

Using Analytics for Website Assessment and Improvement

Abstract

Websites are the primary way that librarians connect users to information, but librarians often know very little about their patrons use their sites. This poster highlights ways the Old Dominion University Libraries have used web statistics, gathered by using Google Analytics, to learn how patrons use our website and to improve users' experiences.

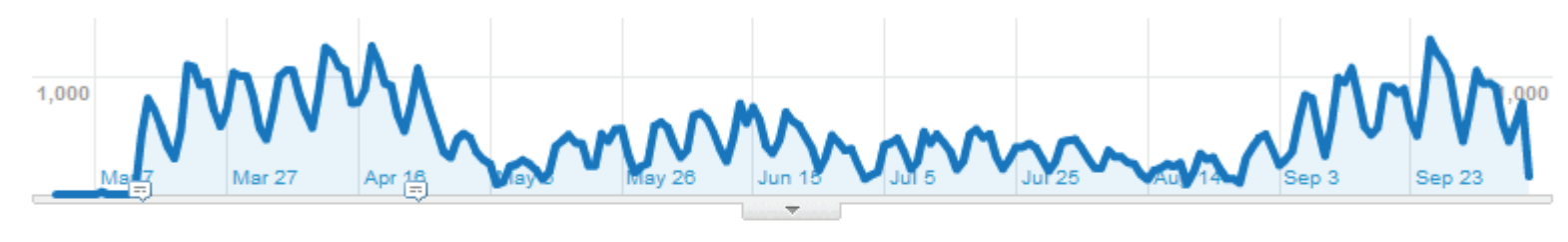
Site Search

- Google Custom Search integrated with Google Analytics
- Displays most common search terms
- Monitored to make sure popular pages are easy to find and popular terms retrieve good search results

Search Term	None	Total Unique Searches	Results	% Search Exits	% Search Refinements	Time after Search	Search Depth
1. endnote	67	199	4.48%	0.75%	00:05:23	3.79	
2. hours	31	187	3.23%	5.11%	00:01:21	1.39	
3. Search Library Site	21	229	9.52%	8.33%	00:05:34	3.57	
4. infotrac	17	200	17.65%	38.24%	00:05:35	11.41	
5. map	17	200	11.76%	20.59%	00:04:02	2.18	
6. starquest	17	200	5.88%	2.94%	00:12:27	67.82	
7. end note	16	238	0.00%	0.00%	00:03:48	1.94	
8. printing	14	214	21.43%	13.33%	00:05:39	2.64	
9. pubmed	14	229	7.14%	15.62%	00:03:07	3.07	
10. starquest tutorial	13	262	7.69%	2.94%	00:15:58	94.46	

Counting Searches

- Use "Event Tracking" to count number of searches from homepage
- On peak days, 1,300 searches from site
- Also used to count off-site links

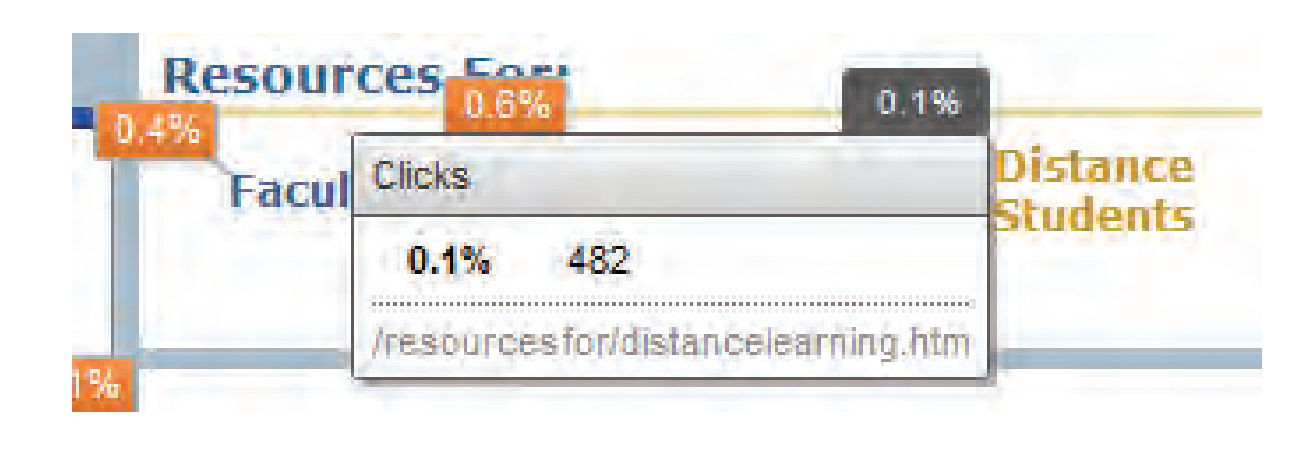


This category recorded 113,803 total events via 9 event actions

Event Action	Total Events	Unique Events	Event Value	Avg. Value
1. bookSearch	31,406	25,200	0	0.00
2. articleSearch	31,410	18,254	0	0.00
3. journalSearch	24,484	19,491	0	0.00
4. journalSearch	12,419	9,976	0	0.00
5. databaseSearch	5,148	4,176	0	0.00
6. articlePageAcademicSearch	4,888	3,996	0	0.00

The Wasteland

- 50% of space; 5% of clicks
- Less visible (↔) Less visited
- No essential links or information in this space
- Need to eliminate or consolidate links
- .1% is still hundreds of views



Library Website = Article Finding Tool

- An estimated 2/3 of site visits are to pages related to finding journal articles
- Finding books and other materials accounts for most of the other visits
- Other pages are important but used much less often

Page	Visits	% of Total
1. /	429,086	40.55%
2. /researchresources/finddatabasesandmore.php*	114,065	10.78%
3. /researchresources/findjournalsandmore.htm*	68,737	6.50%
4. /researchresources/findarticlesandmore.htm*	36,140	3.42%
5. /researchresources/findbooksandmore.htm*	21,274	2.01%
6. /researchresources/subjectguides.htm	16,538	1.56%
7. /researchresources/databaseseducation/index.htm*	13,632	1.29%
8. /researchresources/databaseseducation/index.htm*	12,192	1.15%
9. /researchresources/idegenerator/	11,487	1.08%
10. /aboutthelibraries/thelibrarian.htm	9,216	0.87%

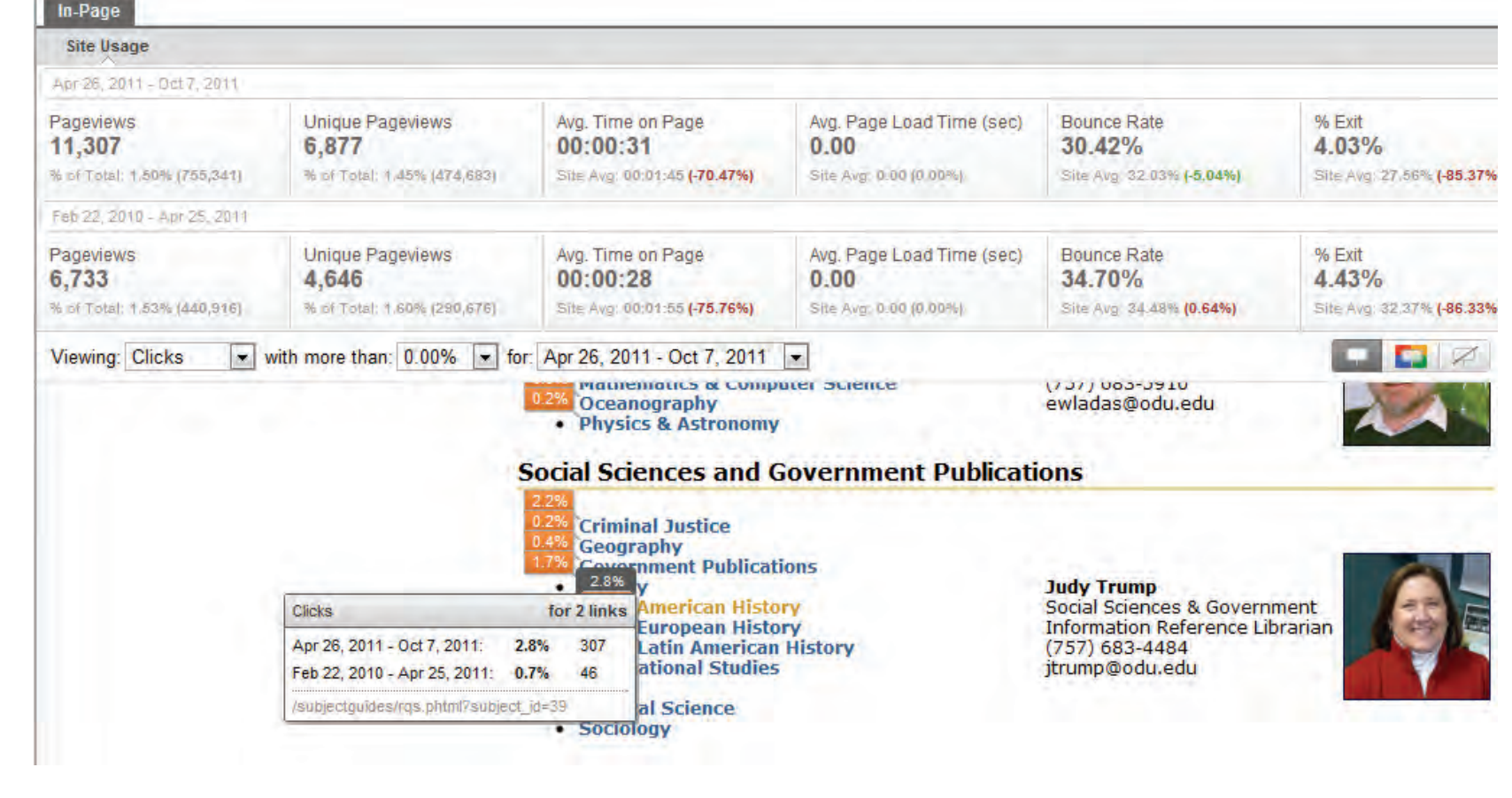
Guiding Users

- Use "Navigation Summary" to see where users are coming from and going to
- See if users are successfully navigating all the way to the resource they need
- Improve pages with high exit rates or if users go astray

Previous Page Path	Pageviews	%	Next Page Path	Pageviews	%
/	18,325	69.8%	/researchresources/databaseseducation/index.htm	2,915	10.9%
/researchresources/findarticlesandmore.htm	1,686	6.4%	/researchresources/databaseseducation/index.htm	2,493	9.6%
/researchresources/findjournalsandmore.htm	1,501	5.7%	/researchresources/databaseseducation/index.htm	1,746	6.6%
/researchresources/findbooksandmore.htm	256	1.0%	/researchresources/databaseseducation/index.htm	1,628	6.1%
/researchresources/subjectguides.htm	334	1.2%	/researchresources/databaseseducation/index.htm	1,602	6.1%
/researchresources/databaseseducation/index.htm	239	0.9%	/researchresources/databaseseducation/index.htm	1,428	5.4%
/researchresources/databaseseducation/index.htm	230	0.8%	/researchresources/databaseseducation/index.htm	1,341	5.1%
/researchresources/databaseseducation/index.htm	229	0.8%	/researchresources/databaseseducation/index.htm	1,289	4.9%
/researchresources/databaseseducation/index.htm	223	0.8%	/researchresources/databaseseducation/index.htm	1,045	4.0%
/researchresources/databaseseducation/index.htm	202	0.7%	/researchresources/databaseseducation/index.htm	1,021	4.0%

Before and After

- "Compare to Past" feature
- See effects of changes
- Available for "In-Page Analytics" and all site usage charts



Tutorial Review

- Track visits to tutorial pages
- How long do visitors stay on pages?
- What pages do they revisit during test?
- Identify pages to revise

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /researchresources/tutorials/idegenerator.htm	957	369	00:00:11	78.95%	2.99%
2. /researchresources/tutorials/idegenerator.htm	915	360	00:01:56	0.00%	17.60%
3. /researchresources/tutorials/idegenerator.htm	859	314	00:00:10	9.09%	1.00%
4. /researchresources/tutorials/idegenerator.htm	727	341	00:00:27	0.00%	1.10%
5. /researchresources/tutorials/idegenerator.htm	708	368	00:00:07	0.00%	0.14%
6. /researchresources/tutorials/idegenerator.htm	634	320	00:00:22	100.00%	1.26%
7. /researchresources/tutorials/idegenerator.htm	621	325	00:00:14	0.00%	0.46%
8. /researchresources/tutorials/idegenerator.htm	617	316	00:00:30	75.00%	1.46%
9. /researchresources/tutorials/idegenerator.htm	599	304	00:00:25	0.00%	0.83%
10. /researchresources/tutorials/idegenerator.htm	566	307	00:00:33	66.67%	1.41%