Web Metrics for University Communications Platforms
July 2010

Cornell.edu

The Cornell Home Page saw 826,008 views in the month of July (June: 815,110 views). Total page views for the entire site were 2,081,437 (June: 1,965,411) and there were 424,904 unique visitors (June: 406,413).

The most popular page on the site for July was the Academics Bridge Page, which saw 114,699 views (June: 97,049).

These numbers are trending upwards, which is to be expected as we draw closer to the start of the academic year.

New York City

Cornell in New York saw 5,746 page views in July (June: 5,457), 4,640 of which were unique (June: 4,428).

Caring Community

The Caring Community page saw a total of 1,889 views in July (June: 1,409), 1,400 of which were unique (June: 1,180). This site is slated to go live with a new information architecture in August.

The Strategic Plan [Reimagining Cornell]

The Strategic Plan site saw 1,329 page views in July (June: 1,568), 932 of which were unique (June: 944).

CornellCast

Traffic to pages popular with prospective and current students was up this month on cornell.edu, but CornellCast numbers dipped considerably -- traffic to the CornellCast website was down 18%. This contrast indicates a lot of potential for growth in the prospective and current student segments -- prospectives, in particular -- if we can work on getting fresh, relevant content in front of them.

The Graduation Weekend montage was the most watched video on CornellCast for the second month, followed closely by the Reunion lectures by Tom Peters and Sandy Weill. The world record set by Cornell's Ranger Robot July 6 breathed new life into our 2008 video of the Ranger walking around the Barton track, thanks to Google
search.

The CornellCast weekly email resulted in 3,120 visits to the site. President Skorton and the Staff Notes series were the big draws.

11,121 unique viewers* tuned in to CornellCast content in July via the CornellCast website and embedded players. The CornellCast website had 17,770 total page views (15,150 uniques). This includes traffic to the default url, www.cornell.edu/video, as well as links to specific videos.

13 new videos were added in July, bringing the total collection to 658 items available on demand.

**Top 10 most watched in July were:**

1. Cornell Graduation Weekend 2010 - 1026 viewers
2. Tom Peters (Olin Lecture) - 872 viewers
3. Sandy Weill - 822 viewers
4. Ranger Robot - 643 viewers
5. $25M gift creates applied economics school - 484 viewers
6. Last Call: Where the Streets Have No Name - 483 viewers
7. Mechanical Engineering grads say thanks - 404 viewers
8. Staff Notes: Christa Albrecht promotes fitness at Cornell - 348 viewers
9. Phil Krasicky demonstrates the wonders of physics - 336 viewers
10. Evolution of Hollywood Film - 304 viewers

The "Now on CornellCast" feature on the Cornell home page was clicked a total of 1,870 times -- down 32% from last month.

**Top 10 most clicked* in July were:**

1. Kindness is free and turns a profit, says Tom Peters ’64 - 226 clicks
2. $25M gift creates applied economics school - 209 clicks
3. Cornell Graduation Weekend 2010 - 151 clicks
4. Last Call: Where the Streets Have No Name - 106 clicks
5. Mechanical Engineering grads say thanks - 97 clicks
6. Staff Notes: Christa Albrecht promotes fitness at Cornell - 72 clicks
7. Phil Krasicky demonstrates the wonders of physics - 61 clicks
8. Cornell lightens up with Sandy Queen - 53 clicks
9. Staff Notes: Craig McAllister helps the university navigate risky situations - 51 clicks
10. Staff Notes: Meet the Employee Assembly - 51 clicks

* clickthrough data is collected for the CornellCast home page feature only, currently. Clicks on other CornellCast links are not counted here. Also note that the space is in sync with the CornellCast schedule, so only scheduled items appear.
Staff Notes series performance in July:

Christa Albrecht (new) - 348 viewers
Employee Assembly (new) - 272 viewers
Craig McCallister (new) - 236 viewers
David Bell (new) - 214 viewers
Krissy Faust - 156 viewers

CyberTower

Due to an error in coding, there are no stats for CyberTower for the month of July. We are working to resolve this problem and will have (incomplete) stats for August and moving forward.

Social Media

The Cornell Facebook Page garnered 2,230 new fans in the month of July (June: 1,427) and saw 26,521 page views (June: 19,657). As of August 2, 2010, the page had 26,772 fans. (June 29: 24,542)

There were 243 new Twitter followers in the month of July (June: 231), for a total of 4,326 followers as of August 3, 2010. (July 7: 4,146) On July 14, we started using Hootsuite to manage the Cornell Twitter account, which allows us to track the number of clicks per tweet.

Top Three Tweets for July:

<table>
<thead>
<tr>
<th>Tweet</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornell referenced on the AMC giant Mad Men. Think we could get Don Draper to do a campaign highlighting the Big Red? <a href="http://ow.ly/2hM68">http://ow.ly/2hM68</a></td>
<td>82</td>
</tr>
<tr>
<td>Sixty Cornell grads are heading off to Teach for America this year. <a href="http://ow.ly/2f3i8">http://ow.ly/2f3i8</a></td>
<td>77</td>
</tr>
<tr>
<td>Catch a sneak peak at the 2010-11 non-conference schedule for Men's BBall <a href="http://ow.ly/2fE2C">http://ow.ly/2fE2C</a></td>
<td>45</td>
</tr>
</tbody>
</table>

CUBiquitous saw 478 unique views in July (June: 449) and is scheduled for a redesign and re-launch with higher visibility for the Fall of 2010.
Chronicle Online


Top Fifteen most read in July:

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabbers' could launch a revolution (Feb. 2007)</td>
<td>46,200</td>
</tr>
<tr>
<td>Robot adapts to injury (Nov. 2006)</td>
<td>30,279</td>
</tr>
<tr>
<td>Computer derives natural laws (April 2009)</td>
<td>16,721</td>
</tr>
<tr>
<td>Sagan and Dalai Lama on science, religion (Oct. 2007)</td>
<td>14,664</td>
</tr>
<tr>
<td>Device tests uncertainty principle (Sept. 2006)</td>
<td>12,004</td>
</tr>
<tr>
<td>Crab fossil has oversized claw (April 2008)</td>
<td>10,467</td>
</tr>
<tr>
<td>Secret GPS codes cracked by researchers (July 2006)</td>
<td>10,256</td>
</tr>
<tr>
<td>Rotifers avoid sex for millions of years (Jan. 2010)</td>
<td>9,671</td>
</tr>
<tr>
<td>Light pressure at the nanoscale (Nov. 2009)</td>
<td>8,642</td>
</tr>
<tr>
<td>Electric fish diverging (June 2006)</td>
<td>7,812</td>
</tr>
<tr>
<td>Connecting sound and meaning in words (July 2006)</td>
<td>7,183</td>
</tr>
<tr>
<td>Researchers create ultra-thin, ultra-tough balloon (Sept. 2008)</td>
<td>7,013</td>
</tr>
<tr>
<td>Figs kill when wasps don't pollinate (Jan. 2010)</td>
<td>6,760</td>
</tr>
<tr>
<td>Recent graduate Mariel Christie '10 dies</td>
<td>5,576</td>
</tr>
<tr>
<td>Broken symmetry' points to new superconductors</td>
<td>4,957</td>
</tr>
</tbody>
</table>

Each of the top three stories was linked to from Stumbledupon.com in July, accounting for the dramatic increase in traffic to old pages.

Ezra Magazine

The Ezra Magazine site saw 9,353 page views in July (June: 10,667). The site saw a total of 6,850 visits in July (June: 7,709), 5,995 of which were unique (June: 6,172).