

## PAGE VIEWS

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### MONTHLY PAGE VIEWS

<b>This month NOV 08</b>	<b>41,555</b>
<b>Last month OCT 08</b>	<b>47,708</b>
This time last year NOV 07	41,008

### QUARTERLY PAGE VIEWS

<b>This quarter SEP - NOV 08</b>	<b>144,498</b>
<b>Last quarter JUN - AUG 08</b>	<b>127,061</b>
This time last year SEP - NOV 07	117,528

### YEARLY TOTAL PAGE VIEWS - TO NOVEMBER 2008

<b>This year 2008</b>	<b>483,981</b>
<b>Last year 2007</b>	<b>445,355</b>
2 years ago 2006	117,528

Page views from Jan - Nov 2008 **(483,981)** have already surpassed total page views for 2007 **(445,355)**.

That's **38,626** more page views than all of 2007 and we still have a month remaining

## ANALYSIS

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### Significant points

- **The RSS feed is the number 1 accessed file this month, after showing a significant increase on previous quarters. The RSS file was viewed 2065 times in November.** This means people are reading new articles without visiting the website.
- RSS feed statistics can impact on page views in multiple ways. We have integrated a new online service called feedburner, which tracks subscribers and usage to enable us to monitor how and why the RSS feed is used and who is using it.

### Comparisons and Fluctuations:

- Total page views in 2008 have already surpassed the 2007 number of page views, still with December to go
- This quarter shows steady growth on last year, with page views clearly up against the 2007 quarter - an increase of nearly **20%**
- The total number of page views for November 2008 are lower than for October 2008. This may be due to the fact there was not an eZine release in November
- The amount of unique users visiting the site suggests the capture of a wider audience rather than further engaging the current users

## PATTERNS OF USAGE

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- **Months:** Months tend to show growing interest throughout the year with a clear spike in interest during months that a new eZine issue is launched.
- **Days:** the website is predominantly visited Monday to Thursday, with the traffic spread fairly evenly over these days.

## COMMON SEARCH PHRASES

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- educational theories
- assessment validation
- work based learning
- importance of values
- strength based approach
- competency based training and assessment
- capability development
- work-based learning
- workplace assessment

## OVERVIEW

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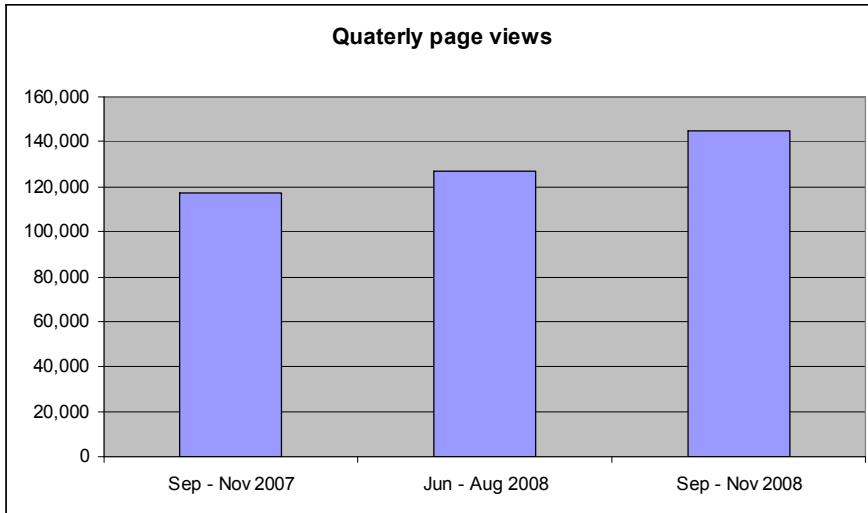
The website's growth this year has accelerated steadily in 2008. There is a definite surge of visitors when an *eZine* is released. New topics of interest seem to be emerging, including RPL and Workplace learning.

The way people are using the website has changed significantly since it's launch in 2005. We are seeing more people use web 2.0 technologies such as RSS feeds to view newly released content on the website. In November reading the websites content via RSS feed was just as popular as visiting the website to read articles.

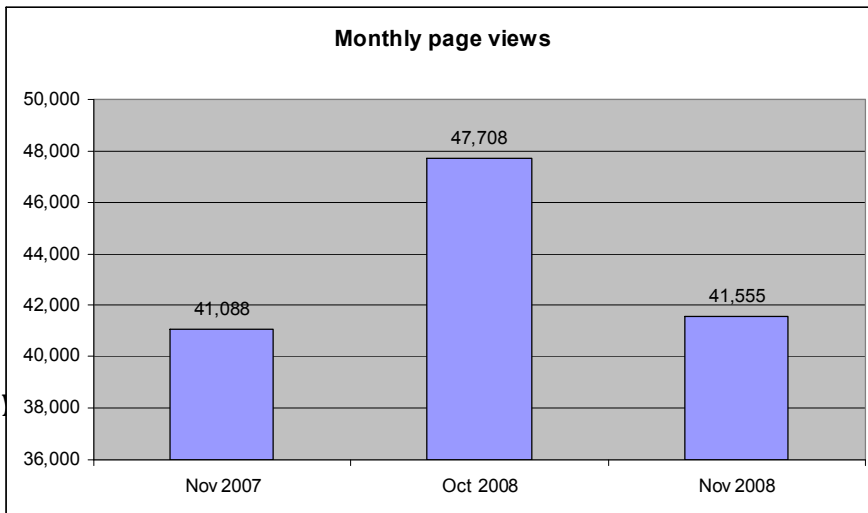
Up until November 2008 we have had no formal tool to measure the trends and usage of the RSS feed. As of December 2008, we have integrated Feedburner – an online tool to track usage of RSS feed subscribers. Findings will be published in future usage reports.

## APPENDIX

### QUARTERLY PAGE VIEWS



### MONTHLY PAGE VIEWS



### YEARLY PAGE VIEWS

