

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

This is Google Analytics. When your website goes live, you will be given access to the analytics to your website.

These analytics collect data from your website such as how many people visit each 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 your purposes, you will only need the Audience and the Behavior tabs.

At the top of the page is a box where you can change something called the view. Each “view” presents a different set of data.

The External Traffic view contains data collected from users who accessed the website from outside of the library such as from their own home.

The Master View shows data collected from users who accessed from both outside and inside the library.

The Raw Data view is a backup of all the data collected from your website just in case.

The graph on the home page shows you how many people have accessed your website in the past 7 days. So this is just a brief look.

Just to the right is a box showing how many users are on the website at that moment as well as any pages that they are viewing. Currently there isn't any one on the website so it says zero.

To find more detailed information, you can go to the Audience Overview page.

There are two ways to get there from here.

One is by clicking Audience in the side column and selecting Overview.

The second is using this Audience Overview link at the bottom of homepage graph.

In the top right corner is where you can change the date range for the data displayed. You can set this by clicking the first date, then the second, or by typing the dates you want into these two boxes, and then clicking apply. I usually look at data by the month.

Each dot on the graph is a different day. If you hover your mouse over a specific dot, it will show you the date it represents and how many users were on the website that day.

If you scroll down a bit, there is a more detailed breakdown of this information. Such as how many users have access this website during this date range.

And a graph that represents how many new users you have versus returning users. One note is that these users are tracked by device. So if a patron access the website through their computer and then their phone, both of those would be tracked as New Users instead of returning ones.

Another section of this website that is useful is the Behavior overview.

You can find it in the left column by clicking Behavior, then Overview under it.

This looks very similar to the Audience page, only this tracks the pages that your patrons have looked at.

Instead of users, these dots show how many pages have been viewed that day by users. You can also scroll down to see the total number of page views for that date range as well as the average time the user is looking at a page.

There is also a list of pages that have been viewed on your website and how often they are accessed by users. You can easily tell what patron's favorite pages are and which ones they do not use as much.

These numbers that you find on this website are useful for a number of things.

You can see how many patrons are aware of and engaging with your website.

You can find and present these numbers to your library board if they are interested in how your library is doing.

You can see how well any advertising efforts for you website are doing.

For Example: In early January, I wrote an article for our monthly newsletter that went out to many different libraries about here. Soon after, there was this spike in users and a higher average website usage now that more people were aware of the website and the resources that it contained.

Thank you for listening to this little presentation and I hope the information in it is useful to you. If you need any further information or have any questions, feel free to reach out to me or Janet Caruthers at the information listen here.