Web Metrics for University Communications Platforms  
September 2010

Cornell.edu

The Cornell Home Page saw 1,091,084 views in the month of September (August: 1,036,242). Total page views for the entire site were 2,672,973 (August: 2,604,734) and there were 556,025 unique visitors (August: 539,349).

The most popular page on the site for September was the Admissions Bridge Page, which saw 145,178 views (August: 136,937).

New York City

Cornell in New York saw 6,634 page views in September (August: 6,628), 5,512 of which were unique (August: 5,321).

Caring Community

The Caring Community page saw a total of 1,940 views in September (August: 2,064), 1,431 of which were unique (August: 1,651). The site went live with a new information architecture on Monday, September 27.

The Strategic Plan [Reimagining Cornell]

The Strategic Plan site saw 1,613 page views in September (August: 1,709), of 1,218 which were unique (August: 1,198).

CornellCast

Traffic to the CornellCast website rose 29% in September -- a big jump, compared to the 5% gain we saw across cornell.edu. Bed bug-fearing folks were drawn to Charlie Walcott’s timely short about bed bug infestation, which we marketed as "Bed Bugs 101." There was also a lot of interest in the Philosopher Kings trailer, which we promoted in support of the television premiere, and the pre-Homecoming episode of Sidelines featuring Kent Austin. The Staff Notes episode featuring residence hall director Brian Carroll got a boost (more than 500 page views) from the Parent Bulletin email.

15,210 unique viewers tuned in to CornellCast content in September via the CornellCast website and embedded players. The CornellCast website had 24,749 total
page views (21,539 uniques). This includes traffic to the default url, www.cornell.edu/video, as well as links to specific videos. Our promotional campaigns via web, email and Cornell social channels generated 3,554 page views (14% of the traffic) on the CornellCast site.

46 new videos were added in September, bringing the total collection to 729 items available on demand.

Top 10 most requested in September were:
1. Bed Bugs 101 - 1696 viewers
2. Philosopher Kings Trailer - 1218 viewers
3. Sidelines: Kent Austin (pre-homecoming) - 937 viewers
4. Staff Notes: Brian Carroll - 778 viewers
5. Equine Treadmill Demo - 603 viewers
6. Last Call: Where the Streets Have No Name - 501 viewers
7. Hip-hop in the Library - 501 viewers
8. Sidelines: Field hockey twins Sara and Stephanie Sanders - 452 viewers
9. POST program slideshow - 436 viewers
10. Sy Katz Parade - 423 viewers

The "Now on CornellCast" feature on the Cornell home page was clicked a total of 2,291 times, slightly less than last month. Top 10 most clicked* in September were:

1. Equine Treadmill Demonstration - 193 clicks
2. Last Call: Where the Streets Have No Name - 140 clicks
3. Sidelines: Cornell field hockey twins Sara and Stephanie Sanders - 137 clicks
4. Sidelines: Football coach Kent Austin looks ahead to Homecoming - 131 clicks
5. Hip-Hop in the Cornell Library - 123 clicks
6. Cornell bed bug expert urges creation of task force - 100 clicks
7. New students help Ithaca community through POST program - 73 clicks
8. 2010 New Student Convocation - 72 clicks
9. China-U.S. Relations and China's Peaceful Development - 64 clicks
10. Staff Notes: HR recruiter Connie Park - 59 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 September:

New episodes:
Brian Carroll - 778 viewers (very popular due to a plug in the Parent Bulletin email -- this guy is a residence hall director)
Connie Park - 377 viewers
Pat Mahoney - 221 viewers
Ken Clarke - 207 viewers
Ellen Brown - 16 viewers

Total Staff Notes viewership this month: 1,656 unique viewers

Sidelines series performance in September:

New episodes:
Football coach Kent Austin - 937 viewers
Sanders twins (field hockey) - 452 viewers
Hockey coach Mike Schafer - 190 viewers
Women’s soccer coach LaRoche - 151 viewers
Soccer players Aaronson and Lannon - 143 viewers

Total Sidelines viewership this month: 1,960 unique viewers

CyberTower

The CyberTower home page saw 1,007 page views in the month of September (August: 903), 820 of which were unique (August: 698). CyberTower will be promoted more heavily via UC channels in the coming months and we expect to see corresponding increases in traffic.
Mobile Visits

The entire cornell.edu site saw 21,274 visits from the top four mobile devices in September (August 19,234). This represents 1.6% of the total visits to the site. See the chart below for a breakdown.

Social Media

The Cornell Facebook Page garnered 1,987 new fans in the month of September (August: 2,909) and saw 31,263 page views (August: 36,699). As of September 1, 2010, the page had 30,653 fans. (August 30: 28,666)

There were 262 new Twitter followers in the month of September (August: 304), for a total of 4,783 followers as of September 1, 2010. (September 1: 4,554)

Top Five Tweets for August:

<table>
<thead>
<tr>
<th>Tweet</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun Faculty: Cornell Law Prof Bob Hockett on Lady Gaga's meat dress.</td>
<td>137</td>
</tr>
<tr>
<td><a href="http://ow.ly/2FmeO">http://ow.ly/2FmeO</a></td>
<td></td>
</tr>
<tr>
<td>Happy 130th to the Cornell Daily Sun. You don't look a day over 129. :)</td>
<td>33</td>
</tr>
<tr>
<td>Single largest gift to Vet College will create world's first canine genomics</td>
<td>29</td>
</tr>
</tbody>
</table>
CUBiquitous saw 524 unique views in September (August: 542) and is scheduled for a redesign and re-launch with higher visibility by the close of the calendar year.

Alumni Website

Beginning in September, the Office of Web Communications assumed responsibility for alumni.cornell.edu and other AA&D related sites.

The alumni.cornell.edu site saw 23,411 visits in September, representing 17,813 unique visitors. The most popular page on the site was Homecoming, which saw 6,815 pageviews (5,748 of which were unique). Second most popular was the Net-Id Services page (instructing users how to obtain and activate their net-id), which saw 6,716 views.

Due to a coding error, there are no stats for the alumni.cornell.edu home page. This has been rectified and we will have stats moving forward from October 4, 2010.
Chronicle Online


Top Fifteen most read in September:

<table>
<thead>
<tr>
<th>Title</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabbers’ could launch a revolution (Feb. 2007)</td>
<td>19,879</td>
</tr>
<tr>
<td>Research connects shuttle plume, 1908 comet (June 2009)</td>
<td>18,523</td>
</tr>
<tr>
<td>Sagan and Dalai Lama on science, religion (Oct. 2007)</td>
<td>18,083</td>
</tr>
<tr>
<td>Computer derives natural laws (April 2007)</td>
<td>17,189</td>
</tr>
<tr>
<td>Robot adapts to injury (Nov. 2006)</td>
<td>15,516</td>
</tr>
<tr>
<td>Figs kill when wasps don’t pollinate (Jan. 2010)</td>
<td>10,351</td>
</tr>
<tr>
<td>Switchable adhesion device (Feb. 2010)</td>
<td>5,095</td>
</tr>
<tr>
<td>Ph.D. programs ranked among U.S. best</td>
<td>3,689</td>
</tr>
<tr>
<td>Study: Molecule can starve cancer cells</td>
<td>3,543</td>
</tr>
<tr>
<td>As faculty ages, fund brings in new blood</td>
<td>3,216</td>
</tr>
<tr>
<td>Connecting sound and meaning in words (July 2006)</td>
<td>3,201</td>
</tr>
<tr>
<td>Cornellians win big at Emmy Awards (Aug. 2010)</td>
<td>2,983</td>
</tr>
<tr>
<td>Michal Lipson wins ‘Genius Award’</td>
<td>2,375</td>
</tr>
<tr>
<td>Ag Quad dons green giant sod sofa</td>
<td>2,343</td>
</tr>
<tr>
<td>New approach could kill cancer cells in the blood</td>
<td>2,167</td>
</tr>
</tbody>
</table>

Ezra Magazine

The Ezra Magazine site saw page views in 9,785 (August: 6,627) The site saw a total of 6,484 visits in (August: 4,314), 5,749 of which were unique (August: 3,834). There was a sharp spike in traffic (3,382 views) on September 30, which coincides with the Ezra Update mailing.