

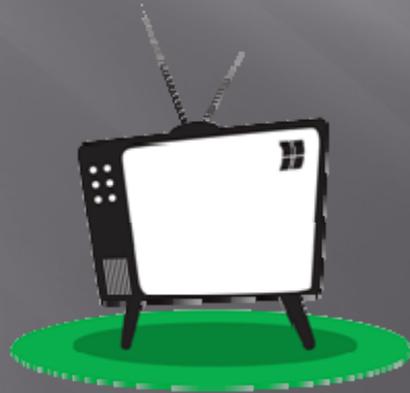
KNOWITALL.ORG

FY2009 Report to the
South Carolina
K-12 School Technology Consortium



KNOWITALL.ORG

Knowitall.org is a collection of student-driven resources that address the emerging learning style of today's K-12 student through engaging simulations and interactive explorations.



KNOWITALL.ORG

➤ New Web Metrics



KNOWITALL.ORG

- New Web Metrics
- New Content



KNOWITALL.ORG

- New Web Metrics
- New Content
- New Student Connections



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➤ New Web Metrics



KNOWITALL.ORG

➤ New Web Metrics

Google Analytics



KNOWITALL.ORG

➤ New Web Metrics

Google Analytics

- Reliable



KNOWITALL.ORG

➤ New Web Metrics

Google Analytics

- Reliable
- Industry-Standard



KNOWITALL.ORG

➤ New Web Metrics

Google Analytics

- Reliable
- Industry-Standard
- Hosted Solution



KNOWITALL.ORG

➤ New Web Metrics

Google Analytics

- Reliable
- Industry-Standard
- Hosted Solution
- Uniform Metrics over all ETV Web content



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

- Visits



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits

29,421



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

- Visits 29,421
- Page Views



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

- Visits 29,421
- Page Views 208,410
- Absolute Unique Visitors



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410
▪ Absolute Unique Visitors	22,219



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410
▪ Absolute Unique Visitors	22,219
▪ Average Time on Site	



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➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410
▪ Absolute Unique Visitors	22,219
▪ Average Time on Site	5:15



KNOWITALL.ORG

➤ Usage “Snapshot”

April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410
▪ Absolute Unique Visitors	22,219
▪ Average Time on Site	5:15
▪ Bounce Rate	



KNOWITALL.ORG

➤ Usage “Snapshot”

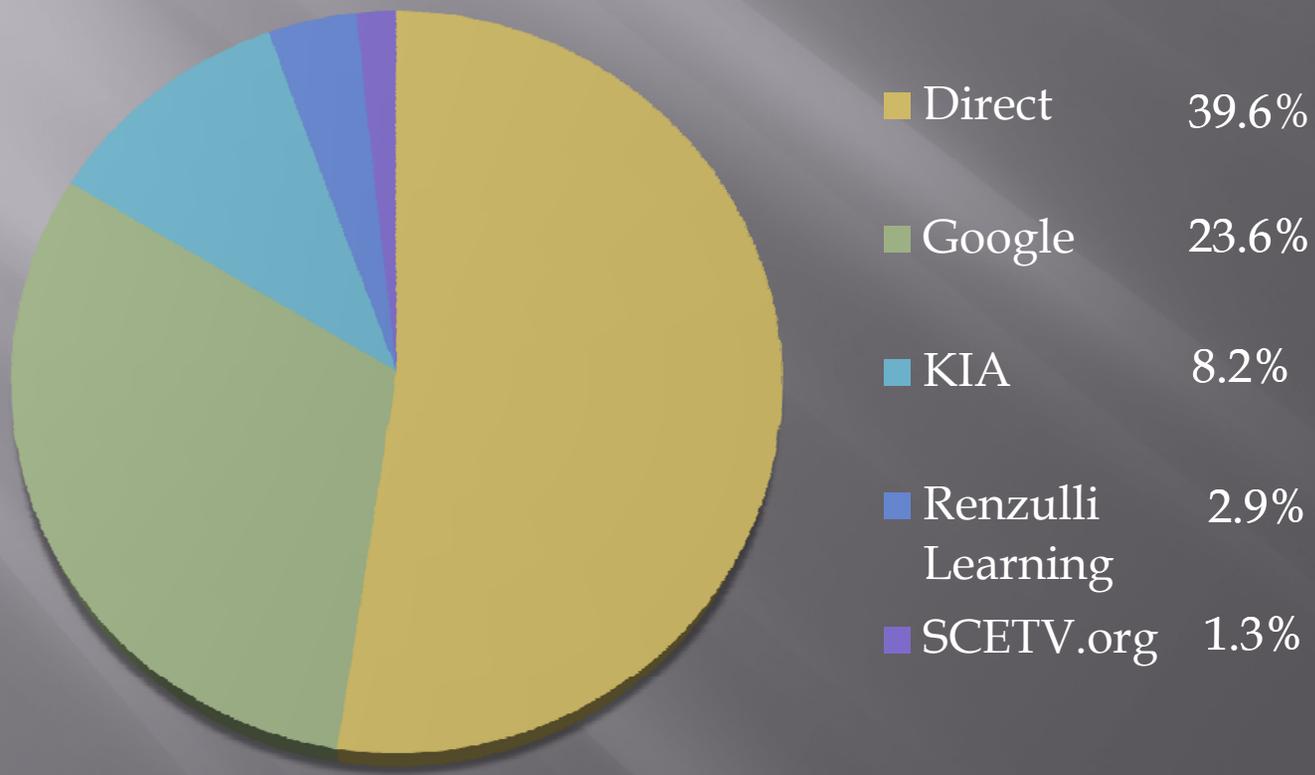
April 24-May 24, 2009, Google Analytics

▪ Visits	29,421
▪ Page Views	208,410
▪ Absolute Unique Visitors	22,219
▪ Average Time on Site	5:15
▪ Bounce Rate	32.38%



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Top Traffic Sources



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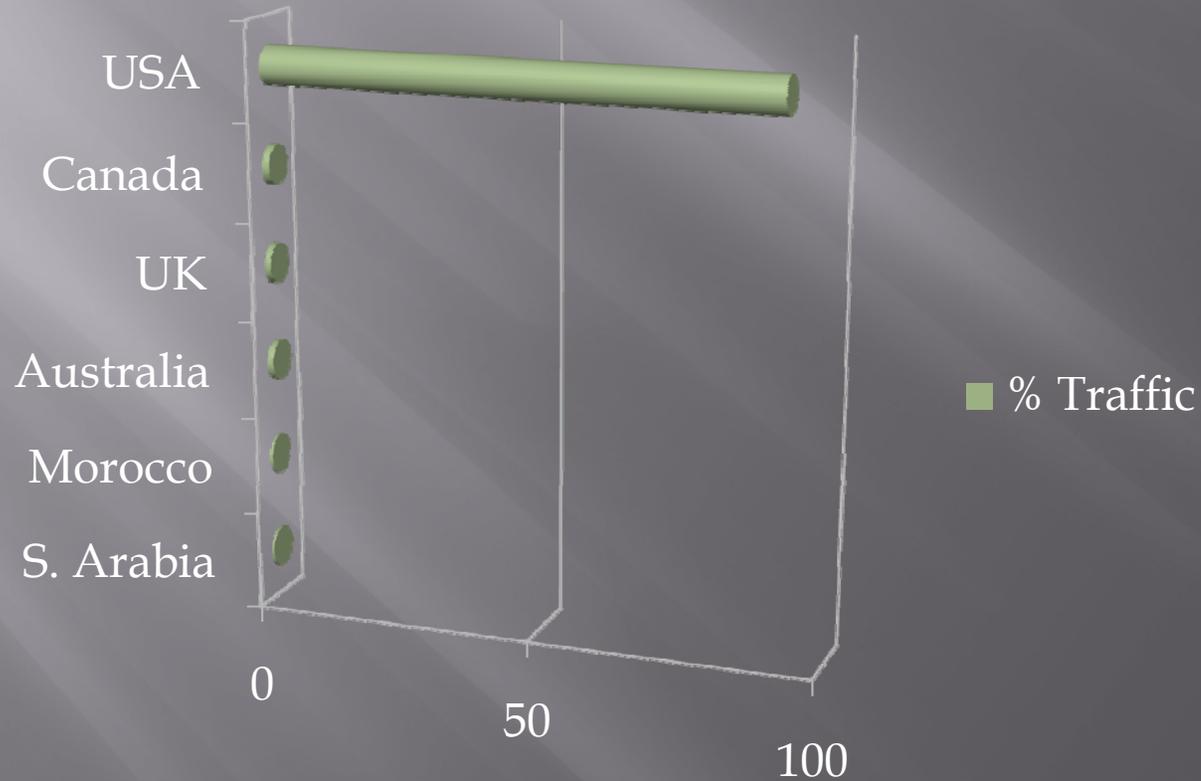
Other Notable Traffic Sources

Rank	Site Name	% of Total KIA Traffic
6	scstatehouse.gov	0.97%
18	wikipedia.com	0.52%
44	sciway.net	0.16%
57	pbs.org	0.11%
62	scsl.schoolrooms.net	0.10%
69	oneplacesc.org	0.07%



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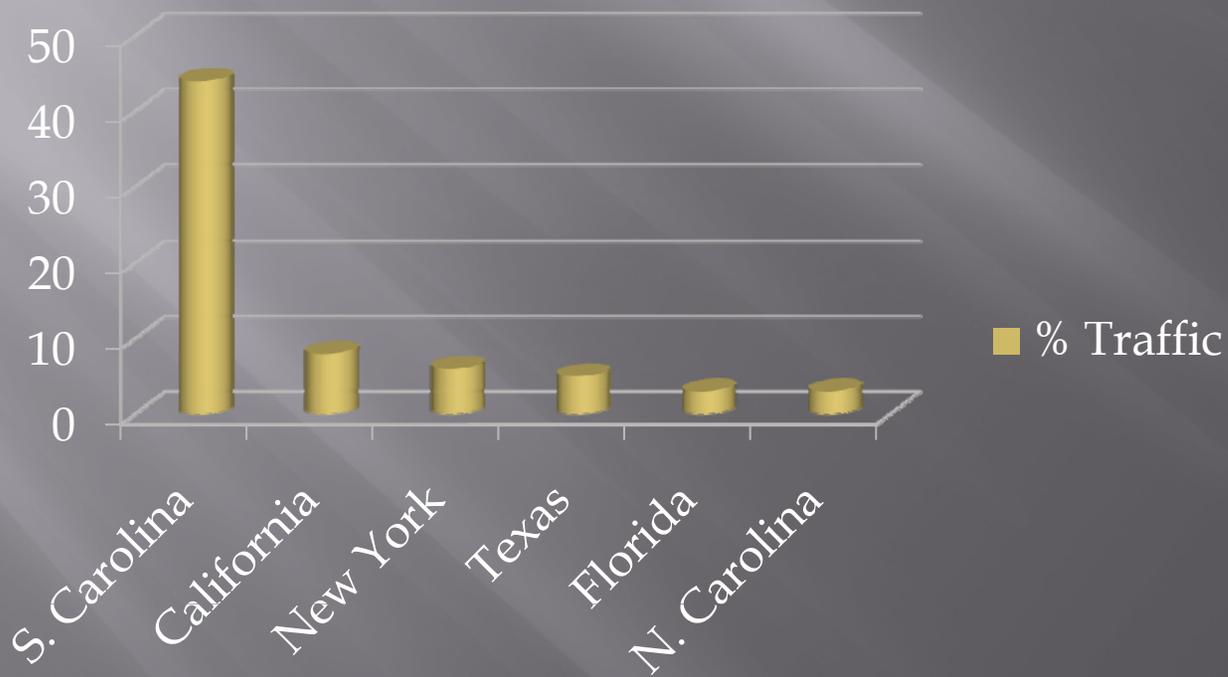
Top Six Countries (by visits)



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Top Six U.S. States (by visits)

% Traffic



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Top Ten SC Cities (by visits)

1. Columbia-20%
2. Greenville-8%
3. Hartsville-7%
4. Darlington-5%
5. Spartanburg-4%

6. Sumter-4%
7. Bishopville-3%
8. Ballentine-3%
9. Myrtle Beach-3%
10. Blythewood-3%



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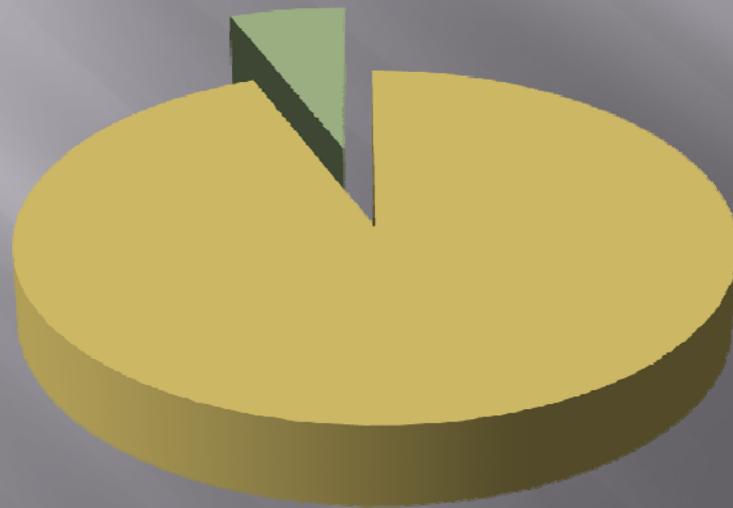
Top Ten Networks (by visits)

1. bellsouth.net-26%
2. RoadRunner-7%
3. Spirit Tel.-6%
4. Comcast Cable-3%
5. Verizon Internet-3%
6. Charter Comm.-2%
7. State of SC-2%
8. Cox Comm.-1%
9. Horry Cty. Sch.-1%
10. Sprint-1%



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Connection Speeds

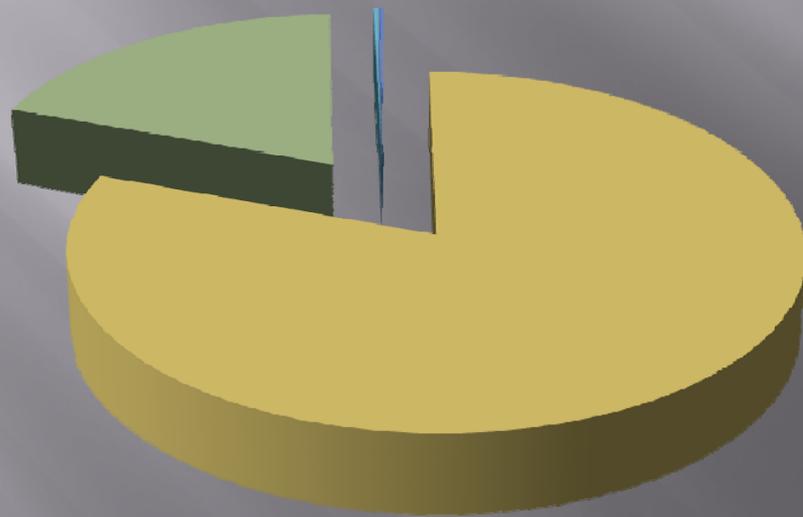


- Broadband 94%
- Dial-up 6%



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Operating Systems



- Windows 80%
- Mac 19%
- Linux 0.2%
- iPhone 0.13%



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- New Web Metrics
- New Content
- New Student Connections



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➤ New Content - *Road Trip!*



KNOWITALL.ORG

➤ New Content-Web of Water

Home - About - Maps - Photos - Resources

web of water

1. Blue Ridge
2. Piedmont
3. Sandhills
4. Coastal Plain
5. Coast

North Carolina
Georgia

What is Web of Water?
Rivers touch some aspect of our lives everyday, quietly serving a need for drinking water, farming, power, industry and recreation. In the Spring of 2008, educator Ian Sanchez kayaked from the mountains to the sea, making connections between our cultural and natural landscapes. See how we are all connected to this *Web of Water*. ([More...](#))

View [Video Introduction](#).

Ian's trip is sponsored by the South Carolina Department of Parks, Recreation and Tourism.



KNOWITALL.ORG

➤ New Content-Gullah Tales



KNOWITALL.ORG

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➤ New Student Connections

Knowitall.org connects K-12 Learners to content in ways that allow them to become protagonists in the educational process. Learners learn by investigation, by using technology to create their own meaningful content, by experimenting with the application and analysis of data, and by verbal and written self-expression.



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➤ New Student Connections

Andrea Thorpe, Betsy Newman, Joyce Simons

- *Generations of Heroes*
- *A.C. Flora Video Training*
- *Roots in the River/ Swamp Stories*
- *Career Aisle*



