PM