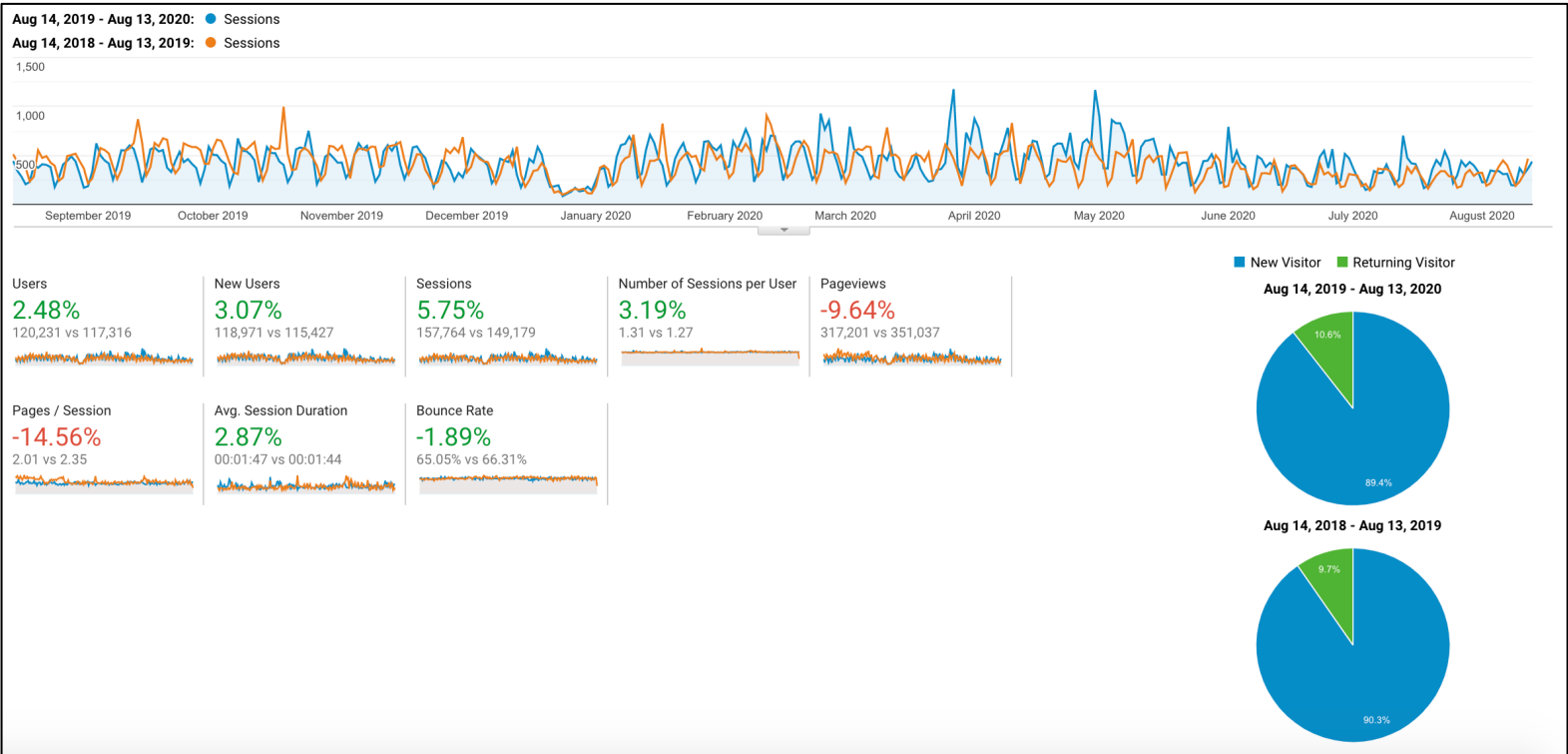


# NAGT WEBSITE REPORT

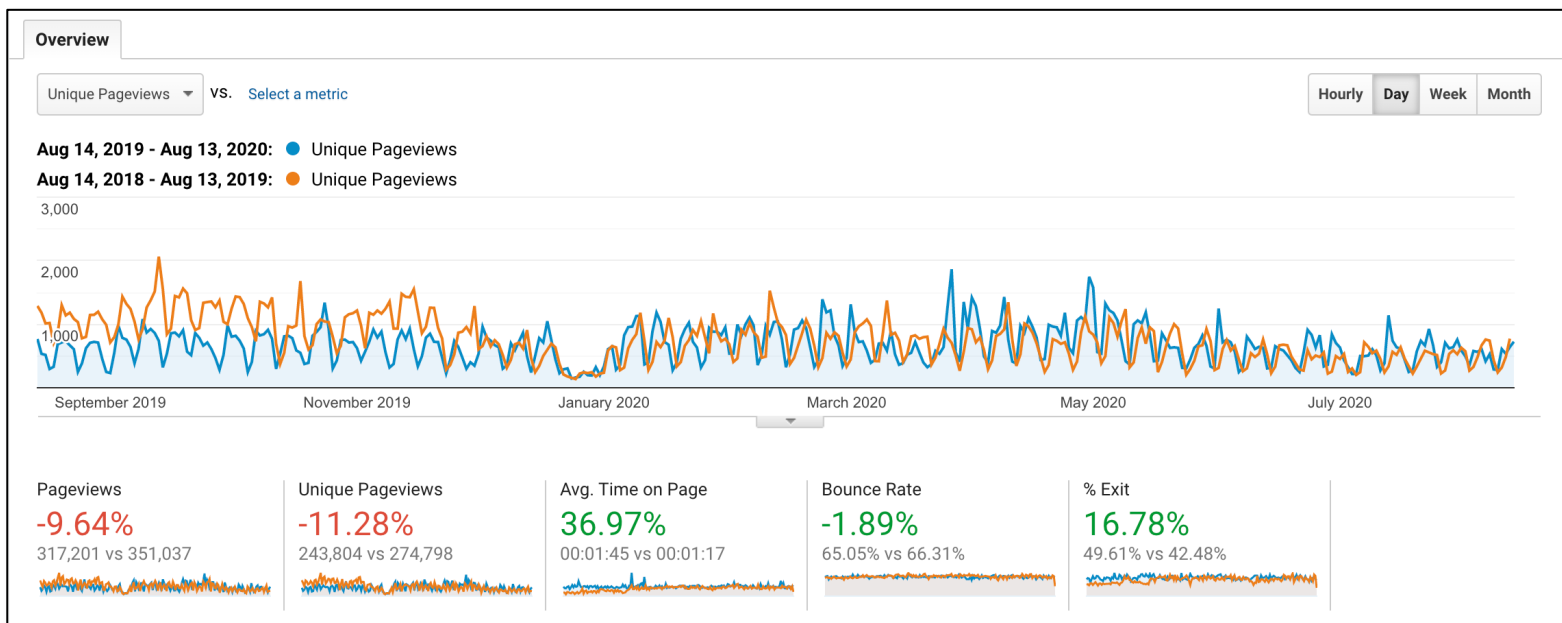
October 2020  
Ashley Carlson

In the period between August 14, 2019 and August 13, 2020 the NAGT website use decreased over this period compared to the same period the previous year. The site received 5% more visits from 2% more users.



## WEBSITE USE

Between August 13, 2019 and August 14, 2020, the NAGT website received 157,764 visits from 120,231 users of whom 10.6% were repeat visitors. This represents a 3% increase in traffic over the previous year. Unique pageviews for this period were 243,804 versus 274,233 for the previous period, representing a 11% decrease. The most popular parts of the website for this period (as a percentage of unique page views) were Analysis Tools (6.5%), Index page (5.8%), and JGE (3.7%).



For comparison, the same period the previous year saw 148,838 visits from 116,971 users of whom 9.7% were repeat visitors. The most popular parts of the website during that period were Professional Development (19.5%), Teaching Resources (16.4%), and News (17.2%).

### SECTION AND DIVISION WEBSITE USAGE (FOR THOSE HOSTED AT SERC)

Traffic to Section Websites hosted by SERC, overall, decreased year-on-year by 14.7%. North Central Section was the only one to show an increase in unique pageviews (+18.7%). Though, Central Section continues to be the section receiving the most traffic with 635 unique pageviews (a decrease of 22.5% from last year). New England decreased from 405 to 361 (-11% change). This year the Pacific Northwest section saw a 30% decrease in unique pageviews. Eastern decreased from 263 to 227. Southeastern decreased from 179 to 167; Far West decreased from 165 to 152; Midcontinent went down from 119 to 99.

Traffic to Division Websites increased slightly by 0.3% in comparison to the previous year. The GER Division had fewer unique pageviews with a 4.1% decrease from 2,648 to 2,540. The Geo2YC Division grew with a 13.6% increase from 1,495 to 1,717 unique pageviews. The TED Division increased by decreased from 582 to 561.

### NEW NAGT CONTENT

NAGT has new content that is not housed on the NAGT website. The analytics for these pages do not contribute to the overall NAGT analytics presented above.

#### Quick Transition to Online Teaching:

<https://serc.carleton.edu/dev/NAGTWorkshops/online/transition.html>

This page was created to serve as a guide to the material in the Teaching Geoscience Online Module. It received 1,771 unique pageviews since its creation in March 2020.

### **Teaching Geoscience Online:**

[https://serc.carleton.edu/dev/teachearth/teach\\_geo\\_online/index.html](https://serc.carleton.edu/dev/teachearth/teach_geo_online/index.html)

The Teaching Geoscience Online page provides visitors with a guide to different teaching online resources and links the form to join the Teaching Online community and listserv. This page received 19,074 unique pageviews from its creation on March 11, 2020 to Aug 13, 2020.

### **Teaching with Online Field Experiences**

[https://serc.carleton.edu/NAGTWorkshops/online\\_field/index.html](https://serc.carleton.edu/NAGTWorkshops/online_field/index.html)

The Teaching with Online Field Experiences page provides visitors with different resources for designing and facilitating online field experiences. It received 387 unique pageviews from March 11, 2020 to Aug 13, 2020.