Web Metrics for University Communications Platforms
May 2010

Cornell.edu

The Cornell Home Page saw 994,216 views in the month of May (April: 1,107,849 views). Total page views for the entire site were 2,284,364 (April: 2,719,188) and there were 487,606 unique visitors (April: 522,474). There was a sharp spike in visitors on Wednesday, May 26th--71,761, total--this can most likely be attributed to the release of the video panos for Senior Week, which went live on the 25th.

The most popular page on the site for April was the Admissions Bridge Page, which saw 101,645 views (April: 138,536).

New York City

Cornell in New York saw 5,958 page views in May (April: 6,520), 4,722 of which were unique (April: 5,221).

The Paint the Town Red campaign launched on May 24 and three of the OWC channels were used for promotion. 356 views went to the NYC bridge page via cornell.edu, 138 via the Cornell Facebook page, and 35 via the main Cornell Twitter account.

Caring Community

The Caring Community page saw a total of 1,609 views in May (April: 11,646), 1,242 of which were unique (April: 8,933).

Reimagining Cornell

The Reimagining Cornell index page saw 2,498 views in the month of May (April: 2797). The Strategic Plan page was viewed 943 times (April: 1343). The final version of the plan was posted to the site on May 26. There were 74 views of the plan on that day. We expect traffic to increase once the plan is promoted to campus.

CornellCast

CornellCast ended an otherwise quiet month on a high note with the series premiere of Paint the Town Red and a burst of graduation-related traffic. Convocation and Commencement topped the charts, and Paint the Town Red featuring Sam Keller was our 4th most watched this month. 10,689 unique viewers* tuned in to CornellCast content in May via the CornellCast
website and embedded players (April: 12,949). The CornellCast website had 22,084 total page views (April: 21,629) (18,642 uniques) (April: 19,578). This includes traffic to the default url, www.cornell.edu/video, as well as requests for specific videos.

38 new videos were added in May, bringing the total collection to 617 items available on demand.

Top 10 most watched in May were:

1. 2010 Senior Convocation featuring Nancy Pelosi - 1,573 viewers (includes 303 viewers of the live webcast)
2. Cornell's 142nd Commencement - 1,207 viewers (includes 639 viewers of the live webcast)
3. 2010 Cornell Design League fashion show - 696 viewers
4. Paint the Town Red #1 featuring Sam Keller - 651 viewers (please note that this item did not appear in CornellCast browse results or schedule; it was embedded on the Cornell in NYC page)
5. A Student Conversation: Living and Learning at Cornell Today - 499 viewers
6. Vince Mulcahy on Arts Quad architecture - 458 viewers
7. The Mathematics of Juggling - 396 viewers
8. Toads in spring - 351 viewers
9. Cornell recycles half its garbage into high-quality compost - 319 viewers
10. Sidelines featuring Bill Courtney - 239 viewers

The "Now on CornellCast" feature on the Cornell home page was clicked a total of 2,956 times -- about 600 more than last month. Top 10 most clicked* in May were:

1. 2010 Cornell Design League fashion show - 483 clicks
2. 2010 Senior Convocation featuring Nancy Pelosi - 433 clicks
3. A Student Conversation: Living and Learning at Cornell Today - 300 clicks
4. Mathematics of Juggling - 201 clicks
5. Cornell recycles half its garbage into high-quality compost - 101 clicks
6. Inside the Vet College - 85 clicks
7. Turfwork! - 85 clicks
8. The Other Side: Into the Minds of Doha - 78 clicks
9. Cornell's 142nd Commencement - 70 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 May:
5/6 Luz-Herrera - 144 viewers
5/13 Richardson - 122 viewers
5/20 Montesano - 147 viewers
5/27 Mabry - 155 viewers

total for Staff Notes series in May - 671 viewers

**Sidelines** series performance in May:

5/4 Bill Courtney, basketball - 239 viewers
5/18 Alison Intihar, softball - 185 viewers
5/25 Jeff Foote and Louis Dale, basketball - 183 viewers

total for Sidelines series in May - 1,036 viewers

**Social Media**

The **Cornell Facebook Page** garnered 2852 new fans in the month of May (April: 1667) and saw 34,939 visits (April: 19,026). As of May 31, 2010, the page had 23,115 fans. (April 26: 20,352)

There were 247 new **Twitter** followers in the month of May, for a total of 3,966 followers as of June 7, 2010.

**CUbiquitous** saw 388 unique views in (April: 642) and is scheduled for a redesign and re-launch with higher visibility for the Fall of 2010.
Chronicle Online


Top Ten most read in April:

1. Looks play role in sentencing, study shows -17,643 views
2. Students' hip-hop song hits No. 2 on iTunes - 9,754 views
3. Sustainability and sunshine make for memorable day -6,466 views
4. 2010 Senior Profiles -5,348 views
5. 2010 senior profile: Froilan Malit -5,191 views
6. 2010 senior profile: Melanie Redeye -4,499 views
7. 2010 senior profile: Megan Benjamin - 4,245 views
8. 2010 senior profile: Kathy Houng -3,966 views
9. 2010 senior profile: Mark Yatskar -3,869 views
10. 2010 senior profile: Bianca Lane -3,784 views

Ezra Magazine

The Ezra Magazine site saw 8,144 page views in May (April: 8,881). The site saw a total of 5,997 visits in May (April: 5,771), 5382 of which were unique (April: 4,905).