

Tethys Quarterly Report Q4 FY2015
Pacific Northwest National Laboratory
October 2015

The purpose of this document is to report on Tethys activities carried out within Q4 of FY 2015. All quarterly reports, annual reports, peer review reports, and the Tethys Management Plan are available on the Tethys deliverables page: <http://tethys.pnnl.gov/deliverables>.

Milestones

Q4 Milestone (Water): Progress will be measured by the ability of Tethys to meet or surpass the following qualitative and quantitative performance metrics: 1) Total visits in FY15 up 10% from FY14; 2) 90% of links in Tethys will be active; and 3) FY15 peer review will reflect the satisfaction of Tethys peer reviewers with site usability, functionality, and content as compared with the FY14 Tethys peer review.

Q4 Milestone (Wind): Tethys will meet or surpass the following qualitative and quantitative performance metrics: 1) Total visits in FY15 up 10% from FY14; 2) Total number of offshore wind documents up 100 from end Q2 FY15; 3) 90% of links in Tethys will be active and valid; 4) Use results of peer review to evaluate Tethys functionality and content.

Progress:

Annual metrics show an increase in visits of only 7.5%, but this is complimented by a significant increase in pageviews by 230.4%. This large increase in pageviews indicates that more people are visiting the site that are actually using it, rather than leaving because Tethys is not what they were looking for. Therefore, we submit that real visits (though not measurable), likely increased by far greater than 10% during FY15.

A total of 101 offshore wind documents were added to Tethys during Q3 and Q4, bringing the total offshore wind count to 909 documents.

Valid links were always counted at around 99% during the quarterly checks, at which point any broken links were either corrected or removed. These link checks are performed with software that automatically checks every external link on the site.

All the peer review comments were categorized and addressed. Details are available in the FY15 Peer Review report, found on Tethys (accessed from the deliverables page):

<http://tethys.pnnl.gov/sites/default/files/attachments/PNNL-Tethys-Peer-Review-2015-final.pdf>.

Performance Metrics for Q4 FY2015

The table below lists the metrics and goals identified in the Tethys Management Plan, as well as the data collected in Q4 (July 1 2015 – September 30 2015). Metrics and reports for previous quarters, webinar attendance, and a list of recent added documents are available on Tethys at:

<http://tethys.pnnl.gov/deliverables>.

| Metric | Goal | Q4 Progress | Compare to Q3 Data |
|---|---|----------------------------------|--|
| Total Visits | 10% increase on annual basis, to be tracked on revolving quarterly basis. | 5,953 users; 8,812 visits | Q3: 7,268 users; 10,712 visits 18.1% decrease (users); 17.7% decrease (visits) |
| Total Pageviews | 10% increase on annual basis, to be tracked on revolving quarterly basis. | 63,689 pageviews | Q3: 67,201 pageviews 5.2% decrease |
| Average Pages per Visit | No goal, but activity should be tracked on revolving quarterly basis. | 7.23 pages/visit | Q3: 6.27 pages/visit 15.3% increase |
| Number of Documents Indexed | Increase by 25 documents per quarter. | 2461 documents | Q3: 2373 documents +105 documents; 57 wind, 38 marine |
| Number of External Websites Linked to <i>Tethys</i> | No goal, as this is outside of our control, but active outreach may increase. | 67 domains | Q3: 66 domains +1 domain |
| Number of Websites Linked from <i>Tethys</i> | Increase by 10 links per quarter. | 2907 links | Q3: 2849 external links +58 links |
| Percentage of Valid Links in <i>Tethys</i> | 90% working links at any time. | 99.3% links | Q3: 98.5% links 0.8% increase |

There are also two proxy measures that assess inherently subjective goals. In the absence of quantifiable goals, the PNNL team instead provides examples to evaluate the success of these metrics. The goals and their outcomes are described in the table below.

| Metric | Definition | Goal | Outcome |
|---|---|--|--|
| Increased functionality and usefulness of site | Proxy measure - <i>Tethys</i> should constantly be adding and enhancing functionality based on community feedback. | Continued improvements annually; determined by annual peer review of 4-6 individuals. Continued improvements in the site, based on responses to spot surveys. | Notable improvements include (1) retrofits made to the feedback box in the footer, (2) creating a new “interactions” field, and (3) collapsible filters on the Knowledge Base. |
| Availability of information useful to users | Proxy measure - This perception is based on how well users can navigate <i>Tethys</i> , how clean the information appears, how much information is available, and more. Ratings, comments, and direct feedback may be used as an indicator when available. | The majority of site users are satisfied with the information they retrieved from <i>Tethys</i> . | EWTEC provided an opportunity to get a feel from the marine energy community. <i>Tethys</i> was always held in high esteem and was cited in many of the environmental presentations. |

Google Analytics for Q4 of FY15

The following several pages are a direct output of quarterly statistics from Google Analytics, showing information that may prove helpful in identifying the health of *Tethys* and top referral sources:

Printout for U.S. Department of Energy

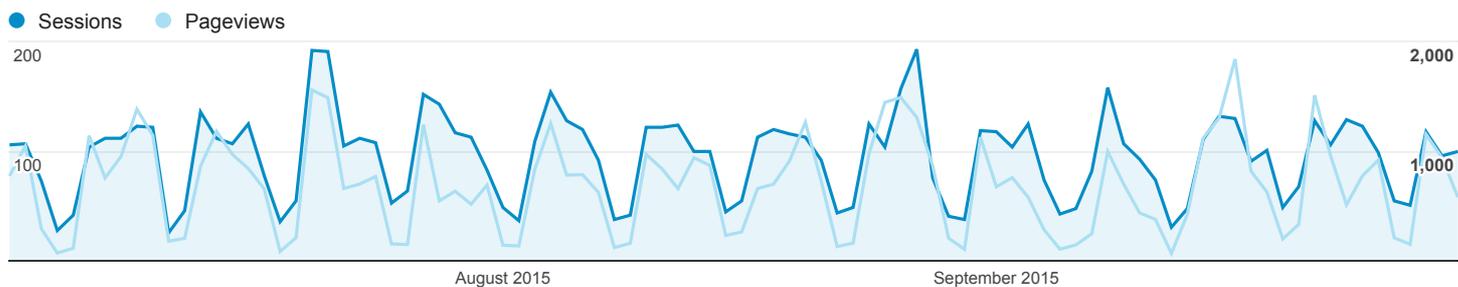
Jul 1, 2015 - Sep 30, 2015

All Sessions
100.00%

Visits and Unique Visitors



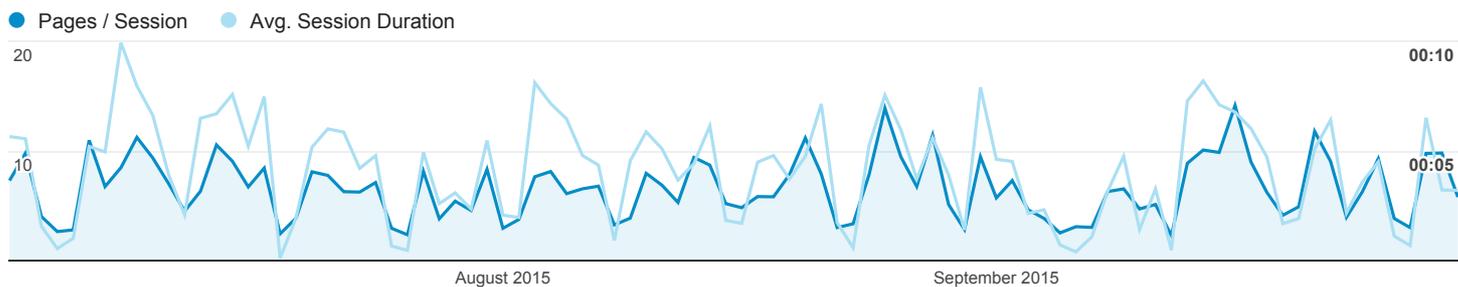
Visits and Pageviews



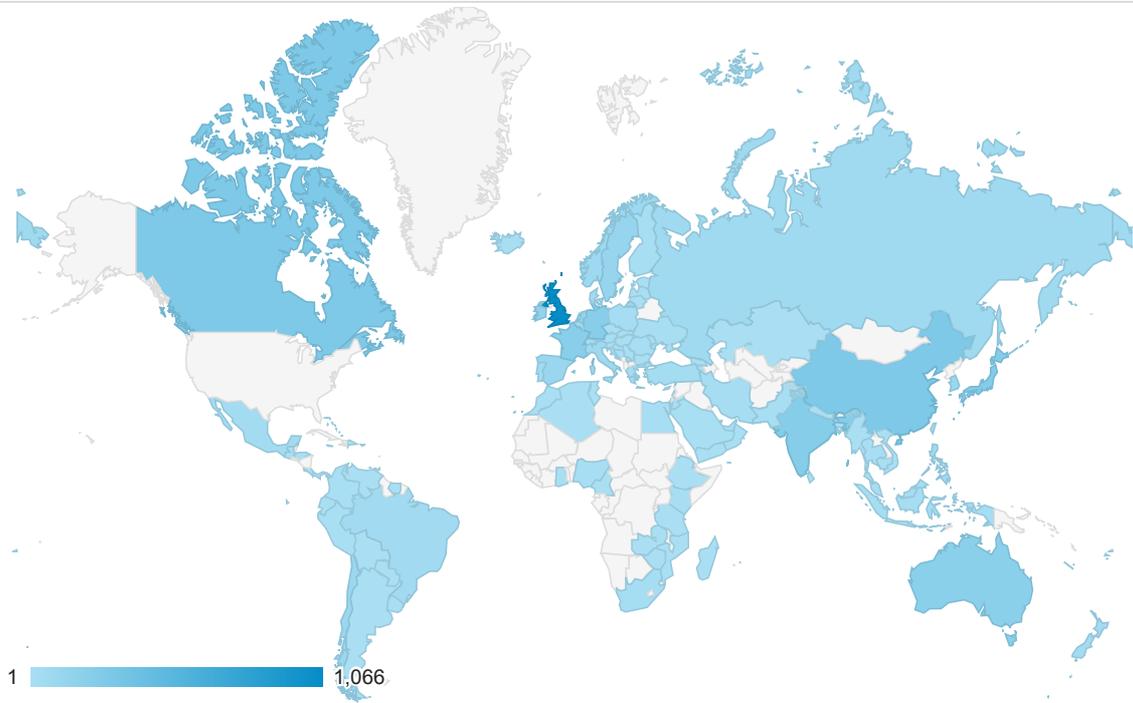
Visits and % New Visits



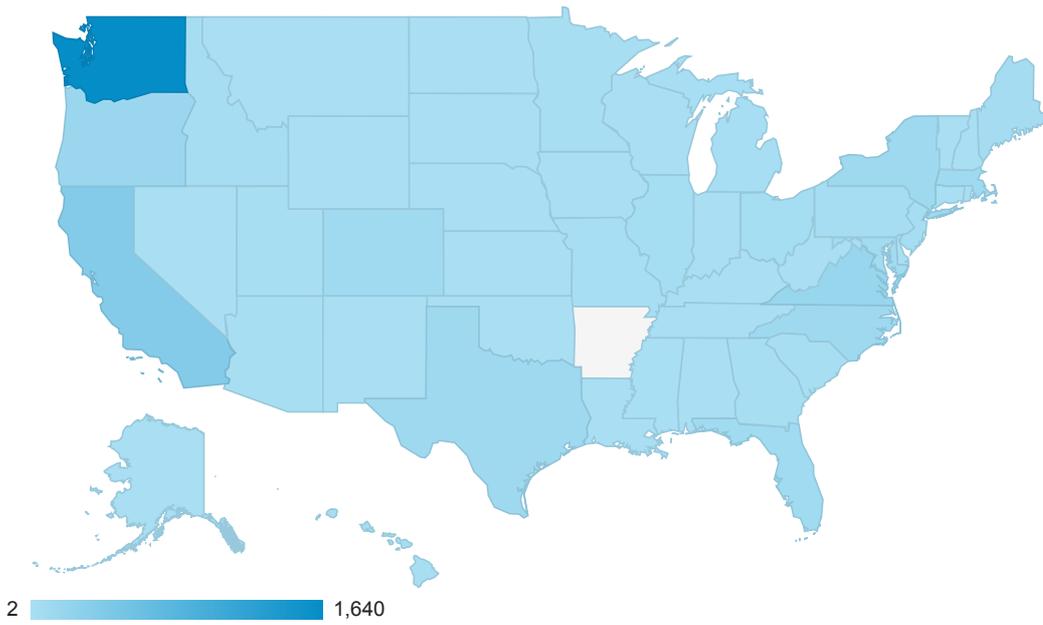
Pages / Visit and Avg. Visit Duration



Visits Per Country (excluding the U.S.)



Visits Per State



Visits and Bounce Rate by Source / Medium

| Source / Medium | Sessions | Bounce Rate |
|----------------------------------|----------|-------------|
| google / organic | 4,427 | 0.07% |
| (direct) / (none) | 2,793 | 6.77% |
| bing / organic | 200 | 0.00% |
| yahoo / organic | 127 | 0.00% |
| websearch.pnl.gov / referral | 99 | 1.01% |
| links.govdelivery.com / referral | 76 | 0.00% |
| brokenlinkcheck.com / referral | 66 | 0.00% |
| drupal.pnnl.gov / referral | 62 | 0.00% |
| emec.org.uk / referral | 57 | 0.00% |
| energy.gov / referral | 51 | 0.00% |

Visits and Bounce Rate by Page

| Page | Sessions | Bounce Rate |
|---|----------|-------------|
| / | 1,599 | 6.94% |
| /publications/san-juan-islands-tidal-currents | 481 | 0.00% |
| /events/avian-sensitivity-mapping-and-wind-energy | 395 | 0.00% |
| /events/marine-renewable-energy-test-centers-and-environmental-effects-research | 221 | 0.00% |
| /technology-type/wave | 129 | 2.33% |
| /technology-type/offshore-wind | 111 | 0.90% |
| /technology-type/tidal | 100 | 3.00% |
| /knowledge-base | 96 | 4.17% |
| /annex-iv-sites/la-rance-tidal-barrage | 77 | 0.00% |
| /map-viewer | 74 | 0.00% |