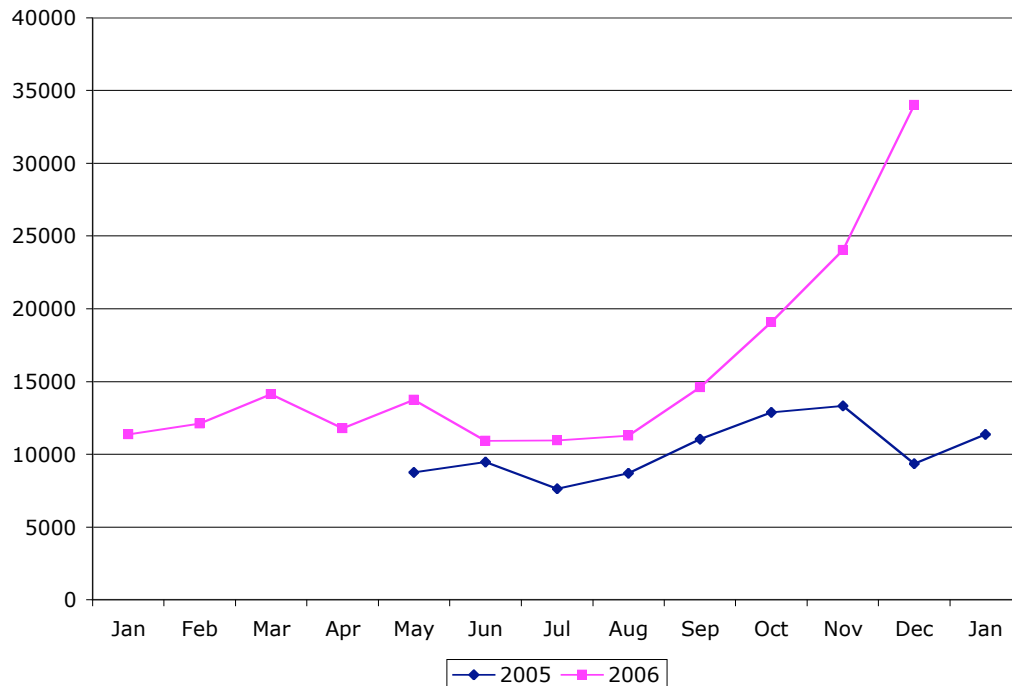


## NSDL USAGE REPORT – DECEMBER 2006

### 1 nsdl.org



#### Visits to nsdl.org (see chart)

- For month of December 2006: 33,994
- For 12 months ending December 31: 188,024

#### Page views of nsdl.org

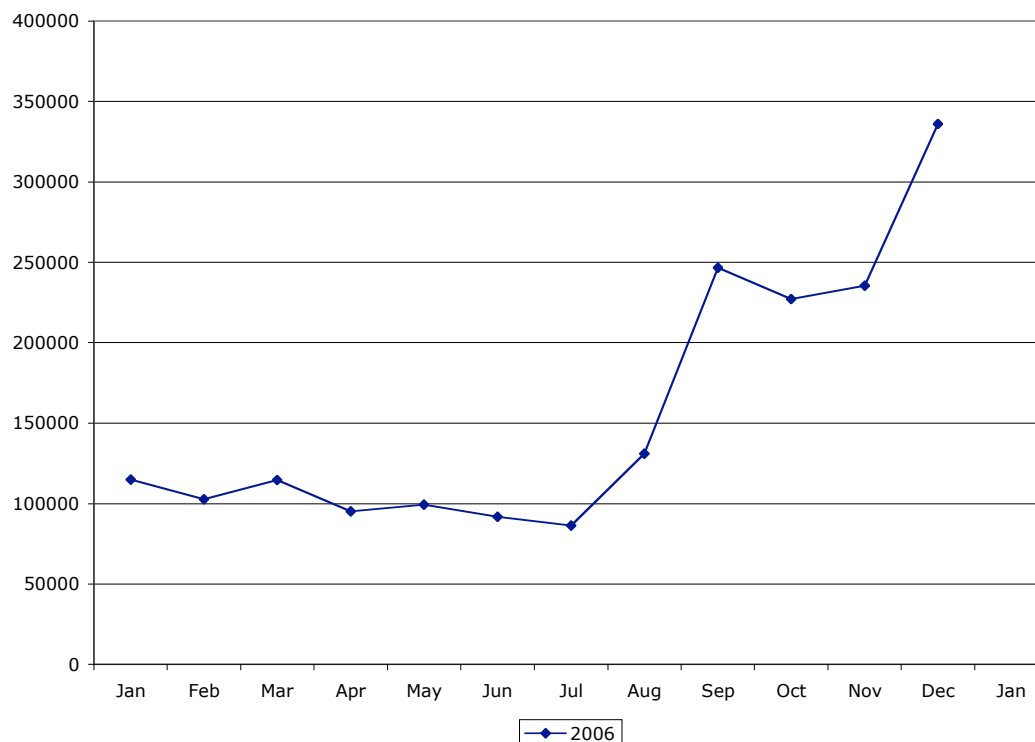
- For month of December 2006: 99,296
- For 12 months ending December 31: 745,025

#### Comments

Traffic to nsdl.org rose from 24,021 visits in November to 33,994 visits in December. This increase was unexpected, as nsdl.org traffic normally declines in December in line with school vacations.

The Omniture webmetrics show that this significant increase was generated over a period of a few days in the middle of December, when Shodor/CSERD provided an NSDL logo and link to nsdl.org on one of their popular internal site pages. This in turn referred a considerable volume of traffic to nsdl.org.

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



### Combined visits to nsdl.org, Pathways projects, and DLESE (see chart)

- For month of December 2006: 336,030
- For year ending December 31: 1,881,805

### Combined page views of nsdl.org, Pathways projects, and DLESE

- For month of December 2006: 1,016,437
- For year ending December 31: 5,905,885

### Comments

As of December 2006, monthly traffic across all the NSDL Pathway and Partner sites instrumented by Omniture (i.e. nsdl.org, DLESE, elements of the SERC site, and some of the NSDL Pathways) totaled 336,030 visits. Yearly traffic was almost 1.9 million visits, and is displaying an upward trend (see chart). As this upward trend is a consequence both of increasing traffic amongst Pathways, and also of ongoing Omniture implementation across NSDL Pathways, it is difficult to isolate any significant underlying usage trend in these data.

## 3 Note

These webmetrics discussed in this report are provided by Omniture. Note that Omniture often reports lower website traffic than individual projects' server webmetric tools (see 'Introduction to NSDL Webmetrics,' [http://eval.comm..nsdl.org/docs/06\\_webmetrics\\_intro.pdf](http://eval.comm..nsdl.org/docs/06_webmetrics_intro.pdf)).