



Use Statistics for the StreamNet Website Calendar Year 2007

Greg Wilke
January, 2008

Overview

Starting in January 2007, we implemented a new software application called Webtrends to help analyze the web logs which record use of the main StreamNet website (www.streamnet.org), the online tabular data query system and the IMS mapping applications. This application was selected because it has better tools to help us understand who is using StreamNet, what they are doing or trying to find or accomplish, and also to help us filter out the increasing web traffic we see from indexing search engine spiders. Use from StreamNet staff is also filtered out.

These statistics for calendar year 2007 using Webtrends will now serve as a base to compare the same metrics going forward year to year. They are not directly comparable to previous years because all web site log analysis is part art, part science. The metrics calculated by different applications are different depending on how they determine a "visitor" or "page view," for instance. Add to that the fact that Webtrends is doing a better job of identifying indexing spider usage and filtering that out, and the comparison to previous years, using different tools, becomes even more difficult.

StreamNet Web Site Usage

One of the difficulties in analyzing usage of StreamNet's web sites is the fact 10s of thousands of different users find their way to the web sites every year. Of these, we consider usage by federal, state, tribal and local government agencies and universities to be our key performance indicators, and they are swamped by usage from Internet Service Providers (the actual user can't be identified) or Unknown users (their DNS record is blank).

Part of the reason for this is that the StreamNet web sites have been heavily indexed by search engines over the years. For example, type "anadromous fish Oregon" into Google and the #1 entry in the search results is the StreamNet library. The search engines also "weight" the content of StreamNet fairly high because it is a concentrated source and the web site has longevity.

What this means is that many users find and visit StreamNet from search engines like Google, Yahoo, and AOL, and these users are generally very difficult to identify. Such a user could be a BLM biologist accessing tabular data from home or a 7th grade student working on a report about salmon. As a result of concentrating on government and university usage, this report represents a minimal estimate of primary use, since

biologists in remote locations or working from home are undoubtedly included in the ISP and search engine usage counts.

The main StreamNet website had nearly 1 million page views in 2007 (Table 1). This includes the tabular data query, but does not include the IMS mapping applications, which are tracked separately.

The key performance indicator for the tabular query is the data reports viewed. A data report viewed means a user has navigated all the way through a data category selection and viewed or downloaded a data report. The other metrics are reported just to show that general tabular query activity is strong.

The key performance indicator for the IMS mapping applications are the Total Map Query Requests. This metric indicates a user has navigated to a specific area or feature on a map and requested data, for instance, by clicking on a stream or hatchery to request the data available. In 2007, the mapping application received an average of over 100 Map Query Requests per day.

Website user identity was determined by domain name, and the Webtrends application was used to identify the top individual domains. Not included in the list of top users in Table 1 were consultants and nonprofit groups. As categories, these are significant users of the StreamNet websites, but individual companies and NGOs are generally not large and did not record high enough usage to appear in the list of top users along with the large agencies and universities.

The summary use statistics are presented in Table 1.

Table 1. Overview of website usage of the StreamNet web sites, calendar year 2007.

Main StreamNet website, including the tabular data query system

<i>Web Site Page Requests</i>	970,495
<i>Number of Visits</i>	414,555
<i>Unique Visitors</i>	130,493
<i>Data Query Page Requests</i>	168,385
<i>Unique Query Sessions</i>	73,960
<i>Data Reports Viewed</i>	19,457

*Top Data Categories,
Tabular Query System*

Photographs (8,479)
Adult Return-Redd Counts (1,503)
Fish Distribution (1,428)
Maps - View Prebuilt Maps (1,354)
Adult Return-Estimates of Spawning Population (1,153)
Dam/Weir Counts (Adult or Juvenile) (1,151)
Barrier (731)
Adult Return-Peak/Other Spawning Counts (654)
Hatchery - Returns (650)
Facilities - Hatcheries (336)
Facilities - Dams (322)
Protected Areas (305)
Harvest - Freshwater/Estuary (297)
Smolt Density Model Data (241)
Habitat Restoration/Improvement Projects (183)
Harvest - Marine Landings (73)
Adult Return-Spawner/Recruit Estimates (71)
Reference (62)
Fish and Wildlife Projects (BPA) (16)
Data Holdings (14)

StreamNet Map Applications

<i>Overall Map Server Page Requests</i>	324,062
<i>Total Map Image Requests</i>	738,492
<i>Total Map Query Requests</i>	44,840
<i>Number of Visits (Map Server)</i>	20,320
<i>Unique Visitors (Map Server)</i>	8,648

Website User Identity

Top individual requesters ISPs (rr.com, Comcast, AOL, 100s of smaller companies)
(in rank order, highest first) Unresolved IP Address

state.or.us
oregonstate.edu
fs.fed.us
state.id.us
gov.bc.ca
washington.edu
army.mil
usgs.gov
fws.gov
ca.gov
uoregon.edu
blm.gov
mt.gov
uiuc.edu
bpa.gov
epa.gov
nezperce.org
noaa.gov
usbr.gov
uidaho.gov
wa.gov
wsu.edu
many smaller entities