GHRC

Metrics

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THE UNIVERSITY OF
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Web Traffic Analytics

Accomplishments

- New website mostly instrumented using Google analytics
- Generating monthly reports

Unresolved Tasks

- Make data set landing pages search engine friendly
- Instrument data set landing pages
- Run SEO tests for major keywords
- Analyze and understand traffic sources
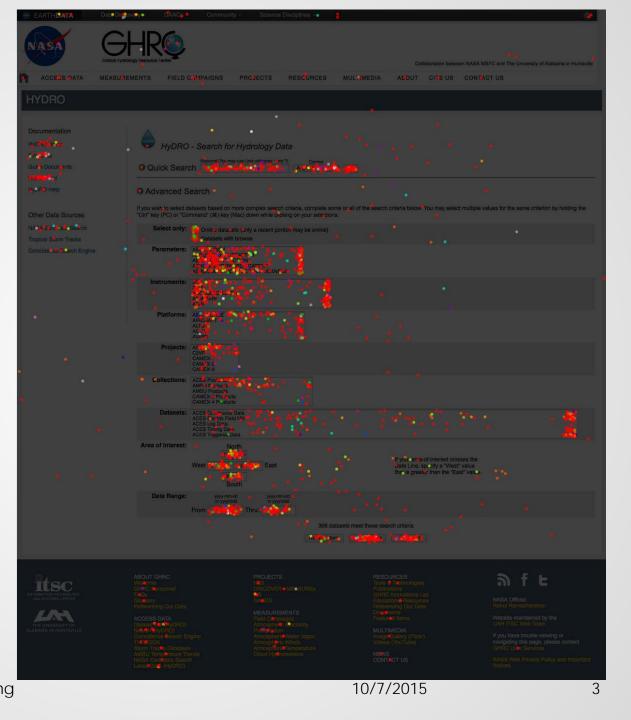- Impact of our postings in social media

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HyDRO July Metrics

685 visits & **2747** clicks in **60** days **31** mins

Name	Amount
ghrc.nsstc.nasa.gov	2065
thunder.msfc.nasa.gov	183
lightning.nsstc.nasa.gov	96
disc.sci.gsfc.nasa.gov	81
gdex.cr.usgs.gov	74
gcmd.nasa.gov	57
reverb.echo.nasa.gov	25
lance-modis.eosdis.nasa.	24
webmap.ornl.gov	24
oceancolor.gsfc.nasa.gov	23
google.com	20
r.search.yahoo.com	16
urs.earthdata.nasa.gov	13
giovanni.gsfc.nasa.gov	11
Other	35
Total	**2747**

We are not getting much traffic from either ECHO or GCMD

Metrics/Analytics Dashboard

- What do we hold?
  - Data Holdings Profile
- How efficiently are we operating?
  - Data publication rates for new data sets?
    - Running over capacity/under capacity
  - Ingest rates for new granules/files
  - Analyze trends and compare against previous years
- What value are we providing to our stakeholders?
  - Data distribution numbers
  - Publications related to our data products
  - Analyze trends and spikes

Discussion

- Do these metrics cover the major areas?
- Are there other metrics we should consider gathering and **analyzing**?
- How do we become a metrics driven organization?
  - Provide annual reports to UWG based on the analysis of our metrics?

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