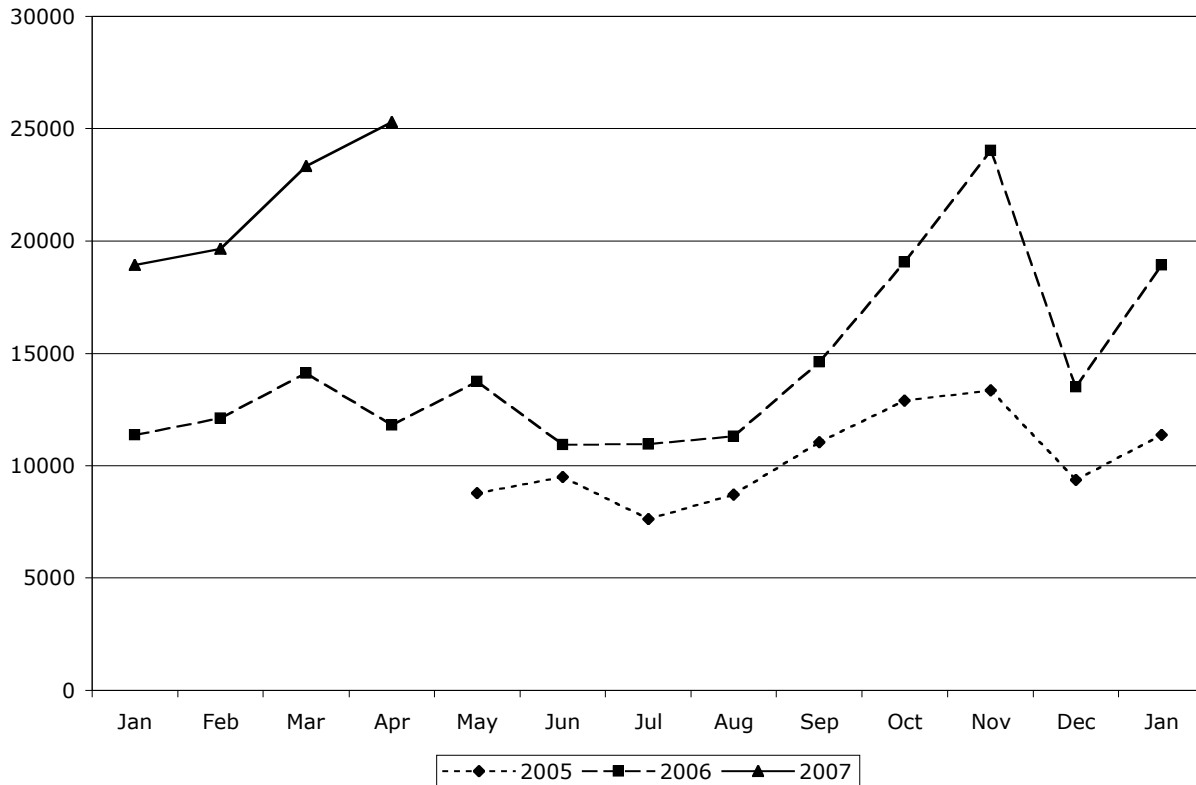# NSDL USAGE REPORT – APRIL 2007

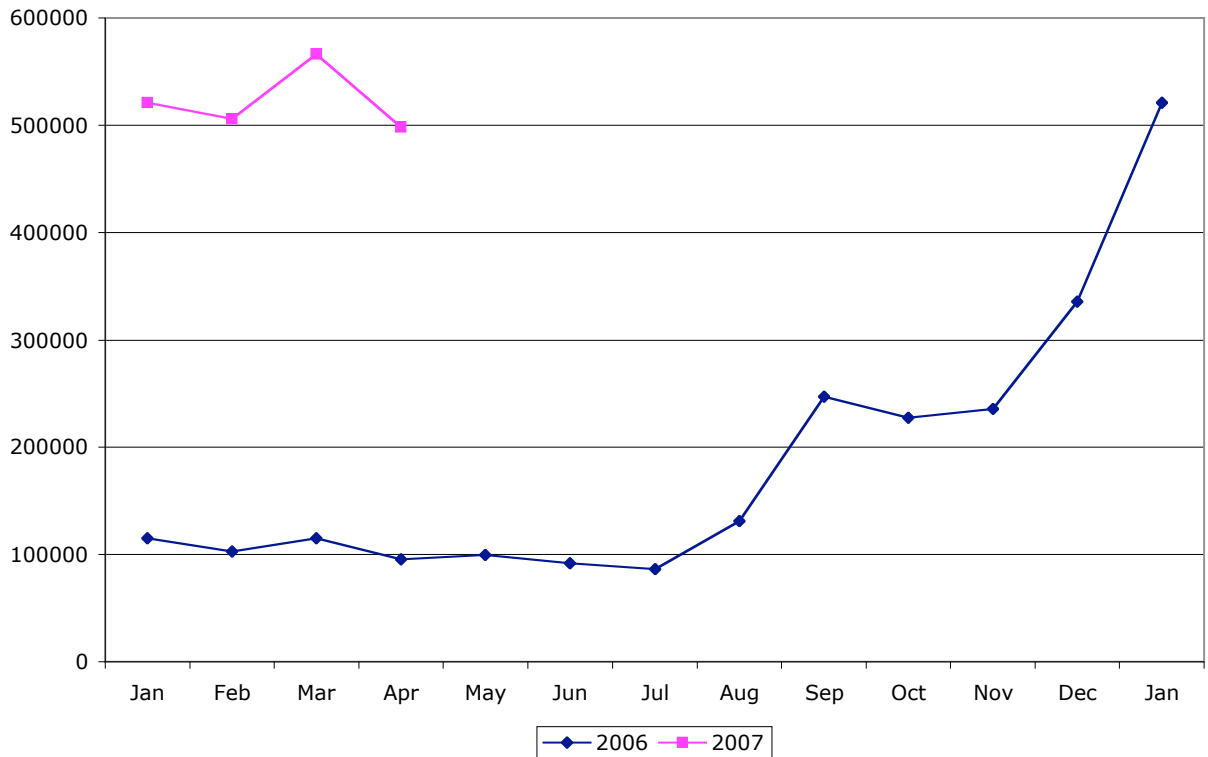

1 nsdl.org

Visits to nsdl.org

- Monthly visits for April 2007:   25,292
- Annual visits for 12 months ending April 30 2007:   205,356

Comment

Visits to the Expert Voices blogs continued to increase as a proportion of all visits to NSDL. This proportion may fall over the summer, as the Cornell class that was using EV as a class blog is now over.

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

Combined visits to nsdl.org, Pathways projects, and DLESE

- Combined visits for the month of April 2007   498,050
- Combined visits for the 12 months ending April 30 2007:   3,545,790

Note that trends in these figures reflect both increasing traffic across NSDL, and also increasing Omniture implemention across the NSDL Pathways.

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 'hits,' see 'Introduction to NSDL Webmetrics,' http://eval.comm.nsdl.org/docs/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.