



NATIONAL ASSOCIATION OF GEOSCIENCE TEACHERS

WEBSITE ANALYTICS REPORT

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EXECUTIVE SUMMARY

Key takeaways about the NAGT website content and analytics include:

- Visitors to and page views of the NAGT website have been relatively consistent between 2021-2024, and given the previous trends in fall traffic being among the highest of the year, are on track to remain relatively consistent in 2025.
- With the exception of the Geo2YC division and the Pacific Northwest section, website traffic to Section and Division websites has also remained relatively consistent and appears to remain consistent or decrease a small amount in 2025. Geo2YC traffic has continued to decrease since its peak in 2023, whereas Pacific Northwest section traffic has increased from previous years in 2024 and 2025. The latter may be due to the section hosting a registration form and information about their annual meeting on their NAGT section web page.
- New content includes a new format for *In the Trenches* articles, now published exclusively online on a rolling basis, a 2025 Earth Science week resources web page, new documentation and support pages for leadership and committees, and continued posting of NAGT webinar information, recordings, and resources.
- Note that numbers reported this year may be different than in the past reports because of a transition from Google Analytics to an in-Serckit collection system, but those differences are within the expected margins of error (for both systems). The general conclusions drawn from the data do not change. The numbers in this year's report are for calendar year rather than NAGT fiscal year and we will continue to use calendar year data going forward. Also note that website use data, particularly in more recent years, may be significantly skewed by crawler data, which is not possible to disaggregate.

SITE USE

NAGT website traffic was relatively consistent between 2021-2024 and is on track to remain so for 2025 (note that the 2025 data only go until August 31, whereas the previous years are entire calendar year, and a sizable number of visitors and page views occur in the fall) (Figures 1 & 2). In the 2024 fiscal year (September 1, 2024 to August 31, 2025), the NAGT website had 96,462 visitors and 229,389 page views¹. Page views peaked in 2020 and have fallen in the years since; website visitors have decreased very slightly, but appear to be relatively consistent and remain on track to be in 2025.

¹ Note that numbers reported in this year's report may be different than in the past reports because of a transition from Google Analytics to an in-Serckit collection system, but those differences are within the expected margins of error (for both systems). The general conclusions drawn from the data do not change. The numbers in this year's

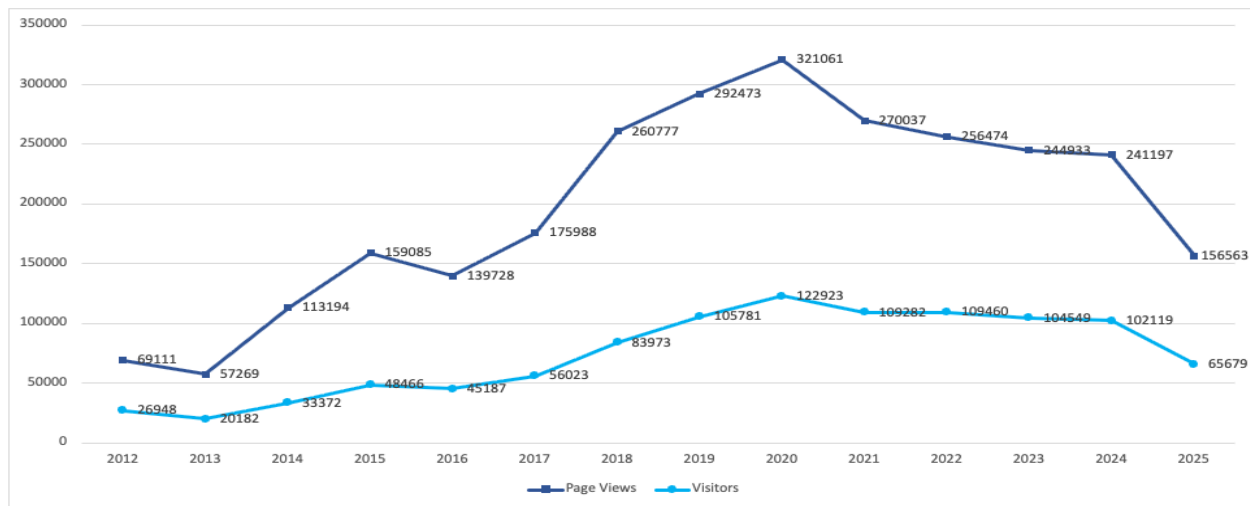


Figure 1. Page views and visitors each year from 2012 to 2025* (note 2025 is through August 31).

In the period between 2021 and 2024, patterns of monthly NAGT website use remained mostly consistent with the previous year (Figure 2). Fall website use was lower in 2024 than it had been in previous years, and saw a relative spike in July of 2024. 2023-2025 winter page views were similar to one another, but lower than 2022's notable high.

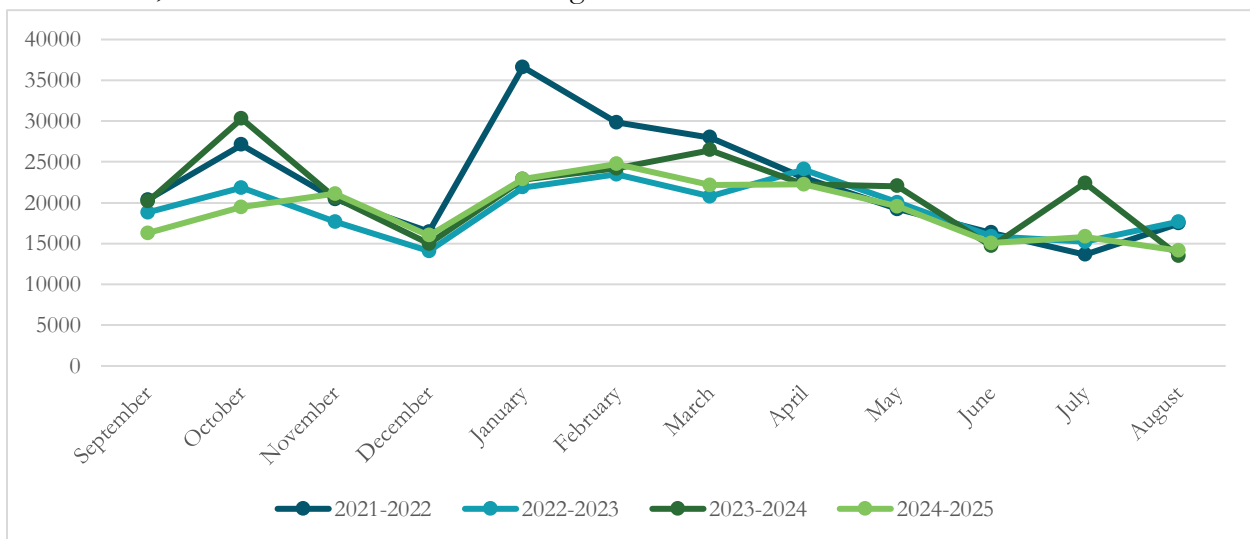


Figure 2. Monthly page views for 2021-2022, 2022-2023, 2023-2024, and 2024-2025 academic years.

report are for calendar year rather than NAGT fiscal year. Also note that numbers, particularly in more recent years, may be may be significantly skewed by crawler data, which is not possible to disaggregate.

VISITOR ENGAGEMENT

While no single measure of engagement exists, it can go beyond total numbers of visitors. As shown in Figure 3, the number of visitors to the NAGT website has experienced an overall increase since 2011. Visitors have fallen a small amount from a peak in 2020 but remain relatively stable since 2021. Engaged visitors (on a site for more than 30 seconds) have similarly decreased slightly since the 2022 peak, but have been relatively consistent among the past several years. Intense visitors (on a site for more than 3 minutes) increased in 2022 and have remained relatively consistent since. 2025 data only go through August 31, in contrast to previous years, which include the full calendar year. As such, the annually-reported website data for 2025 is currently lower, but is on track to retain similar numbers as years past. Note that the highest level of engagement of each visitor is shown in Figure 3, even though ‘intense visitors’ could also be classified as ‘engaged visitors.’

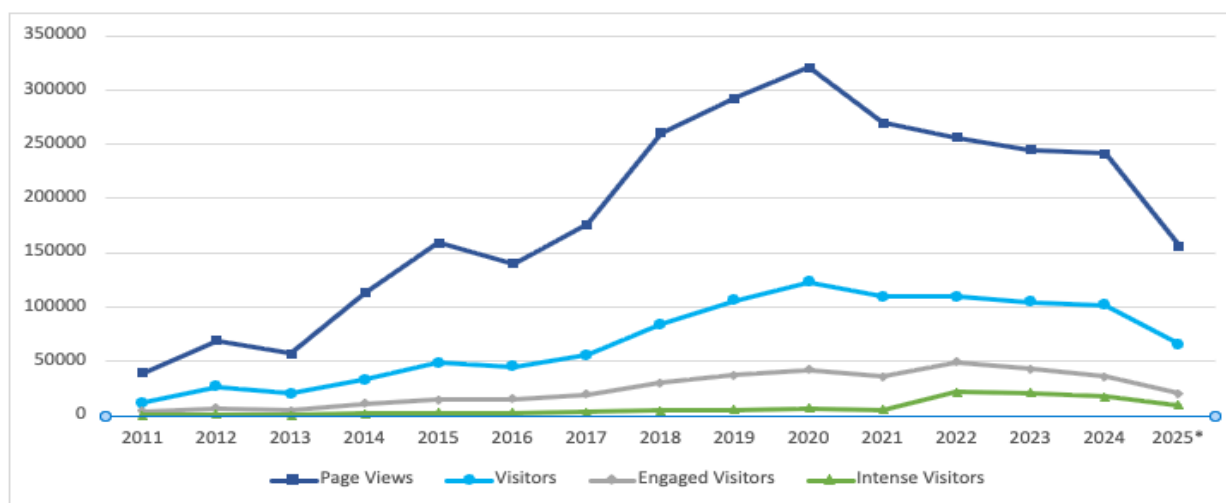


Figure 3. The number of visitors by year and categorized into Serckit engagement levels. Note the highest level of engagement of each visitor is shown, even though ‘intense visitors’ could also be classified as ‘engaged visitors.’ Also note that 2025 data only go through August 31, whereas the other years depict full calendar years.

SECTION AND DIVISION WEBSITE USAGE

Page views of Division websites are on track to remain consistent or increase for the GER and TED divisions in 2025 (Figure 4). Geo2YC currently has fewer page views, but, as previously noted, data for 2025 ends August 31, whereas previous years include the calendar year. Since 2022, GER has had the highest page views of the three divisions, whereas TED has consistently had the lowest number of page views. This mirrors membership numbers as well, with GER having the largest number of members (~317), followed by Geo2YC (~226 members), and TED (~159 members). TED also maintains an active presence on social media, which may help members stay connected with division activities and information outside of the website.

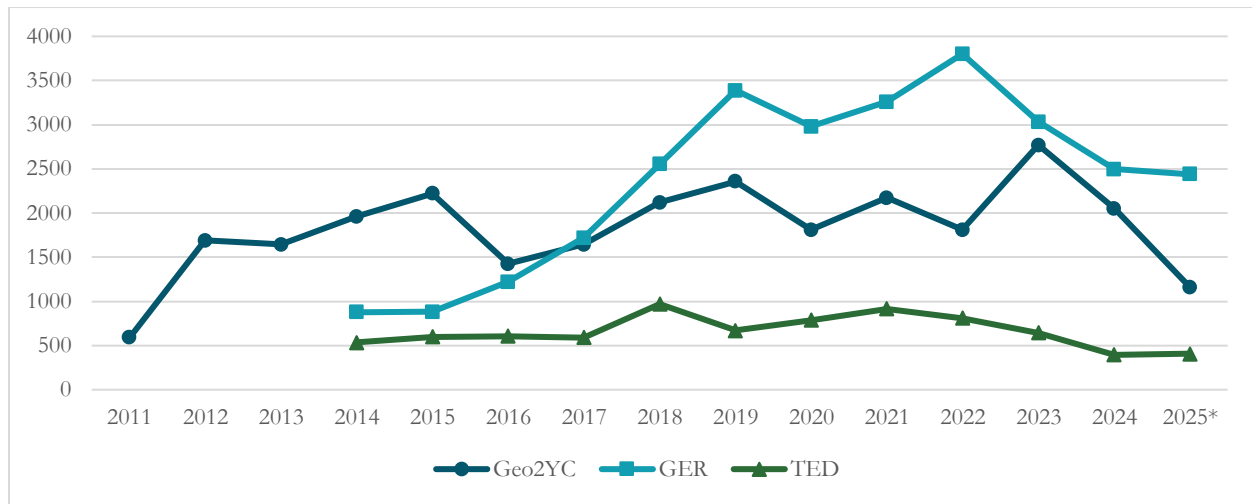


Figure 4. Page views by year for each of the NAGT Divisions from 2012 to 2024.

Section website page views remained relatively consistent or decreased a bit across almost all Sections, with the exception of the Pacific Northwest Section, which increased both in 2024 and 2025 (Figure 5). This section held annual meetings in the summers of 2024 and 2025, with a registration form that was housed in their section’s web pages - this likely drove up traffic. As with previous graphs, it should be noted that 2025 data conclude August 31, whereas previous years include the full calendar year. Also of note is the number of members in each section – as of the date of this report, membership numbers from largest to smallest are: North Central: 249, Eastern: 230, Far Western: 192, Southeastern: 161, Pacific Northwest: 127, South Central: 108, Rocky Mountain: 84, Northeastern: 78, none selected: 14, and not specified/international: 12.

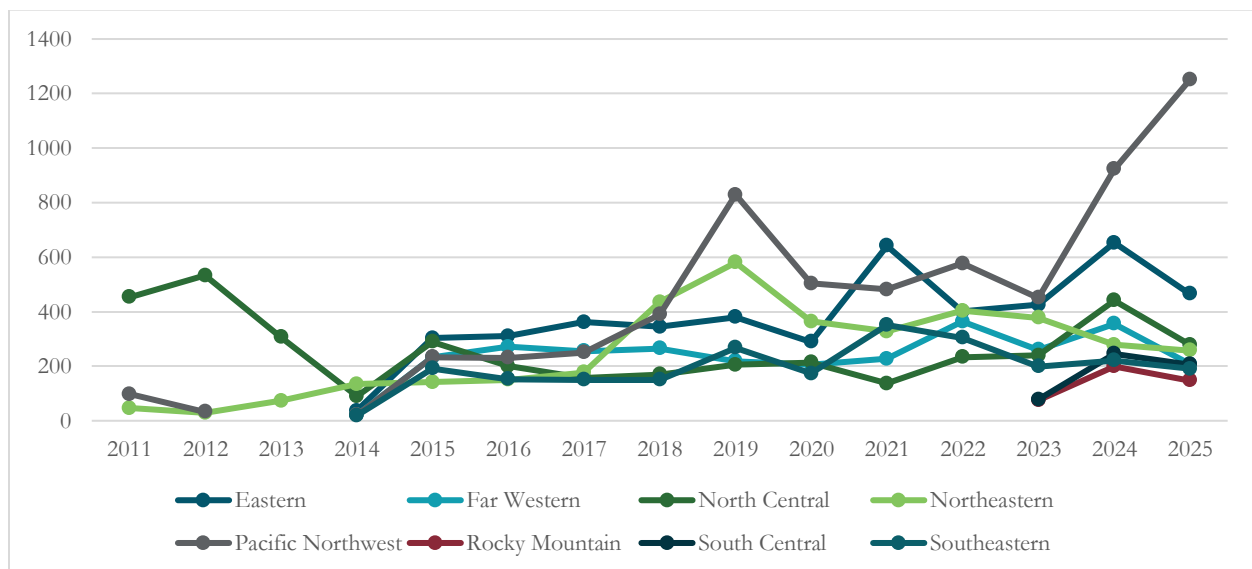


Figure 5. Page views by year for the NAGT Sections. Note: (1) Section websites have existed for varying amounts of time, and (2) some Sections maintained external websites--that data is not included here.

NEW WEBSITE CONTENT

Additions to content on the NAGT website included the new *In the Trenches* article format and a feature for [Earth Science Week 2025](#). These efforts, along with website use for associated web pages, are shared below. Additionally, a series of documentation and support pages was developed for leadership and committees, including the following: [Leader resources hub](#), [Meetings schedule](#), [Committee guidelines](#), [Elections processes](#), and [Running events](#). Finally, new NAGT webinars continue to be [posted to the website](#), including recordings and related resources, when available.

Earth Science Week

Annually, NAGT assembles reviewed K12 teaching resources from the Teach the Earth collection to address the theme of [Earth Science Week](#). This year (2025), the theme is *Energy Resources for Our Future*. Between January 1 and August 31, 2025, the NAGT Earth Science Week websites have received 458 page views and 314 visitors. Since its publication on August 4 to date, the Earth Science Everywhere web page has received 21 page views and 14 visitors. Note this year's Earth Science Week is October 12-18, which is after the writing of this report (this was also the case in previous years as well).

In the Trenches

In the Trenches articles are now exclusively published online on a rolling basis. Fourteen articles were published between January 1 and August 31. As shown in Figure 6, monthly viewership has ranged from 235-447 page views (March and July, respectively), and have had between 118 and 274 visitors (February and July, respectively).

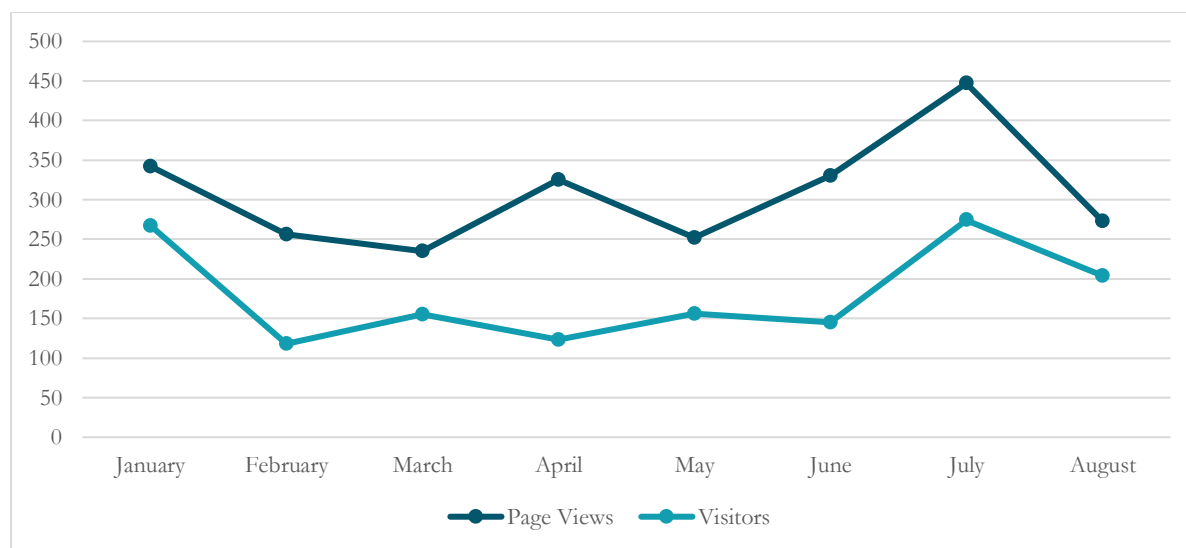


Figure 6: Monthly visitor counts and page views of the *In the Trenches* web pages over 2025.

APPENDIX A: DATA TABLES

Year	Page Views	Visitors
2012	112917	35582
2013	94942	29076
2014	112331	32779
2015	173188	53458
2016	156331	53989
2017	167168	57930
2018	262632	83524
2019	298754	107790
2020	327226	127347
2021	299826	125918
2022	275998	117261
2023	234308	109313
2024	249309	108453

Table 1. The number of page views and visitors by year for 2012 to 2025*, as shown in Figure 1.

* Note that 2025 annual data are only reflected through August 31, whereas previous years depict the entire calendar year. 2011 is also partial year data and varies by publication date of the website.

Year	Page Views	Visitors
2012	69111	26948
2013	57269	20182
2014	113194	33372
2015	159085	48466
2016	139728	45187
2017	175988	56023
2018	260777	83973
2019	292473	105781
2020	321061	122923
2021	270037	109282
2022	256474	109460
2023	244933	104549
2024	241197	102119
2025*	156563	65679

Table 2. Page views by month for academic years (Sept-Aug) 2021-2025 as shown in Figure 2.

Month	2021-2022	2022-2023	2023-2024	2024-2025
September	20377	18786	20168	16287
October	27091	21826	30293	19449
November	20453	17670	20604	21098
December	16431	14084	14979	15992
January	36623	21881	22864	22871
February	29818	23457	24197	24740
March	27980	20747	26428	22170
April	23058	24058	22292	22223
May	19206	20022	22044	19545
June	16330	15858	14662	15050
July	13641	15198	22380	15840
August	17452	17668	13504	14124

Table 3. The number of visitors per year categorized into Serckit engagement levels, as shown in Figure 3.

Month	Visitors	Engaged Visitors	Intense Visitors
2011*	39168	11597	4173
2012	69111	26948	6882
2013	57269	20182	4900
2014	113194	33372	10893
2015	159085	48466	14782
2016	139728	45187	15214
2017	175988	56023	19630
2018	260777	83973	30337
2019	292473	105781	37312
2020	321061	122923	42004
2021	270037	109282	36117
2022	256474	109460	49626
2023	244933	104549	42660
2024	241197	102119	36045
2025*	156563	65679	20426

Table 4. Page views by year for the NAGT Sections from 2012 to 2025*, as shown in Figure 4.

Year	Eastern	Far Western	North Central	Northeastern	Pacific Northwest	Rocky Mountain	South Central	South-eastern
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2011*			453	46	97			
2012			533	29	33			
2013			306	73				
2014	37	21	90	134	21			19
2015	303	232	289	141	233			192
2016	310	271	200	150	231			152
2017	362	255	157	177	250			150
2018	345	265	170	435	390			150
2019	380	219	205	580	828			267
2020	289	206	214	364	503			173
2021	641	227	137	327	481			351
2022	401	364	233	403	577			304
2023	425	260	239	378	451	75	78	199
2024	653	356	441	279	923	199	245	221
2025*	466	208	279	258	1250	148	206	190

Table 1. Page views by year from 2011 to 2025* for the NAGT Divisions, as shown in Figure 5.

Year	Geo2YC	GER	TED
2011*	589		

2012	1690		
2013	1644		
2014	1961	876	536
2015	2223	880	597
2016	1425	1222	606
2017	1645	1718	591
2018	2120	2554	969
2019	2358	3389	670
2020	1811	2979	786
2021	2174	3259	915
2022	1811	3801	811
2023	2770	3034	642
2024	2053	2496	394
2025*	1159	2439	407