

Hello everyone today, I wanted to show you around a great tool to gauge how well your library website is doing.

This tool is Google analytics. When your web site goes live, you will be given access to the analytics for your website. These analytics collect data from your website, such as how many people visit every day and what pages they look at.

These are great numbers to report to your Board of Trustees to showcase how well the website is doing or, to put on any relevant paperwork asking questions about your digital resources.

I am going to be using the Missouri Ploud website analytics as an example, so you can follow, along with the analytics for your website.

This column on the left is a menu that goes to the different sections of the analytics. For our purposes, we will only need the home and the reports tabs.

At the top of the page is where you can change which analytics you are viewing. This tutorial is on the GA4 analytics as universal ones are being phased out.

You can tell if you are on the GA4 analytics versus the universal because it will tell you here in the title, it will have your library name in GA4 were as the universal analytics has the UA underneath your library name and several different views.

The graph on the homepage shows you how many people have access to your website in the past seven days.

In this bottom left corner, you can set a different timeframe, such as 28 or set a custom range by clicking on the first and last date of the range you want.

Just to the right of this box is another one showing you how many users are currently on that website at the moment, or in the past 30 minutes.

The report is where you can get more detailed information. There are two ways to get to the report. One is the view report snapshot in the bottom corner of the homepage graph, or you can click on reports in the Left column, and it should take you to your reports snapshot.

This is similar to your homepage view but with more informational boxes, you can again change the date range only this time it is up in the upper right corner. Again it has the preset dates, or you can select the first and last date of your time range.

This first box shows you how many users have visited your website. You can hover over a data point to find the exact count for that day. So here we had a spike on the eighth the smaller one on the 11th.

The last 30 Minutes will let you know if anyone has just visited your website in the last half hour.

This where do you get new users is shows you how patrons are getting to your website.

Direct means they typed in your web address into the address bar.

Organic search is they found your website by googling it.

Organic social is a link from a social media site like Facebook and referral is they clicked a link on another website that brought them to your website.

The next box shows you which pages get the most visits, often the top one is your homepage and is what the welcome to your library website.

Events track how your patrons interact with your website. Page views is the most common data point reported besides users, as this counts how many times people have looked at your pages.

And finally devices show you what patrons are viewing your website on if it's a smartphone, tablet, or a computer.

For the Missouri Ploud website, it looks like everyone has been using a desktop but will also have mobile or tablet here, if you have patrons accessing your website from another device.

At the bottom of each box is an arrow that lets you look at more detailed information that the box is representing. So, for example, we can go to view pages and screens and you'll get more information on this topic, as well as a more detailed breakdown.

That is all I have to show you in this video I hope you found this small presentation helpful.

I have my contact information here, as well as Janet Caruthers who works with me on this project if you have any questions or want any more information feel free to reach out to either one of us, thank you for watching and have a great rest of your day.