

# WHY ANALYTICS?

- It's a lot of work to put good description online!
  - Is anyone finding your finding aids?
  - How – Google, library catalog, Wikipedia?
  - Do they bounce?
  - Interaction: basic search, advanced search?
  - What is goal of site - reference requests?
- Find out what's working and what's not to best allocate your time and resources.

# WHY GOOGLE ANALYTICS?

- Free
- Sufficient for most libraries/archives
- Easy to implement
- Fairly easy to understand

# CONSIDERATIONS

- **Data that won't go through:**
  - Users who disable Javascript, block cookies
- **No reporting is 100% accurate. Focus on trends.**
- **Privacy:**
  - Data is anonymous
  - No Personally Identifiable Data
  - Not shared with 3<sup>rd</sup> parties

# GETTING STARTED

- Sign up for a Google account
- <http://www.google.com/analytics/> to get tracking code

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXX-X']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

- Insert code into web pages
  - Bottom of head section of HTML
  - For large sites, put in template

# DASHBOARD

http://www.libraries.psu.edu/conten...  
!! Libraries site - www.libraries...

Home

Standard Reporting

Custom Reporting

Real-Time BETA

Intelligence Events

Dashboards

+ New Dashboard

Help

About Dashboards

Create/Edit/Delete Dashboards

Add a Report to Your Dashboard

Help center

Search help center

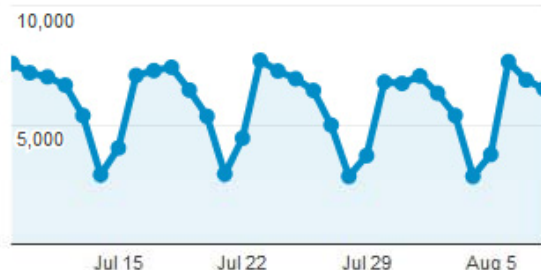
Go

## My Dashboard

+ Add Widget | Email | Export

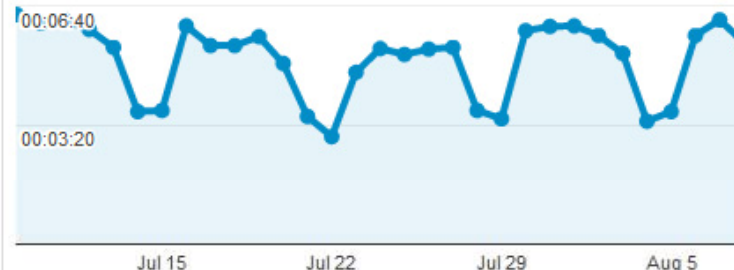
### Visits

● Visits



### Avg. Visit Duration

● Avg. Visit Duration



### Visits by Traffic Type



■ **54.63% direct**  
99,148 Visits

■ **31.24% organic**  
56,700 Visits

■ **14.12% referral**  
25,642 Visits

### Visits and Avg. Visit Duration by Country / Territory

Country / Territory	Visits	Avg. Visit Duration
United States	163,129	00:05:48
Philippines	2,065	00:01:14
India	1,764	00:01:22
Canada	1,741	00:01:55
United Kingdom	1,294	00:01:07
Australia	980	00:01:45

### Visits and Pageviews by Mobile

# REFERRALS

Visits <b>25,642</b> % of Total: 14.13% (181,490)	Pages / Visit <b>3.09</b> Site Avg: 2.57 (19.99%)	Avg. Visit Duration <b>00:06:24</b> Site Avg: 00:05:25 (18.23%)	% New Visits <b>24.15%</b> Site Avg: 37.99% (-36.44%)	Bour <b>44</b> Site Avg: 5
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Primary Dimension: [Source](#) [Landing Page](#) [Other](#)

Plot Rows	Secondary dimension	Sort Type: Default		advanced	
Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	
1. <a href="#">ucs.psu.edu</a>	4,542	3.84	00:10:52	0.31%	
2. <a href="#">psu.edu</a>	3,615	2.92	00:03:32	32.92%	
3. <a href="#">search.psu.edu</a>	3,041	2.49	00:03:52	32.26%	
4. <a href="#">webaccess.psu.edu</a>	2,938	3.83	00:11:24	0.85%	
5. <a href="#">sk8es4mc2l.search.serialssolutions.com</a>	782	2.26	00:05:13	1.53%	
6. <a href="#">cms.psu.edu</a>	610	5.06	00:13:15	0.66%	
7. <a href="#">facebook.com</a>	602	2.16	00:04:18	32.56%	
8. <a href="#">google.com</a>	519	2.80	00:04:36	58.57%	
9. <a href="#">psu.summon.serialssolutions.com</a>	503	2.75	00:08:44	0.99%	
10. <a href="#">studentaid.psu.edu</a>	424	5.25	00:04:02	45.52%	

# MOBILE DEVICES

Jul 15

Jul 22

Jul 29

Aug 5

Visits

**7,442**

% of Total: 4.10% (181,490)

Pages / Visit

**2.02**

Site Avg: 2.57 (-21.70%)

Avg. Visit Duration

**00:01:34**

Site Avg: 00:05:25 (-71.08%)

% New Visits

**62.66%**

Site Avg: 37.99% (64.93%)

Bounce Rate

**58.40%**

Site Avg: 50.62% (15.36%)

Primary Dimension: [Mobile Device Info](#) [Mobile Device Branding](#) [Service Provider](#) [Mobile Input Selector](#) [Operating System](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



Mobile Device Info

Visits ↓

Pages / Visit

Avg. Visit Duration

% New Visits

Bounce Rate

<input type="checkbox"/>	1. Apple iPad		2,884	2.28	00:02:02	55.13%	53.26%
<input type="checkbox"/>	2. Apple iPhone		2,612	1.84	00:00:58	66.19%	60.68%
<input type="checkbox"/>	3. SonyEricsson LT15i Xperia Arc		310	1.96	00:01:32	73.23%	60.97%
<input type="checkbox"/>	4. (not set)		256	1.86	00:01:29	73.83%	66.02%
<input type="checkbox"/>	5. Apple iPod Touch		220	1.90	00:01:23	59.09%	63.18%
<input type="checkbox"/>	6. Motorola DroidX		66	2.06	00:01:35	54.55%	53.03%
<input type="checkbox"/>	7. HTC ADR6300 Incredible		62	1.73	00:02:42	56.45%	69.35%
<input type="checkbox"/>	8. HTC ADR6350 Droid Incredible 2		51	1.88	00:00:34	64.71%	82.35%
<input type="checkbox"/>	9. Motorola xt875 Droid Bionic		48	1.50	00:01:33	47.92%	62.50%
<input type="checkbox"/>	10. HTC EVO 4G		42	1.69	00:01:43	78.57%	54.76%

Show rows: 10 Go to: 1 1 - 10 of 154

This report was generated on 8/9/12 at 1:19:23 AM - [Refresh Report](#)

# IN PAGE ANALYTICS

Google Analytics

New Version | michella.balden@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: !! Libraries site - www.libraries.psu.edu

My Analytics Accounts: psulibraries

Back to Content Overview

Advanced Segments: All Visits

Overview

## In-Page Analytics

http://www.libraries.psu.edu/psul/home.html

Jan 1, 2011 - Sep 17, 2011

Content Detail

- 719,337 Pageviews
- 482,542 Unique Views
- 00:02:43 Time on Page
- 51.78% Bounce Rate
- 47.08% % Exit
- 62.36% Entrances / Pageviews
- \$0.00 \$ index

Top Demographic

- Language: 692,591 en-us ▼ (88.31%)
- Country/Territory: 693,569 United States ▼ (88.41%)

Top Technical

- Screen Resolution: 224,622 1280x1024 ▼ (81.29%)
- Operating System: 587,234 Windows ▼ (81.89%)
- Browser: 323,644 Firefox ▼ (46.09%)

Inbound Sources

Outbound Destinations

Displaying: Clicks from: All Visits with more than: 1.00% Filter Active edit clear

Filter by: Visitor Type Condition: Matches exactly Value: New Visitor Apply Filter Cancel

PENNSYLVANIA STATE UNIVERSITY LIBRARIES

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News & Events

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An exhibition in honor of the Civil War's 150th Anniversary Read More >

START HERE  
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Search LionSearch to find books, articles, music, DVDs and more.  
LIONSEARCH  
Search  
Advanced LionSearch or Search the CAT?

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University Libraries Home (change library)

- Hours
- Staff Directory
- Departments
- Jobs
- Dean's Office
- Diversity
- News and Events
- Giving to the Libraries
- More >>

- The CAT
- Databases by Title (A-Z)
- By These First
- Research Guides
- Course Information
- Online Reference Shelf
- Citation Guides
- Digitized Collections
- More >>

- Undergraduate Students
- Graduate Students
- Faculty/Staff
- Visitors
- Alumni
- Disability Services
- More >>

- Ask a Librarian
- Email
- Phone
- Chat/IM
- Visit
- FAQs (or How Do I?..)
- Tutorials
- More >>

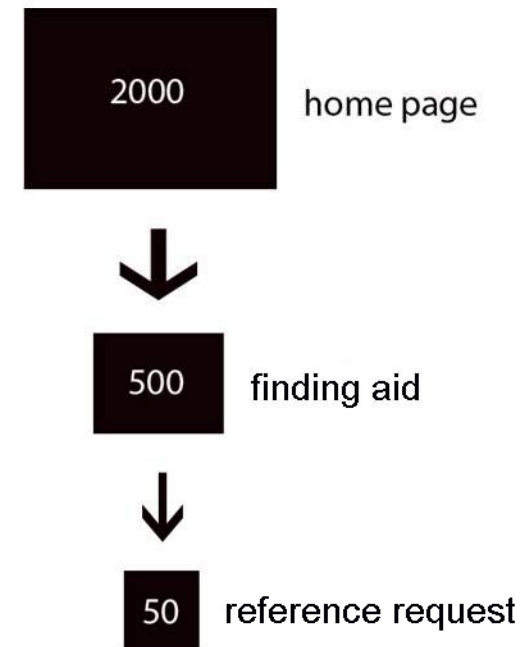
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# FUNNELS

- Series of URLs you think users will/should follow
- Find out if/where you're losing them
- You can also find paths you didn't foresee



# LEARN MORE!

- <http://www.google.com/analytics>
  - set up checklist
  - getting started guide
  - online lessons (basic & advanced)