

# NSDL Usage Report –April 2009

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## 1. nsdl.org

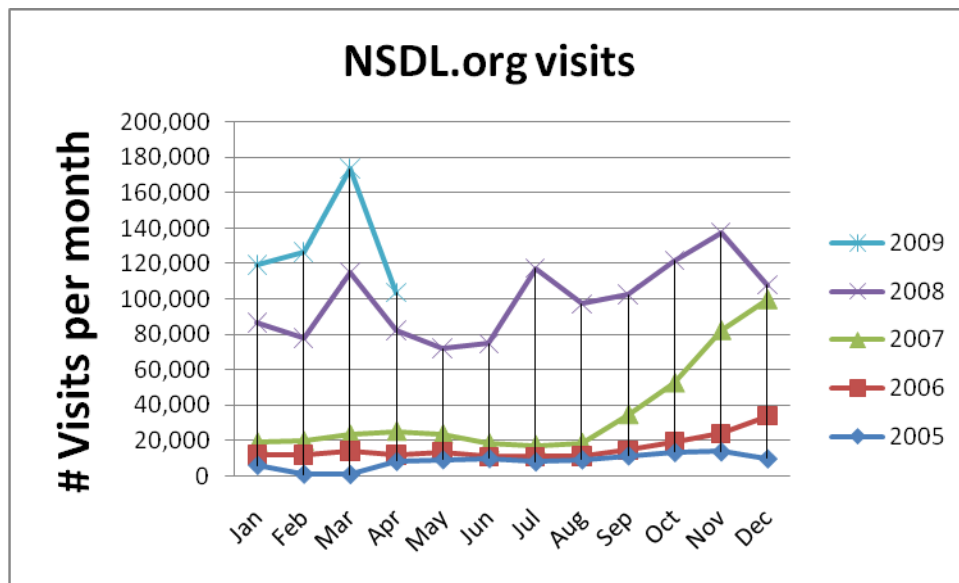


Figure 1. NSDL.org visits

Visits to nsdl.org

- Monthly visits for April 2009 103,555
- Annual Visits for 12 months ending April 30, 2009 1,357,159

### Comments

The rise in traffic from April 08 (82,426 visitors) to April 09 (103,555 visitors) represents a 26.63% year-on-year increase to visits to NSDL (Figure 1). NSDL had 197,042 page views in April 2009.

NSDL Expert Voices was the most popular page on NSDL for April 2009 with 57,936 page views, followed by the NSDL Landing pages with 55,935 page views (Table 1). The Landing Pages continue to be the number one entry page on NSDL (Figure 3).

Overall, NSDL saw a drop in traffic in April 2009 with the Landing Pages experiencing a significant drop. A drop in overall traffic and a significant drop in Landing Page traffic also occurred between March and April 2008 and may be the result of Google altering their search index (Figure 2). If a similar trend to last year occurs, then NSDL should expect a gradual increase in traffic throughout the summer and fall months before another drop in Landing Page traffic occurs around December 2009.

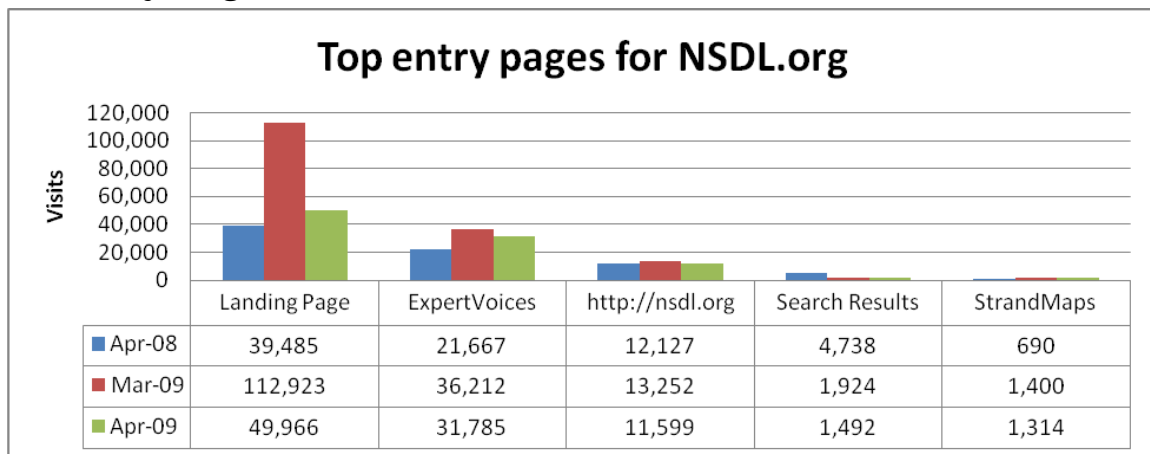


**Figure 2. NSDL Landing page traffic**

	Page	Page Views	% change from Mar 2009
1	Expert Voices	57,963	-14.36%
2	Landing Pages	55,935	-55.75%
3	Search Results	28,278	-20.87%
4	<a href="http://nsdl.org">http://nsdl.org</a>	17,317	-18.10%
5	Strand Maps	9,506	-18.50%
6	Search Results - more info - resource	2,537	31.86%
7	K12 Teachers	1,799	-24.89%
8	<a href="http://nsdl.org/browse">http://nsdl.org/browse</a>	1,586	-18.54%
9	<a href="http://nsdl.org/refreshers/science">http://nsdl.org/refreshers/science</a>	1,043	-39.75%
10	<a href="http://nsdl.org/index.php">http://nsdl.org/index.php</a>	762	62.13%

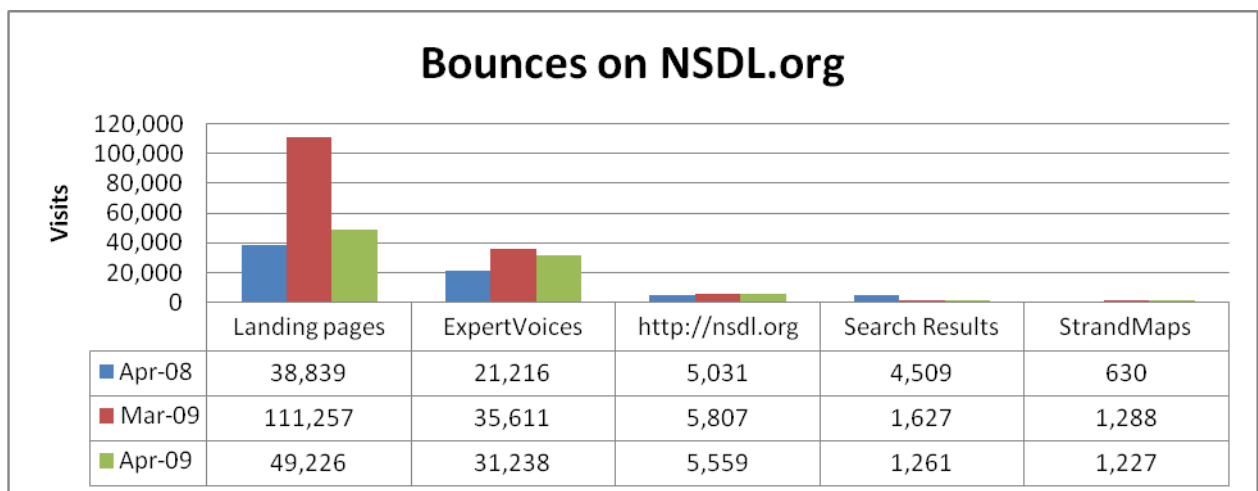
**Table 1. Most popular pages on NSDL**

## 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	22,223
Search Results	18,873
StrandMaps	7,363
Landing Page	5,210
Search Results - more info - resource	1,690
<a href="http://nsdl.org">http://nsdl.org</a>	1,389

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 hour or less on nsdl.org sites was larger in April 2009 than in April 2008 which the greatest number of people spending 1-5 minutes. Overall, users spent less time at NSDL.org in April 2009 than in March 2009.

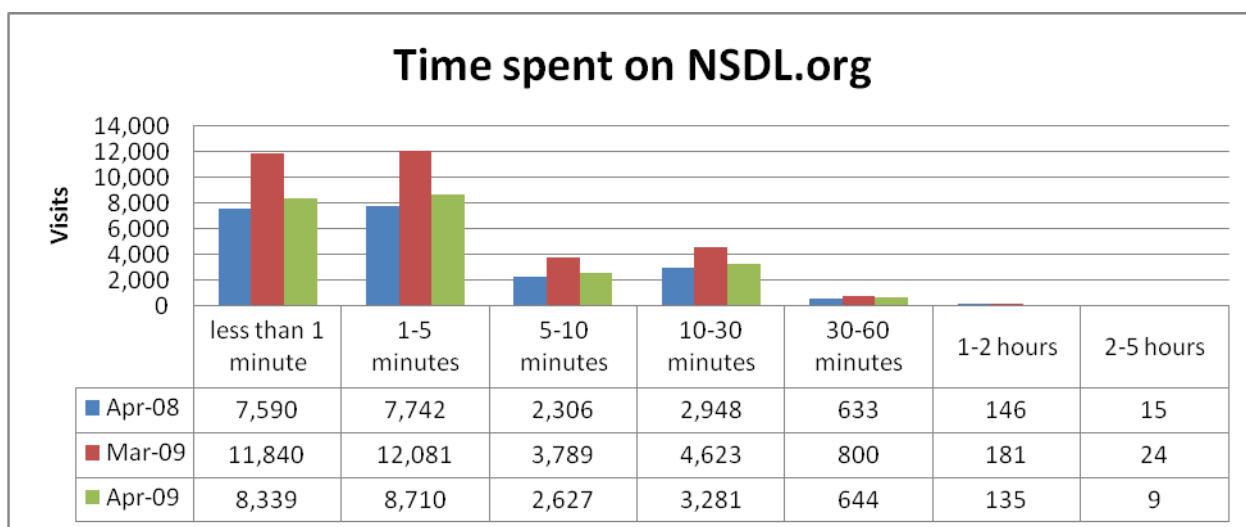
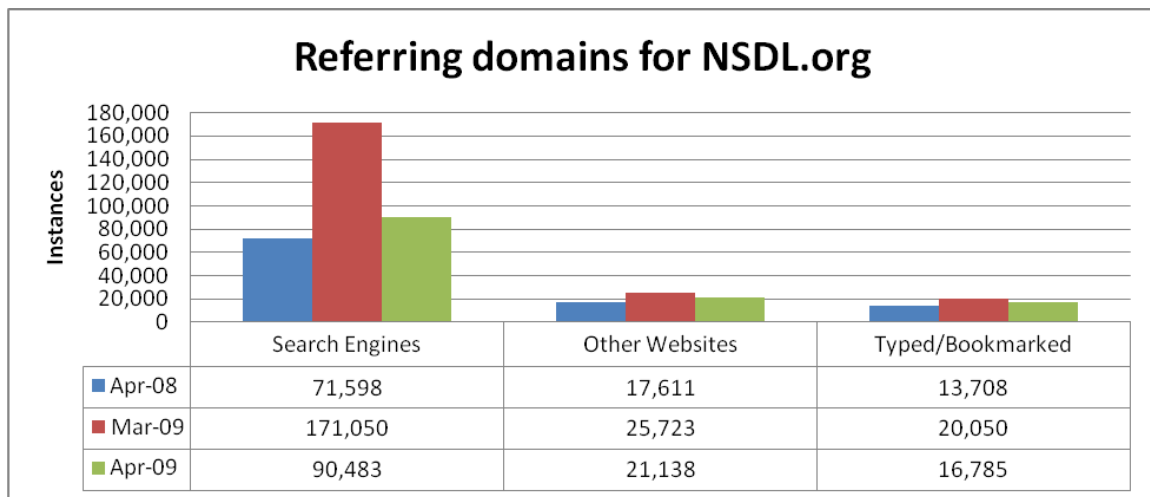


Figure 5. Time spent per visit to NSDL.org sites

### 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 47.10% in April 2009 from March 2009 but increased 26.38% from April 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 April 2009 is included at the end of the report. The top search terms used at NSDL.org were mostly about broad topics such as ‘education,’ ‘mathematics,’ or ‘engineering.’ While these terms are common in past reports, there is a notable lack of more refined search phrases within the top searches during April 2009.

The top 50 accessed landing pages are included at the end of the report. The most accessed landing page was [multiplication.com](http://multiplication.com) with 1,207 pageviews. 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**

The tools used to determine social bookmarking counts and facebook search gadget counts do not have a method to limit by date range. Given the timing of this report, any counts for April 2009 would be invalid. Search terms used in the Facebook.com search widget has been instrumented with Google Analytics and is included at the end of this report.

### **1.e.1 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.2 Twitter**

NSDL.org gained many twitter references in April 2009 resulting in 237 recorded clickthroughs to NSDL.org up from 84 recorded clickthroughs in March 2008. Recorded Tweets for March 2009, filtering tweets from NSDL promotional tweets from 'mintonmorris,' 'NSDLTech,' 'NSDLEduPak,' 'OpenRepoNews,' and 'NSDL' are included at the end of the report. Several references that occurred at the beginning of April were retweets about the NSDL EduPak release. Other references included tweets about NSDL Expert Voices blogs and retweets about the NSDL/NSTA web seminars.

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 April 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.

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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	Ithaca (New York)	1,929
2	New York (New York)	1,387
3	Atlanta (Georgia)	1,024
4	Mountain View (California)	822
5	Los Angeles (California)	718
6	Chicago (Illinois)	707
7	Houston (Texas)	686
8	Washington (DC)	649
9	Philadelphia (Pennsylvania)	607
10	Seattle (Washington)	586

**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	Ithaca (New York, US)	1,929
2	Sao Paulo (Sao Paulo, Brazil)	1,724
3	New Dehli (Dehli, India)	1,543
4	New York (New York, United States)	1,387
5	Atlanta (Georgia, US)	1,024
6	Mountain View (California, US)	822
7	Seoul (Korea - South, Korea - South)	808
8	Los Angeles (California, US)	718
9	Mumbai (Maharashtra, India)	712
10	Chicago (Illinois, US)	707

**Table 4. Top 10 international cities**

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

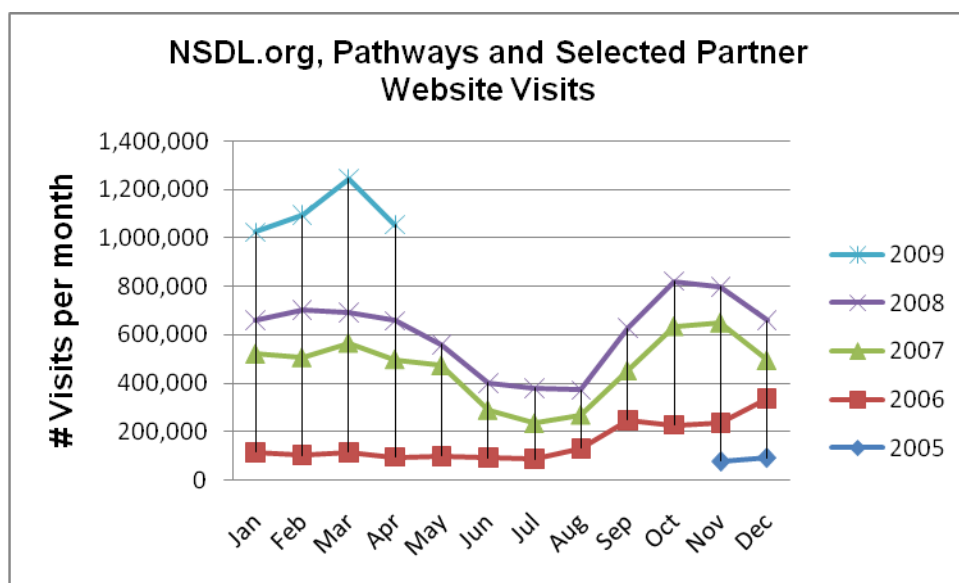
State	Apr-08	Mar-09	Apr-09
California	(2) 5,048	(1) 8,379	(1) 5,999
New York	(1) 5,296	(2) 7,447	(2) 5,576
Texas	(3) 2,612	(3) 4,298	(3) 3,593
Georgia	(13) 1,174	(4) 3,606	(4) 2,424



Florida	(5) 1,738	(5) 3,238	(5) 2,195
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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 April 2009 1,054,202
- Combined visits for 12 months ending April 30, 2009 9,059,577

### Comments

April 2009 traffic across all the NSDL Pathway and Partner sites instrumented by Omniture was 1,054,202 visits. Yearly traffic was above 9 million visits.

The rise in traffic from April 08 (657,641 visitors) to April 09 (1,054,202 visitors) represents an 60.3% 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 (405,979 visits), CSERD (263,227 visits), DLESE (20,252 visits), Middle School Portal (25,489 visits), NEEDS (7,308 visits), SDSC (1), SERC (42,220 visits), Teacher's Domain (218,968 visits) and NSDL.org sites (103,555 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, [Delicious.com URL lookup](#), and [Quarkbase](#). Quarkbase is a website information aggregator and was used to determine social bookmarking references to NSDL.org. 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: April 2009

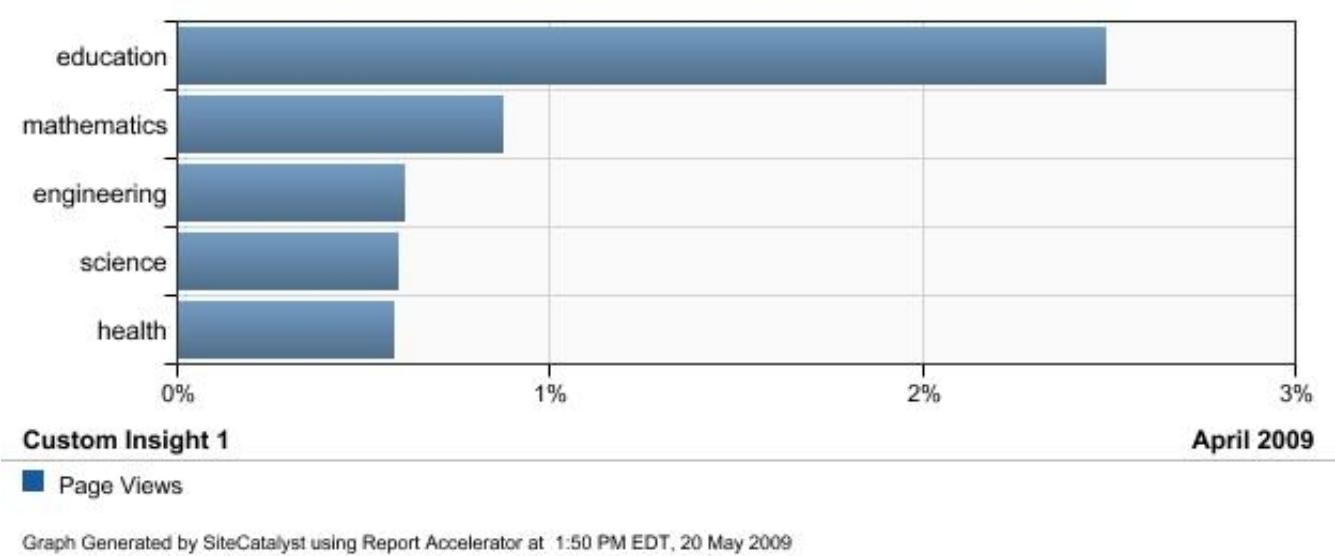
Search: None

Graph: Percentages

Number of entries requested: 50

Correlation Filter: None

## Graph



## Details

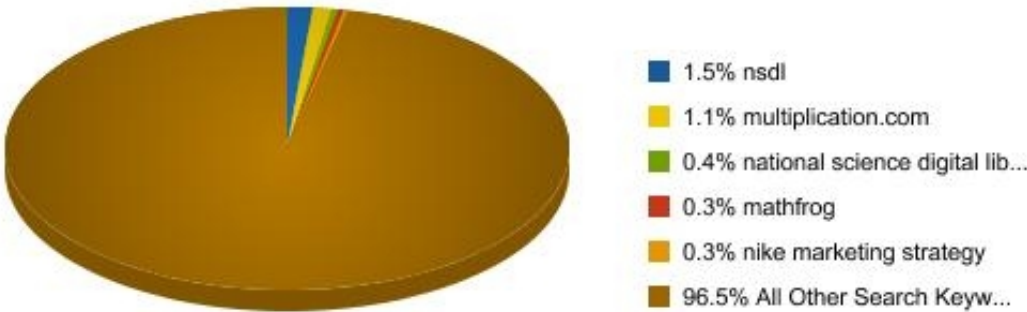
Custom Insight 1		Page Views	
1.	education	657	2.5%
2.	mathematics	232	0.9%
3.	engineering	162	0.6%
4.	science	157	0.6%
5.	health	154	0.6%
6.	medicine	153	0.6%
7.	instructional architect	92	0.3%
8.	math	84	0.3%
9.	chemistry	79	0.3%
10.	biology	74	0.3%
11.	energy skate park	69	0.3%
12.	astronomy	66	0.3%
13.	algebra	61	0.2%
14.	inquiry investigations	55	0.2%
15.	technology	55	0.2%
16.	weather	55	0.2%
17.	social studies	54	0.2%
18.	AMNH	53	0.2%
19.	hydrologic	51	0.2%
20.	&quot;what is mathematics&quot;	50	0.2%

Custom Insight 1 Report			
21.	taxonomy	45	0.2%
22.	germ line gene therapy	44	0.2%
23.	energy	43	0.2%
24.	water cycle	42	0.2%
25.	photosynthesis	42	0.2%
26.	jakubowski	42	0.2%
27.	matlab	41	0.2%
28.	plants	41	0.2%
29.	shapes	41	0.2%
30.	physics	40	0.2%
31.	evolution	40	0.2%
32.	will an apple explode when wired to a battery	39	0.1%
33.	entropy	39	0.1%
34.	sound synthesis	38	0.1%
35.	microelectronics	37	0.1%
36.	Astronomy	37	0.1%
37.	cells	37	0.1%
38.	open science grid	36	0.1%
39.	toxoplasmosis	35	0.1%
40.	mental status	35	0.1%
41.	Crew escape system	35	0.1%
42.	archaeobacteria	34	0.1%
43.	pottery	31	0.1%
44.	settlement pattern	31	0.1%
45.	influenza	30	0.1%
46.	MCNP	29	0.1%
47.	yhlkqkqayyxddfgfmgffmgmffkfbvbjbvjkcbvjkcjbkb b uj	29	0.1%
48.	PHP	28	0.1%
49.	bacteria mass spectrometry	28	0.1%
50.	genetics	28	0.1%
Total		26,355	

# All Search Keywords Report

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

## Graph



## Search Keywords

April 2009

Graph Generated by SiteCatalyst using Report Accelerator at 1:52 PM EDT, 20 May 2009

## Details

	Search Keyword	Searches	%
1.	nsdl	1,196	1.5%
2.	multiplication.com	897	1.1%
3.	national science digital library	306	0.4%
4.	mathfrog	246	0.3%
5.	nike marketing strategy	219	0.3%
6.	pressÃ£o venosa central	201	0.2%
7.	mathletics sign in	198	0.2%
8.	mecanoterapia	193	0.2%
9.	pompeii unraveling ancient mysteries	150	0.2%
10.	digital library	142	0.2%
11.	mann whitney calculator	129	0.2%
12.	computer generated imagery	114	0.1%
13.	sea floor spreading	98	0.1%
14.	theoretical and experimental probability	97	0.1%
15.	latin hypercube sampling	94	0.1%
16.	national digital library	92	0.1%
17.	www.readwritethink.org	90	0.1%
18.	nash equilibrium poker	89	0.1%
19.	science library	86	0.1%
20.	latin hypercube	85	0.1%
21.	nsdl.org	81	0.1%
22.	starcraft build orders	79	0.1%
23.	natasha collins yale	75	0.1%

SiteCatalyst

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All Search Keywords Report			
24.	athletic sign in	74	0.1%
25.	alojamiento conjunto	73	0.1%
26.	mann whitney u test calculator	72	0.1%
27.	joyce travelbee	69	0.1%
28.	readwritethink.org	69	0.1%
29.	teoria de joyce travelbee	69	0.1%
30.	relationship between science and technology	67	0.1%
31.	figuring ratios	65	0.1%
32.	nike's marketing strategy	61	0.1%
33.	intermep	61	0.1%
34.	affirmative action in college admissions	58	0.1%
35.	multiplication .com	58	0.1%
36.	dna computing	58	0.1%
37.	mann-whitney test calculator	56	0.1%
38.	affirmative action college admissions	54	0.1%
39.	ndsl	54	0.1%
40.	feurea	54	0.1%
41.	teaching measurement	54	0.1%
42.	typing games	52	0.1%
43.	history of matrices	51	0.1%
44.	linear measurement	51	0.1%
45.	info 2040	50	0.1%
46.	koday's kids amazing insects	48	0.1%
47.	webofscience.com	48	0.1%
48.	reynolds experiment	47	0.1%
49.	www.webofscience.com	45	0.1%
50.	levent elemen	45	0.1%
Total		81,894	

Details			
Most Popular All Search Engines		Searches	%
1.	Google	41,773	51.0%
2.	Google - Brasil	4,531	5.5%
3.	Yahoo!	4,135	5.0%
4.	Google - United Kingdom	2,891	3.5%
5.	Google - India	2,571	3.1%



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# Custom Insight 5 Report

Reporting Date: April 2009

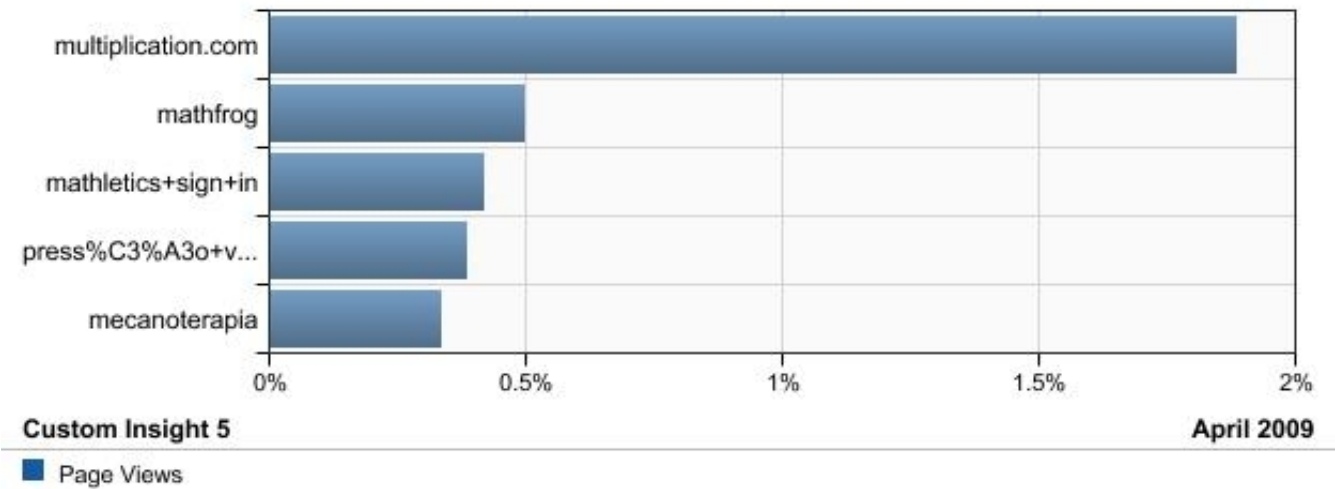
Search: None

Graph: Percentages

Number of entries requested: 50

Correlation Filter: None

## Graph



Graph Generated by SiteCatalyst using Report Accelerator at 3:06 PM EDT, 20 May 2009

## Details

Custom Insight 5		Page Views	
1.	multiplication.com	865	1.9%
2.	mathfrog	229	0.5%
3.	mathletics+sign+in	193	0.4%
4.	press%C3%A3o+venosa+central	177	0.4%
5.	mecanoterapia	154	0.3%
6.	pompeii+unraveling+ancient+mysteries	134	0.3%
7.	mann+whitney+calculator	126	0.3%
8.	www.readwritethink.org	88	0.2%
9.	readwritethink.org	69	0.2%
10.	mathletic+sign+in	66	0.1%
11.	mann+whitney+u+test+calculator	66	0.1%
12.	figuring+ratios	61	0.1%
13.	intermep	60	0.1%
14.	teoria+de+joyce+travelbee	58	0.1%
15.	joyce+travelbee	55	0.1%
16.	alojamiento+conjunto	53	0.1%
17.	multiplication+.com	53	0.1%
18.	mann-whitney+test+calculator	48	0.1%
19.	webofscience.com	47	0.1%
20.	levent+elemen	45	0.1%

Custom Insight 5 Report			
21.	www.webofscience.com	42	0.1%
22.	koday%27s+kids+amazing+insects	39	0.1%
23.	where+does+pi+come+from	38	0.1%
24.	kings+list+of+online+math+activities	36	0.1%
25.	atomic+structure+timeline	36	0.1%
26.	curl+calculator	36	0.1%
27.	ladybug+anatomy	36	0.1%
28.	reynolds+experiment	35	0.1%
29.	hypothesis+testing+calculator	35	0.1%
30.	weathering+and+erosion	35	0.1%
31.	divergence+calculator	34	0.1%
32.	automedica%C3%A7%C3%A3o+no+brasil	33	0.1%
33.	ncbi+trace+archive	31	0.1%
34.	feurea	30	0.1%
35.	importancia+de+la+actividad+comercial	29	0.1%
36.	medicalizacion+de+la+medicina	27	0.1%
37.	normal+abdominal+ct	26	0.1%
38.	wilcoxon+test+calculator	26	0.1%
39.	gram+variable+rods	26	0.1%
40.	integration+by+parts+proof	25	0.1%
41.	las+viewer	25	0.1%
42.	Multiplication.com	25	0.1%
43.	wilcoxon+calculator	24	0.1%
44.	pathophysiology+of+hip+fracture	23	0.1%
45.	chest+x+ray+tutorial	22	0.0%
46.	torabolic	21	0.0%
47.	pressao+venosa+central	20	0.0%
48.	highway+capacity+manual+download	20	0.0%
49.	readwritethink.org+lessons	20	0.0%
50.	splenocytosis	19	0.0%
Total		45,831	



# Custom Insight 4 Report

Reporting Date: April 2009

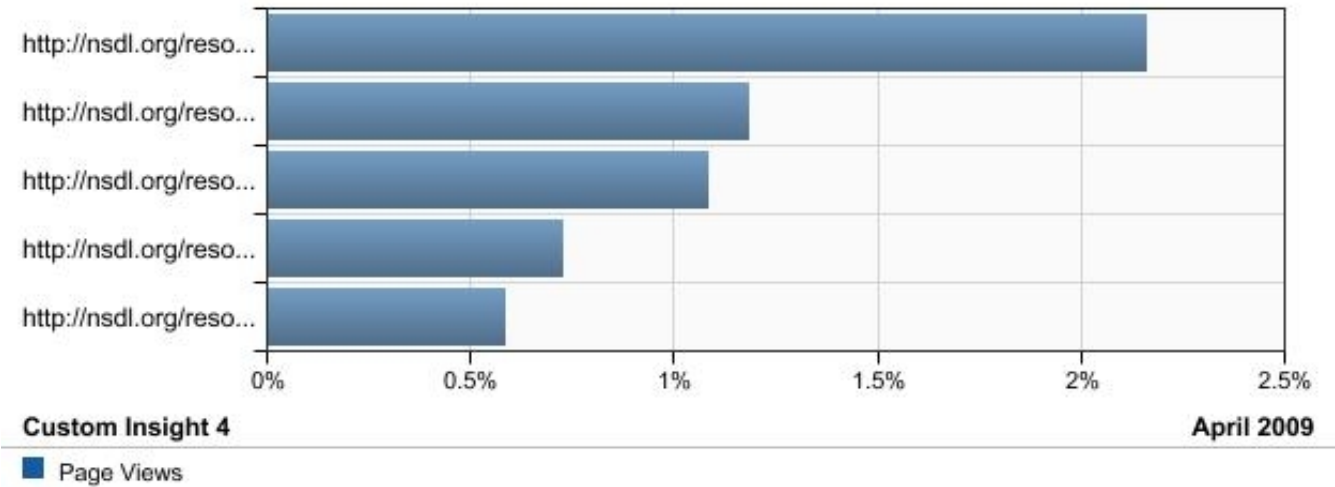
Search: None

Graph: Percentages

Number of entries requested: 50

Correlation Filter: None

## Graph



Graph Generated by SiteCatalyst using Report Accelerator at 1:57 PM EDT, 20 May 2009

## Details

Custom Insight 4		Page Views	
1.	http://nsdl.org/resource/2200/20061002183748379T	1,207	2.2%
2.	http://nsdl.org/resource/2200/20070126213743204T	663	1.2%
3.	http://nsdl.org/resource/2200/20061003060017201T	607	1.1%
4.	http://nsdl.org/resource/2200/test.20061004112052867T	406	0.7%
5.	http://nsdl.org/resource/2200/20061219124054791T	328	0.6%
6.	http://nsdl.org/resource/2200/20070523143218057T	300	0.5%
7.	http://nsdl.org/resource/2200/20061003075435463T	294	0.5%
8.	http://nsdl.org/resource/2200/20070110223416548T	217	0.4%
9.	http://nsdl.org/resource/2200/20061003225942364T	202	0.4%
10.	http://nsdl.org/resource/2200/20070412141337329T	200	0.4%
11.	http://nsdl.org/resource/2200/20070624014212309T	199	0.4%
12.	http://nsdl.org/resource/2200/20061003230008455T	128	0.2%
13.	http://nsdl.org/resource/2200/20070917145506258T	124	0.2%
14.	http://nsdl.org/resource/2200/test.20061004111541306T	121	0.2%
15.	http://nsdl.org/resource/2200/test.20061004112845844T	113	0.2%

## Custom Insight 4 Report

16.	<a href="http://nsdl.org/resource/2200/20061219134424957T">http://nsdl.org/resource/2200/20061219134424957T</a>	112	0.2%
17.	<a href="http://nsdl.org/resource/2200/20061005113022718T">http://nsdl.org/resource/2200/20061005113022718T</a>	112	0.2%
18.	<a href="http://nsdl.org/resource/2200/20080211073917046T">http://nsdl.org/resource/2200/20080211073917046T</a>	106	0.2%
19.	<a href="http://nsdl.org/resource/2200/20061003121032178T">http://nsdl.org/resource/2200/20061003121032178T</a>	103	0.2%
20.	<a href="http://nsdl.org/resource/2200/20061003061339388T">http://nsdl.org/resource/2200/20061003061339388T</a>	86	0.2%
21.	<a href="http://nsdl.org/resource/2200/20070724230610531T">http://nsdl.org/resource/2200/20070724230610531T</a>	86	0.2%
22.	<a href="http://nsdl.org/resource/2200/20070730174724844T">http://nsdl.org/resource/2200/20070730174724844T</a>	86	0.2%
23.	<a href="http://nsdl.org/resource/2200/20061003230758145T">http://nsdl.org/resource/2200/20061003230758145T</a>	85	0.2%
24.	<a href="http://nsdl.org/resource/2200/20080625143750607T">http://nsdl.org/resource/2200/20080625143750607T</a>	82	0.1%
25.	<a href="http://nsdl.org/resource/2200/20061121114324168T">http://nsdl.org/resource/2200/20061121114324168T</a>	81	0.1%
26.	<a href="http://nsdl.org/resource/2200/20071018103110720T">http://nsdl.org/resource/2200/20071018103110720T</a>	79	0.1%
27.	<a href="http://nsdl.org/resource/2200/20070724230521433T">http://nsdl.org/resource/2200/20070724230521433T</a>	77	0.1%
28.	<a href="http://nsdl.org/resource/2200/20061219130550474T">http://nsdl.org/resource/2200/20061219130550474T</a>	71	0.1%
29.	<a href="http://nsdl.org/resource/2200/test.20061004103919400T">http://nsdl.org/resource/2200/test.20061004103919400T</a>	70	0.1%
30.	<a href="http://nsdl.org/resource/2200/20070730175154489T">http://nsdl.org/resource/2200/20070730175154489T</a>	70	0.1%
31.	<a href="http://nsdl.org/resource/2200/20070624000014822T">http://nsdl.org/resource/2200/20070624000014822T</a>	69	0.1%
32.	<a href="http://nsdl.org/resource/2200/20061003210321512T">http://nsdl.org/resource/2200/20061003210321512T</a>	69	0.1%
33.	<a href="http://nsdl.org/resource/2200/20070924032601766T">http://nsdl.org/resource/2200/20070924032601766T</a>	69	0.1%
34.	<a href="http://nsdl.org/resource/2200/test.20061004102347933T">http://nsdl.org/resource/2200/test.20061004102347933T</a>	68	0.1%
35.	<a href="http://nsdl.org/resource/2200/test.20061004111651775T">http://nsdl.org/resource/2200/test.20061004111651775T</a>	68	0.1%
36.	<a href="http://nsdl.org/resource/2200/20061002164806637T">http://nsdl.org/resource/2200/20061002164806637T</a>	67	0.1%
37.	<a href="http://nsdl.org/resource/2200/20061002204237655T">http://nsdl.org/resource/2200/20061002204237655T</a>	66	0.1%
38.	<a href="http://nsdl.org/resource/2200/20070723063540987T">http://nsdl.org/resource/2200/20070723063540987T</a>	66	0.1%
39.	<a href="http://nsdl.org/resource/2200/20061002185157627T">http://nsdl.org/resource/2200/20061002185157627T</a>	63	0.1%
40.	<a href="http://nsdl.org/resource/2200/20061123175101109T">http://nsdl.org/resource/2200/20061123175101109T</a>	63	0.1%
41.	<a href="http://nsdl.org/resource/2200/20061216044846066T">http://nsdl.org/resource/2200/20061216044846066T</a>	62	0.1%
42.	<a href="http://nsdl.org/resource/2200/20061002171046361T">http://nsdl.org/resource/2200/20061002171046361T</a>	59	0.1%
43.	<a href="http://nsdl.org/resource/2200/20071009181350396T">http://nsdl.org/resource/2200/20071009181350396T</a>	58	0.1%
44.	<a href="http://nsdl.org/resource/2200/20061002174130855T">http://nsdl.org/resource/2200/20061002174130855T</a>	57	0.1%
45.	<a href="http://nsdl.org/resource/2200/20061003162944681T">http://nsdl.org/resource/2200/20061003162944681T</a>	57	0.1%
46.	<a href="http://nsdl.org/resource/2200/20061002175253172T">http://nsdl.org/resource/2200/20061002175253172T</a>	57	0.1%
47.	<a href="http://nsdl.org/resource/2200/20071009174226353T">http://nsdl.org/resource/2200/20071009174226353T</a>	55	0.1%

SiteCatalyst™

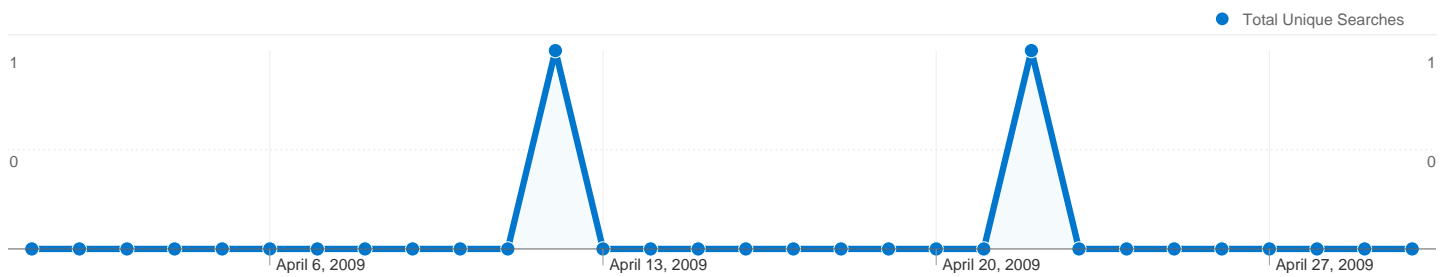
Omniture Headquarters:

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550 East Timpanogos Circle  
 Orem, Utah 84097

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Custom Insight 4 Report			
48.	http://nsdl.org/resource/2200/20081006194439246T	55	0.1%
49.	http://nsdl.org/resource/2200/20080718185917948T	55	0.1%
50.	http://nsdl.org/resource/2200/20061121124513540T	53	0.1%
Total		55,800	



There were 2 unique searches via 2 search terms

#### Site Search Usage

Total Unique Searches 2 % of Site Total: 100.00%	Results Pageviews/Search	% Search Exits 100.00%	% Search Refinements 0.00%	Time after Search 00:11:11	Search Depth 0.00		
	7.00 Site Avg: 7.00 (0.00%)	Site Avg: 100.00% (0.00%)	Site Avg: 0.00% (0.00%)	Site Avg: 00:11:11 (0.00%)	Site Avg: 0.00 (0.00%)		
Search Term		Total Unique Searches	Results Pageviews/S earch	% Search Exits	% Search Refinements	Time after Search	Search Depth
environment		1	12.00	100.00%	0.00%	00:22:02	0.00
moment of area		1	2.00	100.00%	0.00%	00:00:20	0.00
1 - 2 of 2							

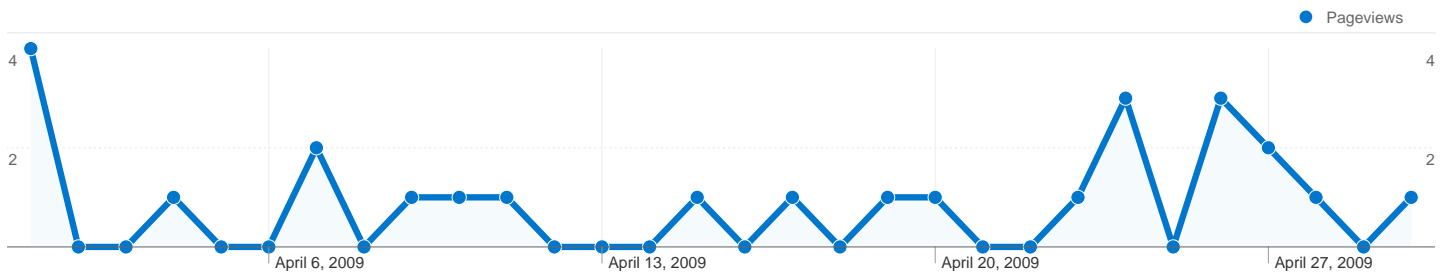
1 - 2 of 2

## Content Drilldown

/ui\_click/keypress/search\_submit/

Apr 1, 2009 - Apr 30, 2009

Comparing to: Site



24 pages were viewed a total of 25 times

## Content Performance

<div>Pageviews</div> <div>25</div> <div>% of Site Total: 0.07%</div>	<div>Unique Pageviews</div> <div>24</div> <div>% of Site Total: 0.13%</div>	<div>Avg. Time on Page</div> <div>00:01:11</div> <div>Site Avg: 00:10:53 (-89.17%)</div>	<div>Bounce Rate</div> <div>0.00%</div> <div>Site Avg: 67.58% (-100.00%)</div>	<div>% Exit</div> <div>40.00%</div> <div>Site Avg: 50.57% (-20.90%)</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
/astronomy	2	1	00:00:08	0.00%	0.00%	\$0.00
/algorithm	1	1	00:01:35	0.00%	0.00%	\$0.00
/alzheimers	1	1	00:00:00	0.00%	0.00%	\$0.00
/antibiotics	1	1	00:00:33	0.00%	0.00%	\$0.00
/black holes	1	1	00:00:06	0.00%	0.00%	\$0.00
/chemical interactions	1	1	00:00:00	0.00%	0.00%	\$0.00
/daniel krueerke	1	1	00:00:08	0.00%	0.00%	\$0.00
/dna	1	1	00:00:00	0.00%	100.00%	\$0.00
/dna genetic network	1	1	00:00:00	0.00%	0.00%	\$0.00
/earthquakes	1	1	00:13:51	0.00%	0.00%	\$0.00
/egyptian hieroglyphic	1	1	00:00:00	0.00%	100.00%	\$0.00
/extrasolar planets	1	1	00:00:00	0.00%	0.00%	\$0.00
/forces and motion	1	1	00:00:00	0.00%	0.00%	\$0.00
/genome	1	1	00:00:00	0.00%	0.00%	\$0.00
/hieroglyphic	1	1	00:00:00	0.00%	0.00%	\$0.00
/krueerke	1	1	00:00:00	0.00%	100.00%	\$0.00
/meta-analysis	1	1	00:00:00	0.00%	100.00%	\$0.00
/nuclear fallout	1	1	00:00:00	0.00%	100.00%	\$0.00
/predatory	1	1	00:00:00	0.00%	100.00%	\$0.00
/senses	1	1	00:00:00	0.00%	100.00%	\$0.00
/sensory system	1	1	00:00:00	0.00%	100.00%	\$0.00

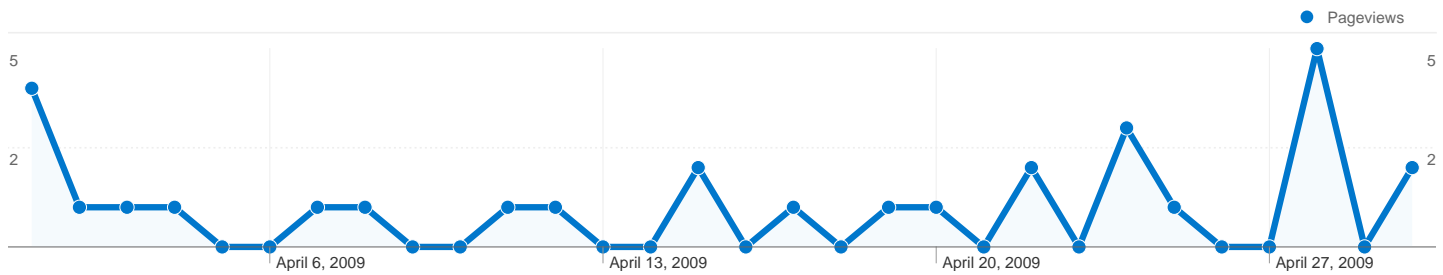
/the nature of science	1	1	00:00:00	0.00%	100.00%	\$0.00
/tsumoto kanta	1	1	00:00:00	0.00%	100.00%	\$0.00
/wave tank labs	1	1	00:01:12	0.00%	0.00%	\$0.00
1 - 24 of 24						

## Content Drilldown

/ui\_click/click/search\_submit/

Apr 1, 2009 - Apr 30, 2009

Comparing to: Site



27 pages were viewed a total of 29 times

## Content Performance

<div>Pageviews</div> <div>29</div> <div>% of Site Total: 0.08%</div>	<div>Unique Pageviews</div> <div>29</div> <div>% of Site Total: 0.16%</div>	<div>Avg. Time on Page</div> <div>00:04:02</div> <div>Site Avg: 00:10:53 (-62.94%)</div>	<div>Bounce Rate</div> <div>0.00%</div> <div>Site Avg: 67.58% (-100.00%)</div>	<div>% Exit</div> <div>68.97%</div> <div>Site Avg: 50.57% (36.37%)</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
/	3	3	00:07:40	0.00%	66.67%	\$0.00
/alzheimers	1	1	00:00:31	0.00%	0.00%	\$0.00
/astronomy	1	1	00:00:00	0.00%	100.00%	\$0.00
/biology	1	1	00:00:00	0.00%	100.00%	\$0.00
/black holes	1	1	00:09:04	0.00%	0.00%	\$0.00
/chemical interactions	1	1	00:00:00	0.00%	100.00%	\$0.00
/cholesterol crystal	1	1	00:00:00	0.00%	100.00%	\$0.00
/dna genetic network	1	1	00:08:48	0.00%	0.00%	\$0.00
/extrasolar planets	1	1	00:02:17	0.00%	0.00%	\$0.00
/force	1	1	00:01:02	0.00%	0.00%	\$0.00
/forces and motion	1	1	00:00:00	0.00%	100.00%	\$0.00
/geneome	1	1	00:00:29	0.00%	0.00%	\$0.00
/hieroglyphic	1	1	00:00:00	0.00%	100.00%	\$0.00
/information literacy	1	1	00:00:00	0.00%	100.00%	\$0.00
/magnitude	1	1	00:00:00	0.00%	100.00%	\$0.00
/mass	1	1	00:00:00	0.00%	100.00%	\$0.00
/meta-analysis	1	1	00:00:00	0.00%	100.00%	\$0.00
/metternich	1	1	00:00:00	0.00%	100.00%	\$0.00
/momentum	1	1	00:00:00	0.00%	100.00%	\$0.00
/oxidation and reduction	1	1	00:00:00	0.00%	100.00%	\$0.00
/robinson	1	1	00:00:33	0.00%	0.00%	\$0.00

/sleep and circadian rhythms in children and adolescents with bipolar disorder	1	1	00:00:00	0.00%	100.00%	\$0.00
/stem cell research everlasting life	1	1	00:00:00	0.00%	100.00%	\$0.00
/the world	1	1	00:00:00	0.00%	100.00%	\$0.00
/time travel	1	1	00:05:55	0.00%	0.00%	\$0.00
/velocity	1	1	00:00:00	0.00%	100.00%	\$0.00
/wave tank labs	1	1	00:00:00	0.00%	100.00%	\$0.00
1 - 27 of 27						



## Twitters about NSDL

Note: There may be occasional duplicates in the event that a tweet contains more than one key phrase. For example: a tweet that references 'nsdl' and 'nsdl.org' may show up twice, once in each category.

### *Listener for 'nsdl'*

New digital library platform from **NSDL** (<http://www.earlham.edu/~peters/fos/2009/04/nsdl-releases-new-digital-library.html>)

<http://twitter.com/Knowledgespeak/statuses/1444201698>

4/3/2009 2:44 AM

RT [@NSDL](#) For elem & secondary educators: Free PD webinars in April-Resources, activities, content knowledge & more <http://tinyurl.com/cxhhzy>

<http://twitter.com/NMSTE/statuses/1445816604>

4/3/2009 9:14 AM

[@NSDL](#) For elem & secondary educators: Free PD webinars in April-Resources, activities, content knowledge & more <http://tinyurl.com/cxhhzy>

<http://twitter.com/jeffryes/statuses/1445820732>

4/3/2009 9:15 AM

» The Ethics of Google Bombing » Cornell Info 2040 - Networks: **NSDL** Expert Voices Logo · **NSDL.org** > Expert Vo.. <http://tinyurl.com/d7utzg>

<http://twitter.com/postsgoogle/statuses/1453315263>

4/4/2009 2:33 PM

"What a trifling difference must often determine which shall survive and which perish!" Charles Darwin via <http://bit.ly/UUDN1> via **NSDL**

<http://twitter.com/DavidBahia/statuses/1454810851>

4/4/2009 8:04 PM

National Science Digital Library (**NSDL**) created by National Science Foundation to provide access to educational resources <http://nsdl.org>

<http://twitter.com/DavidBahia/statuses/1454894616>

4/4/2009 8:22 PM

Bigwood, David: Digital Library Tool: News from the National Science Digital Library.**NSDL** EduPak 1.0: An Open So.. <http://snipurl.com/fcgm4>

<http://twitter.com/infopeep/statuses/1463893001>

4/6/2009 10:52 AM

Digital Library Tool: News from the National Science Digital Library.**NSDL** EduPak 1.0: An Open Source Digital Lib.. <http://tinyurl.com/c4zoqt>  
<http://twitter.com/mncountrygirl/statuses/1464390330>

4/6/2009 12:18 PM

[PSLBlog] **NSDL** EduPak 1.0: **NSDL** EduPak 1.0 is a lightweight version of NCore. Built using NCore compone.. <http://tinyurl.com/dkp465>  
<http://twitter.com/worldbooktrade/statuses/1469244574>

4/7/2009 6:44 AM

[PSLBlog] **NSDL** EduPak 1.0: **NSDL** EduPak 1.0 is a lightweight version of NCore. Built using NCore compone.. <http://tinyurl.com/dkp465>  
<http://twitter.com/peterscott/statuses/1469502122>

4/7/2009 7:34 AM

[PSLBlog] **NSDL** EduPak 1.0: **NSDL** EduPak 1.0 is a lightweight version of NCore. Built using NCore compone.. <http://tinyurl.com/dkp465>  
<http://twitter.com/twittbraries/statuses/1469507207>

4/7/2009 7:35 AM

**NSDL** EduPak 1.0: An Open Source Digital Library Services Platform for Education  
<http://doiop.com/cataloging>  
[http://twitter.com/LPI\\_Library/statuses/1470006859](http://twitter.com/LPI_Library/statuses/1470006859)

4/7/2009 9:04 AM

Trying to fully understand the NSF **NSDL**. It has an API, it is Fedora based, XML compatible...but does it do JSON?

<http://twitter.com/matt808/statuses/1470342699>

4/7/2009 10:04 AM

RT @NSDL: Mobile dvcs, Wb 2.0 tools & dig textbooks:What students are saying from Project Tomorrow 2008 Speak Up: <http://tinyurl.com/clz4a8>  
<http://twitter.com/NMSTE/statuses/1472938412>

4/7/2009 5:40 PM

National STEM Education Distributed Learning (**NSDL**): Full Proposal Deadline Date: April 15, 2009Program Guidelin.. <http://tinyurl.com/ap4272>  
<http://twitter.com/pclemins/statuses/1474665455>

4/7/2009 10:53 PM

Working on **NSDL** proposal from Reston, VA  
<http://twitter.com/ShodorBob1/statuses/1494118134>

4/10/2009 6:24 PM

RT [@NSDL](#) What Works? SREB Online features best practices in Virtual Schools & Online Learning:

<http://www.srebonlineteache...>

<http://twitter.com/weemooseus/statuses/1511326488>

4/13/2009 1:54 PM

» Network Effects and Information Cascades in Social Media ...: **NSDL.org** > Expert Voices > Cornell Info 20.. <http://bit.ly/14NV1>

<http://twitter.com/facemlmsecrets/statuses/1515329859>

4/14/2009 1:55 AM

Due dates: National STEM Education Distributed Learning (**NSDL**): Full Proposal Deadline Date: April 15,..

<http://tinyurl.com/dkxjlc>

[http://twitter.com/NSF\\_EHR/statuses/1526805400](http://twitter.com/NSF_EHR/statuses/1526805400)

4/15/2009 11:25 AM

New post: **NSDL** hiked the fees for E-Filing of TDS, TCS & AIR Return & TAN application

<http://cli.gs/TjLr3B>

<http://twitter.com/kanoisandeep/statuses/1555447917>

4/18/2009 8:45 PM

Post Edited: **NSDL** hiked the fees for E-Filing of TDS, TCS & AIR Return & TAN application

<http://cli.gs/TjLr3B>

<http://twitter.com/kanoisandeep/statuses/1555563003>

4/18/2009 9:03 PM

**NSDL** Expert Voices Logo · **NSDL.org** > Expert Voices > Cornell Info 2040 - Networks · Larger Text · Cornell

.. <http://bit.ly/qLtBI>

<http://twitter.com/tweetcute/statuses/1558926030>

4/19/2009 10:47 AM

» Twitter as a Social Network » Cornell Info 2040 - Networks: **NSDL** Expert Voices Logo · **NSDL.org** >

Expert Voi.. <http://bit.ly/192Oqd>

<http://twitter.com/facemlmsecrets/statuses/1568605740>

4/20/2009 2:26 PM

[resources] K-Gray Engineering Pathway Digital Library - Engineering Education Wing of the **NSDL**

<http://tinyurl.com/cqr4ux>

<http://twitter.com/yamasas/statuses/1586300998>

4/22/2009 11:09 AM

[resources] **NSDL.org** - The National Science Digital Library <http://tinyurl.com/ngmt7>

<http://twitter.com/yamasas/statuses/1587423293>

4/22/2009 1:30 PM

Rich-get-Richer applied to college rankings - an **NSDL** article <http://tinyurl.com/c44g9m>  
<http://twitter.com/constructal/statuses/1591851614>

4/22/2009 11:21 PM

» “Vrrooom-Vroom” Goes Green » **NSDL** Highlights: Two springtime events—the Indiana Super Mileage Challenge and t.. <http://tinyurl.com/cdh3cz>

[http://twitter.com/automobiles\\_com/statuses/1633593814](http://twitter.com/automobiles_com/statuses/1633593814)

4/27/2009 5:07 PM

» “Vrrooom-Vroom” Goes Green » **NSDL** Highlights: American's love affair with cars, however, and their utilit.. <http://tinyurl.com/cbckqa>

<http://twitter.com/engineerfinder/statuses/1635970888>

4/27/2009 9:54 PM

» Intel International Science and Engineering Fair » **NSDL** Imprint: This case found that the transfer of learning.. You must be authentic ...

<http://twitter.com/learnondemand/statuses/1644241791>

4/28/2009 6:40 PM

Posts about **NSDL** as of April 29, 2009 - <http://tinyurl.com/d587fb>

<http://twitter.com/shirasmane/statuses/1649034910>

4/29/2009 8:08 AM

Playing with creating a vocabulary for data formats on the **NSDL** Metadata Registry sandbox.

<http://twitter.com/rsinger/statuses/1651933689>

4/29/2009 1:43 PM

I'm juggling getting set to be the next Chair, and my new **NSDL** project on the future of Geoscience education.

<http://twitter.com/jeffgryan/statuses/1658643883>

4/30/2009 7:10 AM

» 2009 Premier Award Competition - Submission date July 17 » **NSDL** ...: Engineering Pathway, is open to a wide ra.. You must be authentic ...

<http://twitter.com/learnondemand/statuses/1666715812>

4/30/2009 11:00 PM

## ***Listener for ‘national science digital library’***

**National Science Digital Library** launches Open Source Library Services Platform for Education

<http://tinyurl.com/s7jff> (via Catalogablog)

[http://twitter.com/ALA\\_TechSource/statuses/1463923770](http://twitter.com/ALA_TechSource/statuses/1463923770)

4/6/2009 10:57 AM

**National Science Digital Library** to support science, technology, engineering, and mathematics (STEM) education. <http://tinyurl.com/ngmt7>

<http://twitter.com/jfernandez/statuses/1584514469>

4/22/2009 7:24 AM

### ***Listener for 'national science digital library'***

The National Science Digital [#Library](#) has released EduPak 1.0.

<http://wiki.nsd.org/index.php/Community:EduPak>

<http://twitter.com/MyOpenArchive/statuses/1441079706>

4/2/2009 3:28 PM

Retweeting [@MyOpenArchive](#): The National Science Digital [#Library](#) has released EduPak 1.0.

<http://wiki.nsd.org/index.php/Community:EduPak>

<http://twitter.com/ehealthgr/statuses/1441123712>

4/2/2009 3:35 PM

» Identifying Social Network Users from Anonymous Data » Cornell ...: **NSDL.org** > Expert Voices >

Cornell I.. <http://bit.ly/oBINn>

<http://twitter.com/facemlmssecrets/statuses/1474855807>

4/7/2009 11:41 PM

» Information Cascade sheds light on Financial Crisis » Cornell ...: NSDL Expert Voices Logo · **NSDL.org** > Expert.. You must be authentic ...

[http://twitter.com/Work\\_At\\_Home1/statuses/1481796047](http://twitter.com/Work_At_Home1/statuses/1481796047)

4/8/2009 11:37 PM

» Information Cascades and Gambling: Responsible for current ...: NSDL Expert Voices Logo · **NSDL.org** > Expert.. You must be authentic ...

[http://twitter.com/Work\\_At\\_Home1/statuses/1493875123](http://twitter.com/Work_At_Home1/statuses/1493875123)

4/10/2009 5:37 PM

» Social Networking Across Generations » Cornell Info 2040 - Networks: NSDL Expert Voices Logo ·

**NSDL.org** > E.. <http://bit.ly/1PvVMC>

<http://twitter.com/facemlmssecrets/statuses/1512535619>

4/13/2009 5:09 PM

MSP: NSDL collected about 2 million STEM resources and then built tools/services to support users finding/using resources <http://nsdl.org>

<http://twitter.com/tappedinorg/statuses/1512560775>

4/13/2009 5:13 PM

» Common Knowledge and Social Institutions - High Speed Rail ...: NSDL Expert Voices Logo · **NSDL.org** >

Expert.. <http://bit.ly/tZ8lq>

<http://twitter.com/facemlmsecrets/statuses/1549866912>

4/18/2009 3:59 AM

**NSDL.org** - The National Science Digital Library <http://nsdl.org/>

<http://twitter.com/rickdog/statuses/1552608800>

4/18/2009 1:05 PM

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<http://twitter.com/erlesen/statuses/1553057526>

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Very cool concept maps of science & related topics for made for K-12 educators, but fun for anyone:

<http://strandmaps.nsdl.org/>

<http://twitter.com/champignon/statuses/1608176141>

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