



NATIONAL ASSOCIATION OF GEOSCIENCE TEACHERS

WEBSITE ANALYTICS REPORT

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EXECUTIVE SUMMARY

Key takeaways about the NAGT website content and analytics include:

- NAGT website page views declined slightly in 2025 (230,244, about 5% lower than in 2024), continuing a gradual decline since the 2020 peak, while the number of visitors held steady at roughly 104,000. Through August 31, 2026, page views are running about 19% ahead of the same period in 2025, and visitors have already exceeded the 2025 total, though engagement data suggest that crawler traffic accounts for some of this increase.
- Page views of all three Division websites increased in 2025, and GER and TED are on pace to match or exceed their 2025 totals in 2026. The Pacific Northwest Section reached a new high of 1,708 page views in 2025, likely driven by registration and information for its annual meeting hosted on its section web pages; most other Sections remained within the range of recent years.
- New content includes *In the Trenches* articles, a 2026 Earth Science week resources web page, and new web infrastructure for membership and donations.
- Numbers in this report are for calendar years. The 2025 figures now reflect the full calendar year, replacing the partial-year figures (through August 31) in last year's report, and 2026 data run through August 31, 2026. Figures for 2024 and earlier are carried forward from previous reports; re-exported data for early 2025 differ slightly from last year's figures, which is within the expected variation between data pulls. 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 page views have declined gradually since peaking in 2020, while the number of visitors has remained relatively consistent since 2021 (Figure 1). In calendar year 2025, the NAGT website had 103,844 visitors and 230,244 page views¹, a decrease of about 5% in page views and an increase of about 2% in visitors compared to 2024. Between January 1 and August 31, 2026, the site had 186,035 page views, about 19% more than the same period in 2025, and 104,735 visitors, already more than in all of 2025. Because a sizable share of traffic typically occurs in the fall, 2026 is on

¹ Note that numbers reported here may differ slightly from past reports because data are periodically re-exported from Serckit (and because of the earlier transition from Google Analytics to Serckit's in-house collection system); those differences are within the expected margins of error, and the general conclusions drawn from the data do not change. The numbers in this report are for calendar year rather than NAGT fiscal year. Also note that numbers, particularly in more recent years, may be significantly skewed by crawler data, which is not possible to disaggregate.

track to exceed 2025 in both measures, although some of this increase is likely due to crawler traffic rather than people (see Visitor Engagement).

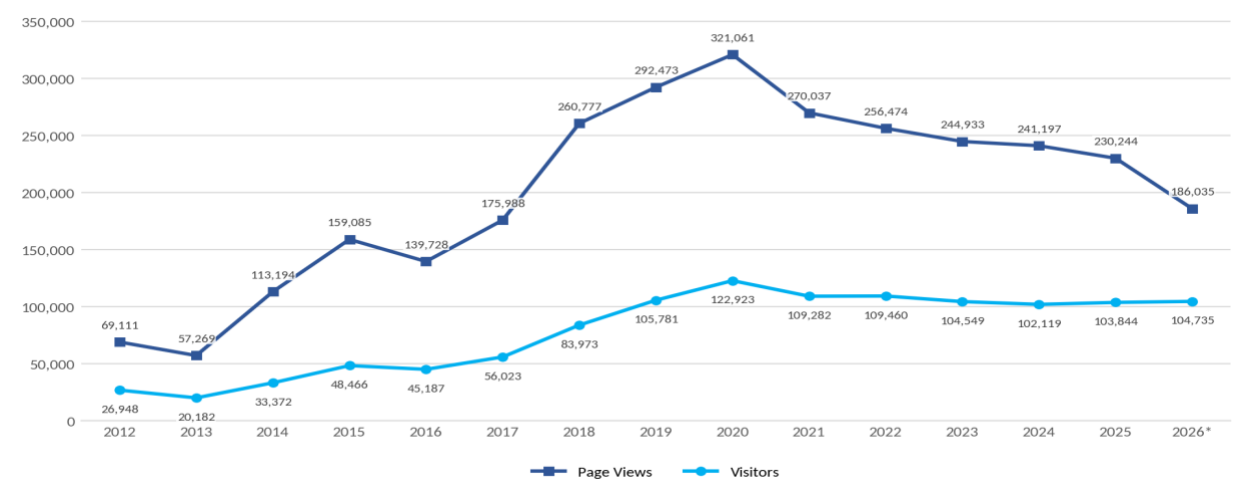


Figure 1. Page views and visitors each year from 2012 to 2026* (note 2026 is through August 31).

Monthly patterns of NAGT website use in the 2025-2026 academic year were similar to previous years from September through May, with page views peaking between January and March (Figure 2). Summer 2026 was a notable exception: page views in June, July, and August 2026 (21,930 to 23,762 per month) were higher than in the same months of any of the previous four years. July and August 2026 also had the highest monthly visitor counts of the academic year but the lowest numbers of engaged visitors, suggesting that the summer increase may be driven in part by crawler traffic.

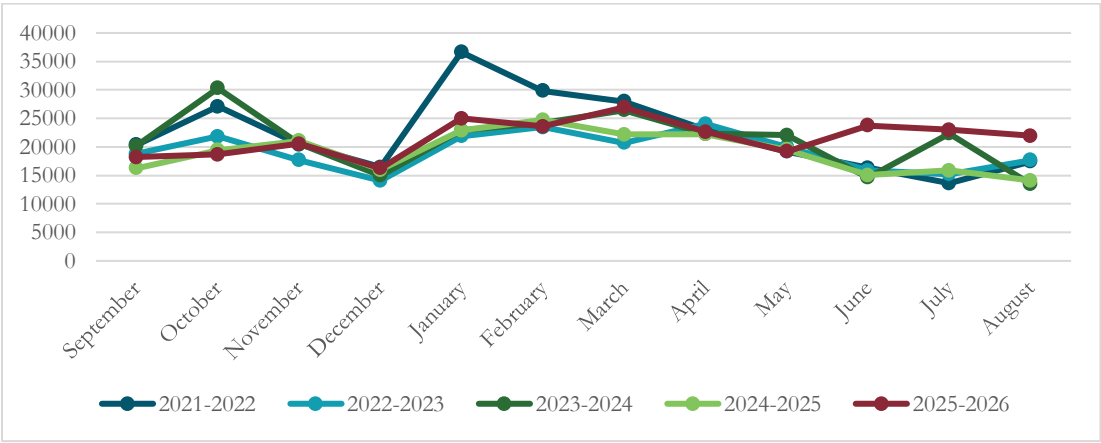


Figure 2. Monthly page views for 2021-2022, 2022-2023, 2023-2024, 2024-2025, and 2025-2026 academic years (September-August).

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 increased overall since 2011, peaked in 2020, and has remained relatively stable since 2021. Engaged visitors (on a site for more than 30 seconds) have declined from a 2022 peak of 49,626 to 29,166 in 2025 and 18,599 through August 31, 2026. Intense visitors (on a site for more than 3 minutes) rose sharply in 2022, to 21,548 from 5,485 in 2021, and have declined each year since, to 13,657 in 2025 and 7,419 through August 31, 2026. Relative to the total number of visitors, engaged visitors have fallen from about 45% in 2022 to 28% in 2025 and 18% so far in 2026, and intense visitors from about 20% to 13% and 7%.

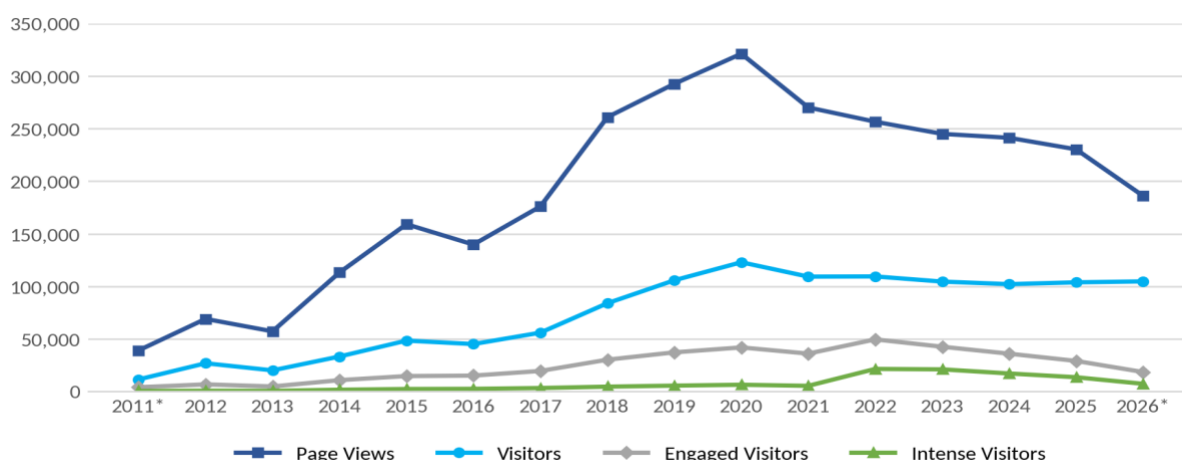


Figure 3. The number of page views and visitors by year, with visitors categorized into Serckit engagement levels. Note the highest level of engagement of each visitor is shown, even though ‘intense visitors’ could also be classified as ‘engaged visitors.’ Also note that 2011 and 2026 are partial years; 2026 data go through August 31.

SECTION AND DIVISION WEBSITE USAGE

Page views of all three Division websites increased in 2025 compared to 2024: GER rose from 2,496 to 3,437, Geo2YC from 2,053 to 2,765, and TED from 394 to 511 (Figure 4). Through August 31, 2026, GER (2,997 page views) and TED (449) have already reached nearly 90% of their 2025 totals, while Geo2YC (1,785) is slightly behind its pace from the same period in 2025. GER continues to have the highest page views of the three divisions, and TED the lowest. This mirrors membership numbers as well, with GER having the largest number of members (298), followed by Geo2YC (216 members), and TED (150 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.

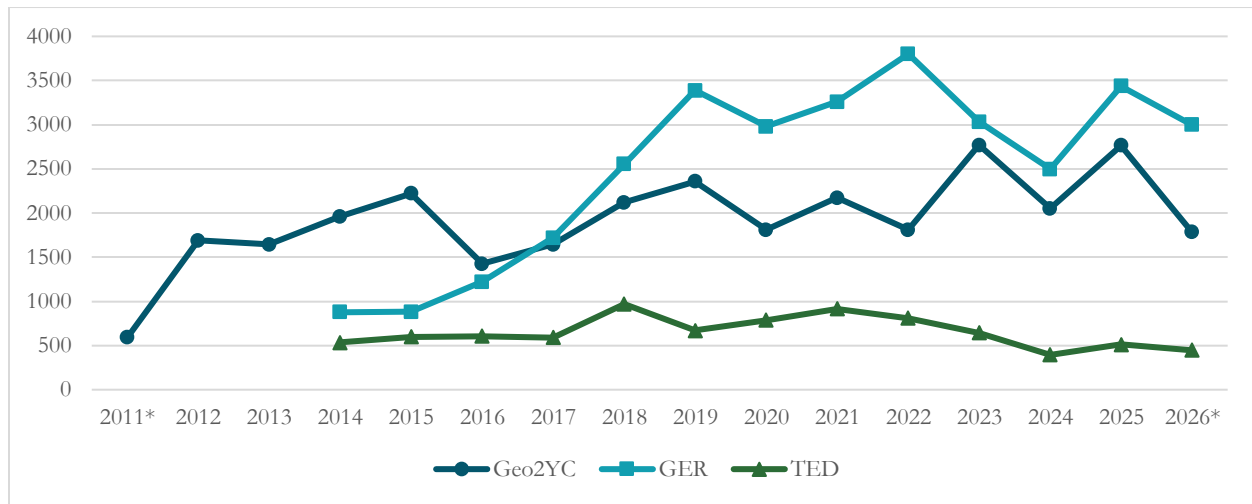


Figure 4. Page views by year for each of the NAGT Divisions from 2011* to 2026* (2026 data go through August 31).

Section website page views remained relatively consistent across most Sections in 2025, with the Pacific Northwest Section again the notable exception (Figure 5). Pacific Northwest page views nearly doubled, from 923 in 2024 to 1,708 in 2025, the highest of any Section in any year. This section held annual meetings in the summers of 2024 and 2025, with a registration form housed on the section's web pages, which likely drove up traffic. Pacific Northwest remains the most-viewed Section website in 2026, with 1,123 page views through August 31. As with previous graphs, note that 2026 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: 222, Eastern: 208, Southeastern: 186, Far Western: 173, Pacific Northwest: 120, South Central: 109, Rocky Mountain: 83, and Northeastern: 73.

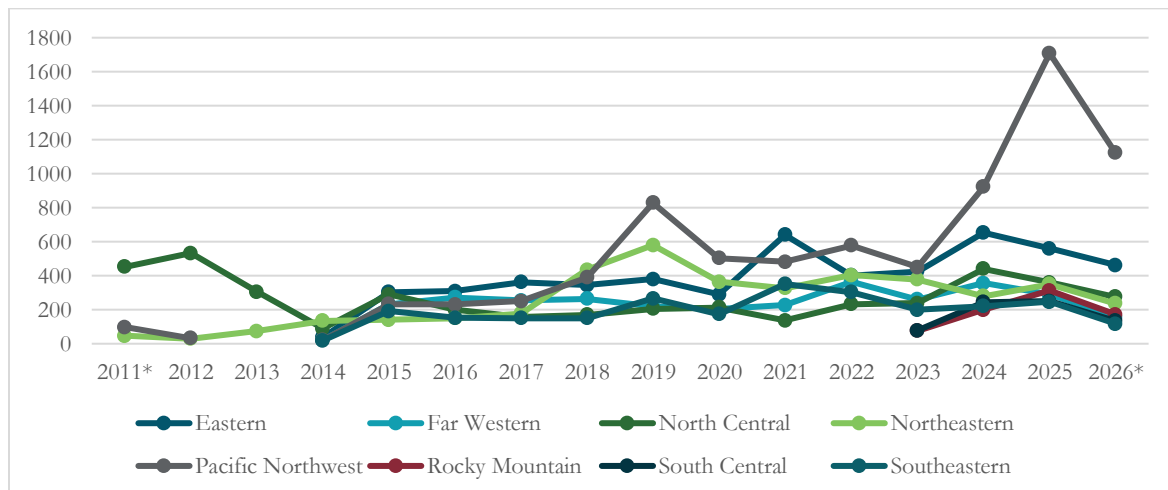


Figure 5. Page views by year for the NAGT Sections. Note: (1) Section websites have existed for varying amounts of time, (2) some Sections maintained external websites--that data is not included here, and (3) 2026 data go through August 31.

NEW WEBSITE CONTENT

Additions to content on the NAGT website included a new feature for Earth Science Week 2026, new In the Trenches articles, and new infrastructure for membership and donations. These efforts, along with website use for associated web pages, are shared below.

Membership and Donations

This year, significant work was done to update NAGT's membership and donation webpages in tandem with the transition to DonorPerfect and Givecloud. NAGT's donation infrastructure has moved entirely to [Givecloud](#). This new platform allows us to have more sophisticated contribution tools and allows us to embed smaller contribution forms within the main NAGT website.

The [membership information pages](#) in the NAGT website were overhauled as well. New website chrome (website look and feel) and pages were developed. These pages were updated to be more visually interesting, easier to read, and simpler to navigate. New and updated content was written to make the pages more informative and concise.

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 (2026), the theme is *Critical Minerals for a Thriving Society*. Between January 1 and August 31, 2026, the NAGT Earth Science Week websites have received 417 page views and 316 visitors. Since its publication on August 4 to date, the Earth Science Everywhere web page has received 39 page views and 31 visitors. Note this year's Earth Science Week is October 11-17, 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 published online on a rolling basis. Two articles were published between January 1 and August 31, 2026. This year's figures cover all *In the Trenches* web pages, including the archive of past issues, rather than only the online article pages reported last year. Between January and August 2026, the *In the Trenches* pages received 11,917 page views, about 39% more than the same period in 2025 (8,565) (Figure 6). Monthly page views in 2026 ranged from 1,109 (February) to 1,971 (July), and monthly visitors from 781 (February) to 1,788 (July).

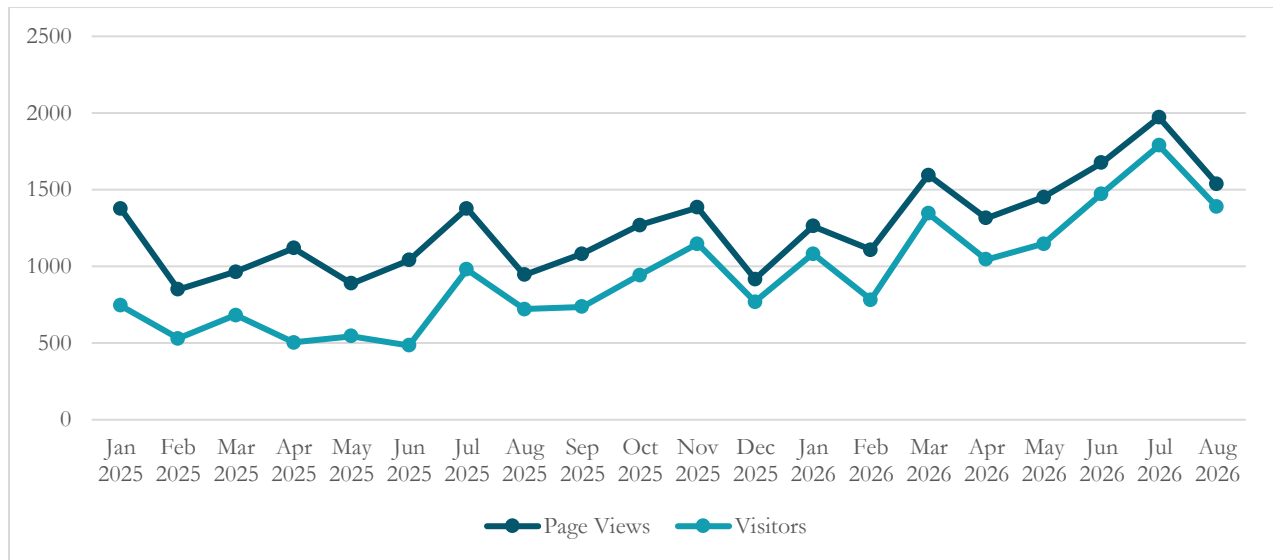


Figure 6: Monthly page views and visitors for all *In the Trenches* web pages, January 2025 through August 2026. This year's data cover the full *In the Trenches* section, including archived issues, so values are not comparable to last year's report. Monthly visitors are the sum of daily visitor counts.

APPENDIX A: DATA TABLES

Table 1. The number of page views and visitors by year for 2012 to 2026*, as shown in Figure 1.

Year	Page Views	Visitors
2012	69,111	26,948
2013	57,269	20,182
2014	113,194	33,372
2015	159,085	48,466
2016	139,728	45,187
2017	175,988	56,023
2018	260,777	83,973
2019	292,473	105,781
2020	321,061	122,923
2021	270,037	109,282
2022	256,474	109,460
2023	244,933	104,549
2024	241,197	102,119
2025	230,244	103,844
2026*	186,035	104,735

* Note that 2026 annual data are only reflected through August 31, 2026, whereas previous years depict the entire calendar year. 2011 is also partial year data and varies by publication date of the website.

Table 2. Page views by month for academic years (Sept-Aug) 2021-2022 through 2025-2026, as shown in Figure 2.

Month	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
September	20,377	18,786	20,168	16,287	18,203
October	27,091	21,826	30,293	19,449	18,654
November	20,453	17,670	20,604	21,098	20,546
December	16,431	14,084	14,979	15,992	16,253
January	36,623	21,881	22,864	22,871	24,982
February	29,818	23,457	24,197	24,740	23,562
March	27,980	20,747	26,428	22,170	26,932
April	23,058	24,058	22,292	22,223	22,680
May	19,206	20,022	22,044	19,545	19,181
June	16,330	15,858	14,662	15,050	23,762
July	13,641	15,198	22,380	15,840	23,006
August	17,452	17,668	13,504	14,124	21,930

Table 3. The number of page views, visitors, engaged visitors, and intense visitors by year, as shown in Figure 3.

Year	Page Views	Visitors	Engaged Visitors	Intense Visitors
2011*	39,168	11,597	4,173	607
2012	69,111	26,948	6,882	879
2013	57,269	20,182	4,900	763
2014	113,194	33,372	10,893	1,788
2015	159,085	48,466	14,782	2,482
2016	139,728	45,187	15,214	2,649
2017	175,988	56,023	19,630	3,404
2018	260,777	83,973	30,337	4,720
2019	292,473	105,781	37,312	5,687
2020	321,061	122,923	42,004	6,524
2021	270,037	109,282	36,117	5,485
2022	256,474	109,460	49,626	21,548
2023	244,933	104,549	42,660	21,164
2024	241,197	102,119	36,045	17,223
2025	230,244	103,844	29,166	13,657
2026*	186,035	104,735	18,599	7,419

Table 4. Page views by year for the NAGT Divisions from 2011* to 2026*, as shown in Figure 4.

Year	Geo2YC	GER	TED
2011*	589		
2012	1,690		
2013	1,644		
2014	1,961	876	536
2015	2,223	880	597
2016	1,425	1,222	606
2017	1,645	1,718	591
2018	2,120	2,554	969
2019	2,358	3,389	670
2020	1,811	2,979	786
2021	2,174	3,259	915
2022	1,811	3,801	811
2023	2,770	3,034	642
2024	2,053	2,496	394
2025	2,765	3,437	511
2026*	1,785	2,997	449

Table 5. Page views by year for the NAGT Sections from 2011* to 2026*, as shown in Figure 5.

Year	Eastern	Far Western	North Central	Northeastern	Pacific Northwest	Rocky Mountain	South Central	South-eastern
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	560	289	360	351	1,708	313	251	247
2026*	463	156	275	236	1,123	172	135	117

Table 6. Monthly page views and visitors for *In the Trenches* web pages, January 2025 through August 2026, as shown in Figure 6.

Month	Page Views	Visitors
Jan 2025	1,378	745
Feb 2025	849	530
Mar 2025	965	683
Apr 2025	1,120	503
May 2025	889	546
Jun 2025	1,040	484
Jul 2025	1,378	979
Aug 2025	946	721
Sep 2025	1,082	737
Oct 2025	1,269	943
Nov 2025	1,384	1,148
Dec 2025	916	770
Jan 2026	1,263	1,083
Feb 2026	1,109	781
Mar 2026	1,594	1,344
Apr 2026	1,314	1,044
May 2026	1,452	1,148
Jun 2026	1,675	1,474
Jul 2026	1,971	1,788
Aug 2026	1,539	1,389