ABSTRACT

Mineralogy 4 Kids is the highly successful educational outreach website of the Mineralogical Society of America. In its nearly 12 years, it has been awarded the Smithsonian's Idea Stage and granted a Coalition Grant to the National Science Teachers Association. Mineralogy 4 Kids is the best place to learn about rocks and minerals. The site includes links to Mineral Groups, Mineral Properties, Crystallography, Mineral Identification, Minerals in Your House, and the Rock Cycle. During the last academic year (Aug-Jun) the site has had nearly 2.5 million page views, the first to exceed the prior Phase I of an extensive revision to the site, which is entirely built for web-site visits. Only social media and gaming sites have a longer time duration. Nearly 10 different pages are viewed by each visitor per August search for “mineralogy” just the site within the top 3 and “minerals” just the site is the number 1 site on all the search engines.

Revisions in Phase I included a change in the URL to www.mineralogy4kids.org, the addition of 100s of mineral photographs, the reworking of all the figures, and becoming less reliant on external websites for content. This past year we've undertaken Phase II of the revision of the website, which is to be compatible with mobile devices such as the iPad, iPad mini and smart phones. The site was redesigned to adjust to the different screen sizes, to take advantage of the touch capability of mobile devices, and be viewable in both vertical and horizontal modes.

RESPONSIVE WEB DESIGN

TOP 10 PAGES

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mineralogy4Kids.org</td>
<td>1328</td>
<td>4.40%</td>
</tr>
<tr>
<td>2. MineralProperties/Mineralogy4Kids.org</td>
<td>920</td>
<td>3.10%</td>
</tr>
<tr>
<td>3. MineralGroups/Mineralogy4Kids.org</td>
<td>830</td>
<td>2.78%</td>
</tr>
<tr>
<td>4. Minerals in Your House/Mineralogy4Kids.org</td>
<td>630</td>
<td>2.11%</td>
</tr>
<tr>
<td>5. The Rock Cycle/Mineralogy4Kids.org</td>
<td>450</td>
<td>1.50%</td>
</tr>
<tr>
<td>6. Minerals©/Mineralogy4Kids.org</td>
<td>420</td>
<td>1.40%</td>
</tr>
<tr>
<td>7. Minerals©/Mineralogy4Kids.org</td>
<td>400</td>
<td>1.35%</td>
</tr>
</tbody>
</table>

MINERAL GROUPS

Argentite

The Rock Cycle

The Rock Cycle

Weathering

The Rock Cycle

Mineral Groups

Mineral Identification

DEVICES

TABLET

MOBILE

DESKTOP

RESPONSIVE WEB DESIGN

MINERALOGY 4 KIDS GOES MOBILE

MINERALOGICAL SOCIETY OF AMERICA

UNIVERSITY OF TEXAS EL PASO

ISAAC HARDER

VICKI HARDER