Web Metrics for University Communications Platforms
June 2010

Cornell.edu

The Cornell Home Page saw 815,110 views in the month of June (May: 994,216 views). Total page views for the entire site were 1,965,411 (May: 2,284,364) and there were 406,413 unique visitors (May: 487,606). The slight downward trend is consistent with the normal cycle of the academic year.

The most popular page on the site for June was the Academics Bridge Page, which saw views 97,049 (May: 101,645).

New York City

Cornell in New York saw 5,457 page views in June (May: 5,958), 4,428 of which were unique (May: 4,722).

Caring Community

The Caring Community page saw a total of 1,409 views in June (May: 1,609), 1,180 of which were unique (May: 1,242).

The Strategic Plan [Reimagining Cornell]

The Reimagining Cornell site was archived in June and links referring to it were removed from all places on cornell.edu. On June 8, the Strategic Plan site was launch in its place. The Strategic Plan site saw 1,568 page views in June, 944 of which were unique.

CornellCast

Graduation was again the most popular topic on CornellCast this month. Traffic to our 2010 Commencement video remained high in June, and the most watched video of the month was the Graduation Weekend montage.

13,236 unique viewers* tuned in to CornellCast content in June via the CornellCast website and embedded players. The CornellCast website had 21,678 total page views (18,476 uniques). This includes traffic to the default url, www.cornell.edu/video, as well as requests for specific videos.

29 new videos were added in June, bringing the total collection to 645 items available on demand.
Top 10 most watched in June were:

1. Cornell Graduation Weekend 2010 - 2146 viewers (1,196 views on Cornell YouTube, too)
2. Cornell's 142nd Commencement - 2116 viewers
3. Paint the Town Red #1 featuring Sam Keller - 907 viewers
4. Turfwork! - 594 viewers
5. $25M gift creates applied economics school - 522 viewers
6. Staff Notes featuring Corey Earle - 461 viewers
7. Clementi Grand Piano in concert - 388 viewers
8. Ellie Krieger: Communicating Nutrition to Inspire Change - 378 viewers
9. Staff Notes featuring Kevin Maloney - 371 viewers
10. Eugene Dynkin: Seventy Years in Mathematics - 371 viewers

The "Now on CornellCast" feature on the Cornell home page was clicked a total of 2,773 times.

Top 10 most clicked* in June were:

1. Cornell Graduation Weekend 2010 - 694 clicks
2. Cornell's 142nd Commencement - 459 clicks
3. Turfwork! - 158 clicks
4. Eugene Dynkin: Seventy Years in Mathematics - 102 clicks
5. Staff Notes: Kevin Maloney breeds new apple varieties for N.Y. growers - 87 clicks
6. Staff Notes: Nev Singhota is all about outreach - 76 clicks
7. Ellie Krieger: Communicating Nutrition to Inspire Change - 75 clicks
8. Staff Notes: Corey Earle makes the connection with students - 74 clicks
9. Sidelines: Cornell basketball players Jeff Foote and Lou Dale - 65 clicks
10. The Cornell Arts Quad: Accident or Design? - 58 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 there.
Staff Notes series performance in June:

Corey Earle (new) - 461 viewers
Kevin Maloney (new) - 371 viewers
Krissy Faust (new) - 305 viewers
Connie Mabry - 253 viewers
Nev Singhota (new) - 147 viewers

total for Staff Notes series in June - 1501 viewers

Cybertower

The Cybertower Home Page had a total of 876 page views in June. The site as a whole saw 3,190 page views, representing 1,251 visits, 963 of which were unique.

Social Media

The Cornell Facebook Page garnered 1,427 new fans in the month of June (May: 2852) and saw 19,657 visits (May: 34,939). As of June 29, 2010, the page had 24,542 fans. (May 31: 23,115)

There were 231 new Twitter followers in the month of June (May: 247), for a total of 4,146 followers as of July 7, 2010.

CUbiquitous saw 449 unique views in (May: 388) and is scheduled for a redesign and re-launch with higher visibility for the Fall of 2010.
**Chronicle Online**

The **Chronicle Online** saw 297,532 page views in June (May: 315,067), representing a total of 153,736 unique visitors (May: 236,367). The **Chronicle Homepage** saw 16,493 views in June (May: 21,871). This drop in traffic is consistent with the trends of the academic year.

**Top Ten most read in June:**

1. Robots adapt to injury - 20,393 views (story was written in November of 2006 and linked to from stumbledupon.com in June 2010)
2. Computer derives natural laws - 11,182 views
3. Secret GPS codes cracked by researchers - 10,237 views
4. Caffeine and multiple sclerosis - 8,018 views
5. Figs kill when wasps don't pollinate - 7,407 views
6. Algorithm simplifies biological imaging and Sudoku puzzles - 6,552 views
7. $25M gift creates applied economics school - 6,515 views
8. Graduation Weekend 2010 - 6,174 views
9. Crab Fossil has oversized claw - 4,937 views
10. Light pressure at the nanoscale - 4,509 views

**Ezra Magazine**

The **Ezra Magazine site** saw 10,667 page views in June (May: 8,144). The site saw a total of 7,709 visits in June (May: 5,997), 6,172 of which were unique (May: 5,382).