

Overview of *American Archivist Online* Usage Reports

2008 through June 2010

Reports are now available from MetaPress that provide insight into how users are reaching the *American Archivist Online* site, what content is being downloaded, how many sessions are logged and the geographic locations where users are accessing the site. An overview of the following five reports are included in this file (spreadsheets for drilling down further into the data are available separately):

1. Sessions
2. Geographic Sessions
3. Availability
4. Referrals
5. Fulltext Downloads
6. Article Sales

Recognition Definitions

An **Unrecognized User** is a user who is not recognized as an individual and is not recognized as a member of any organization registered with the publisher.

A **Recognized Non-Customer** is a user who is recognized as an individual and/or as a member of an organization registered with the publisher but who has not purchased or been granted access by association to any of the publisher's content.

A **Subscriber** is a customer who is recognized as an individual and/or as a member of an organization registered with the publisher who has purchased a subscription to at least one of your publications. Note that customers who also have trials and/or Pay-Per-View purchases in addition to subscriptions are included in this category.

A **Trial Customer** is a customer who is recognized as an individual and/or as a member of an organization registered with the publisher who has only Trial access to content (no subscriptions or Pay-Per-View purchases).

A **PPV Customer** is a customer who is recognized as an individual and/or as a member of an organization registered with the publisher who has only purchased Pay-Per-View content (no subscriptions or trials).

1. Sessions Report

The Sessions Report displays the total number of sessions logged for *American Archivist Online* (aka "Host").

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MetaPress Usage Reports

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Sessions Report

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Recognition


- Unrecognized Users
- Recognized Non-Customers
- Recognized customers:
 - Subscribers
 - Trial Customers
 - PPV Customers

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Host ▾	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	21,450	14,804	16,345	18,399	14,857	17,206	-	-	-	-	-	-	103,061
2009	7,914	10,296	11,736	10,737	10,009	9,615	9,052	9,853	15,893	15,591	16,627	12,620	139,943
2008	0	0	0	4,350	4,426	5,637	4,752	4,731	5,986	7,970	9,537	7,435	54,824
Total	29,364	25,100	28,081	33,486	29,292	32,458	13,804	14,584	21,879	23,561	26,164	20,055	297,828

2. Geographic Sessions Report

The Geographic Sessions Report displays the total number of sessions logged for a publisher, broken out by the geographic location where the session was recognized. Countries are grouped by sub-region and region. Each sub-region can be expanded on an Excel spreadsheet to reveal individual countries within a sub-region.


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Geographic Sessions Report

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Host

archivists.metapress.com

Recognition

Unrecognized Users

Recognized Non-Customers

Recognized customers:

Subscribers

Trial Customers

PPV Customers

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Country ▾	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	21,450	14,804	15,994	18,399	14,857	17,206	-	-	-	-	-	-	102,710
+ Unknown	548	450	698	625	615	545	-	-	-	-	-	-	3,481
+ Oceania	76	126	200	217	161	145	-	-	-	-	-	-	925
+ Europe	2,371	2,059	2,173	2,588	2,731	2,608	-	-	-	-	-	-	14,530
+ Asia	3,686	1,156	1,397	967	1,483	5,044	-	-	-	-	-	-	13,733
+ Americas	14,681	10,832	11,254	13,752	9,678	8,716	-	-	-	-	-	-	68,913
+ Africa	88	181	272	250	189	148	-	-	-	-	-	-	1,128
2009	7,914	10,296	11,736	10,737	10,009	9,615	9,052	9,853	15,893	15,591	16,627	12,620	139,943
2008	0	0	0	4,350	4,426	5,637	4,752	4,731	5,986	7,970	9,537	7,435	54,824
Total	29,364	25,100	27,730	33,486	29,292	32,458	13,804	14,584	21,879	23,561	26,164	20,055	297,477

3. Availability Report

The Availability Report displays MetaPress’s monthly and yearly performance as Host of *American Archivist Online*. **Standard Availability** is their “standard uptime” (when the number of page views per second is within a normal and anticipated range). **High Availability** is when the number of page views per minute exceeds a normal and anticipated range, but during which time MetaPress did not experience any loss of performance. **Low Availability** is when the number of page views per minute is below a predetermined weighted average, indicating a performance issue. **No Availability** is “down time” (when the number of page views per minute drops well below the weighted average, or to zero, indicating that most users cannot access the site).

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Date ▾	Standard Availability	High Availability	No Availability (Minutes)	Low Availability (Minutes)
2010	99.820	99.103	467	2,361
June	99.556	99.509	192	212
May	99.998	99.821	1	80
April	99.535	99.287	201	308
March	99.922	97.137	35	1,278
February	99.938	99.430	25	230
January	99.971	99.433	13	253
2009	99.979	99.899	110	531
2008	99.941	99.683	308	1,654
2007	99.931	99.791	367	1,100
2006	99.746	99.606	563	873
Total	99.883	99.616	1,815	6,519



4. Referrals Report

The Referrals Report displays the web addresses (URLs) of sites which refer users to a Host site, i.e. the site which the user linked from to get to *American Archivist Online*. The referring sites are grouped into referrer groups: Google, Google Scholar, and Other. An Excel spreadsheet includes the referrer site URLs within each group. Significant referrals in the “Other” category are listed below.


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Referrals Report

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Host

 archivists.metapress.com

Recognition

Unrecognized Users

Recognized Non-Customers







Recognized customers:

Subscribers

Trial Customers

PPV Customers

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Referrer △	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
 2008	0	0	0	1,863	1,557	1,649	1,689	1,583	2,601	3,754	3,317	2,290	20,303
 2009	2,537	3,229	3,571	3,308	2,485	2,526	2,281	2,389	5,026	6,768	7,106	5,363	46,589
 2010	8,903	7,306	7,611	7,421	5,604	8,753	-	-	-	-	-	-	45,598
 Google	1,867	2,068	2,869	2,291	1,938	1,676	-	-	-	-	-	-	12,709
 Google Scholar	310	391	484	641	522	286	-	-	-	-	-	-	2,634
 Other	6,726	4,847	4,258	4,489	3,144	6,791	-	-	-	-	-	-	30,255
Total	11,440	10,535	11,182	12,592	9,646	12,928	3,970	3,972	7,627	10,522	10,423	7,653	112,490

SIGNIFICANT "OTHERS" January–June 2010

archivists.metapress.com	3,114	931	680	1,008	789	4,623	-	-	-	-	-	-	11,145
pipes.yahoo.com	2,023	1,951	2,233	1,804	1,305	1,267	-	-	-	-	-	-	10,583
saa.archivists.org	340	413	263	375	272	316	-	-	-	-	-	-	1,979
www.archivists.org	175	178	164	166	0	1	-	-	-	-	-	-	684
library.simmons.edu	62	164	78	86	7	6	-	-	-	-	-	-	403

5. Fulltext Downloads Report

The Fulltext Downloads Report displays the total number of “fulltext” (e.g. an article’s PDF file) downloads for each publication belonging to a Host. Individual publications are grouped by Journal Homepages, Book Series Homepages, Book Homepages, Conference Series Homepages, Conference Homepages, Database Homepages, Newsletter Homepages, and Reference Work Homepages. Hosts include/exclude groups as applicable (for example, Hosts with no Conferences will not include a Conference Homepage group). As with other groups of this nature, if a publication type is not offered by the publisher, its group will not appear in the data grid.

Please note that the data in the Fulltext Downloads report will not match the session data from COUNTER or other usage reports. The method of counting sessions for COUNTER reports varies from the method utilized in gathering the data for this report.

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Fulltext Downloads Report

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Host

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Recognition

Unrecognized Users

Recognized Non-Customers

Recognized customers:

Subscribers

Trial Customers

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[Expand All](#) / [Collapse All](#)

Fulltext ▾	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
2010	7,147	6,286	5,868	7,664	5,212	4,860	-	-	-	-	-	-	37,037
2009	2,275	3,300	3,874	3,246	2,654	2,343	2,137	1,941	5,623	6,684	6,740	4,489	45,306
2008	0	0	0	1,805	1,208	1,401	1,515	1,789	3,009	4,006	4,483	2,254	21,470
Total	9,422	9,586	9,742	12,715	9,074	8,604	3,652	3,730	8,632	10,690	11,223	6,743	103,813

6. Article Sales - *American Archivist Online*

Year: 2008 (Apr-Dec)

of articles: 26

Total: \$390 / \$15 = **26**

Year: 2009 (Jan-Dec)

of articles: 20

Total: \$300 / \$15 = **20**

Year: 2010 (Jan-Jun)

of articles: 12

Total: \$180 / \$15 = **12**