



Think you know your patrons?

Using Google Analytics to Discover Patron Behaviors on the James C. Kirkpatrick Library Website

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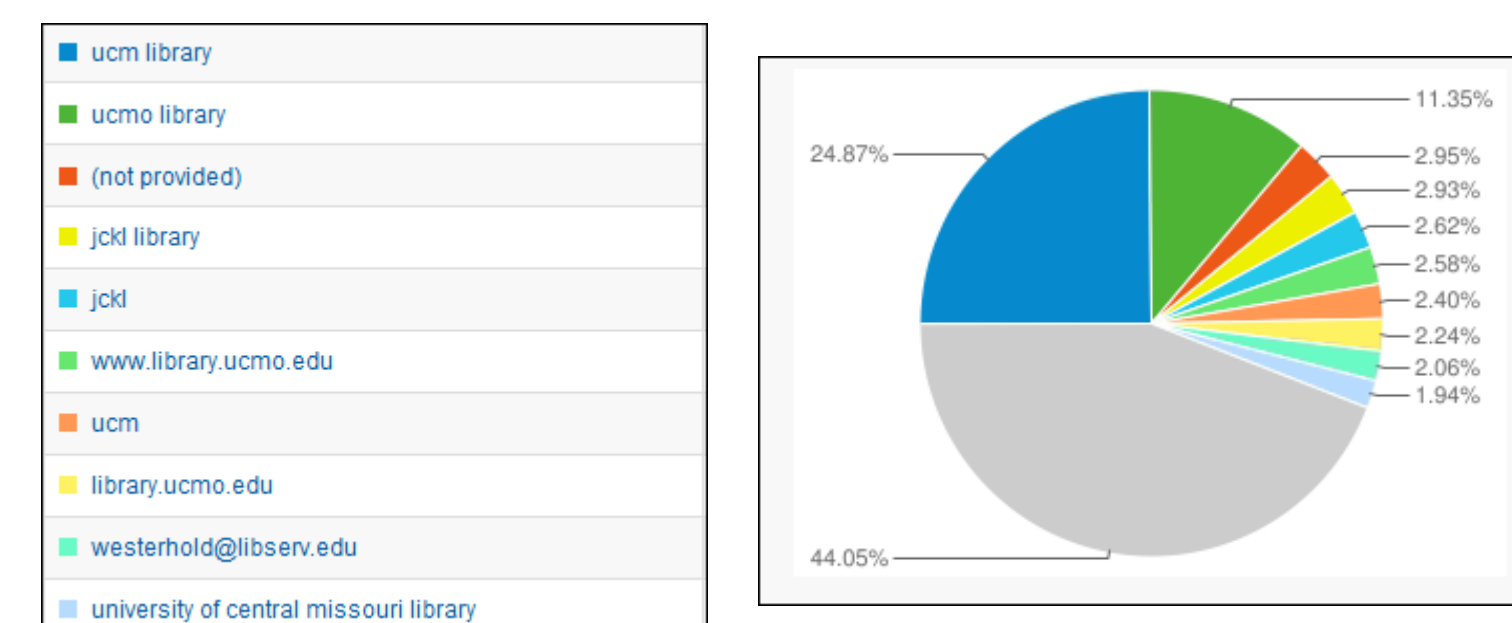
About Google Analytics

Google Analytics is an easy to use statistical tracking tool that can be used to monitor traffic to webpages and sites.

It can provide data that can be analyzed across many topics relating to the visitors of a given webpage including: demographics, behavior, technology, social, and mobile aspects.

Highlights from the findings @ JCKL

These diagrams show the top 10 search terms that visitors use to find the library website (library.ucmo.edu)



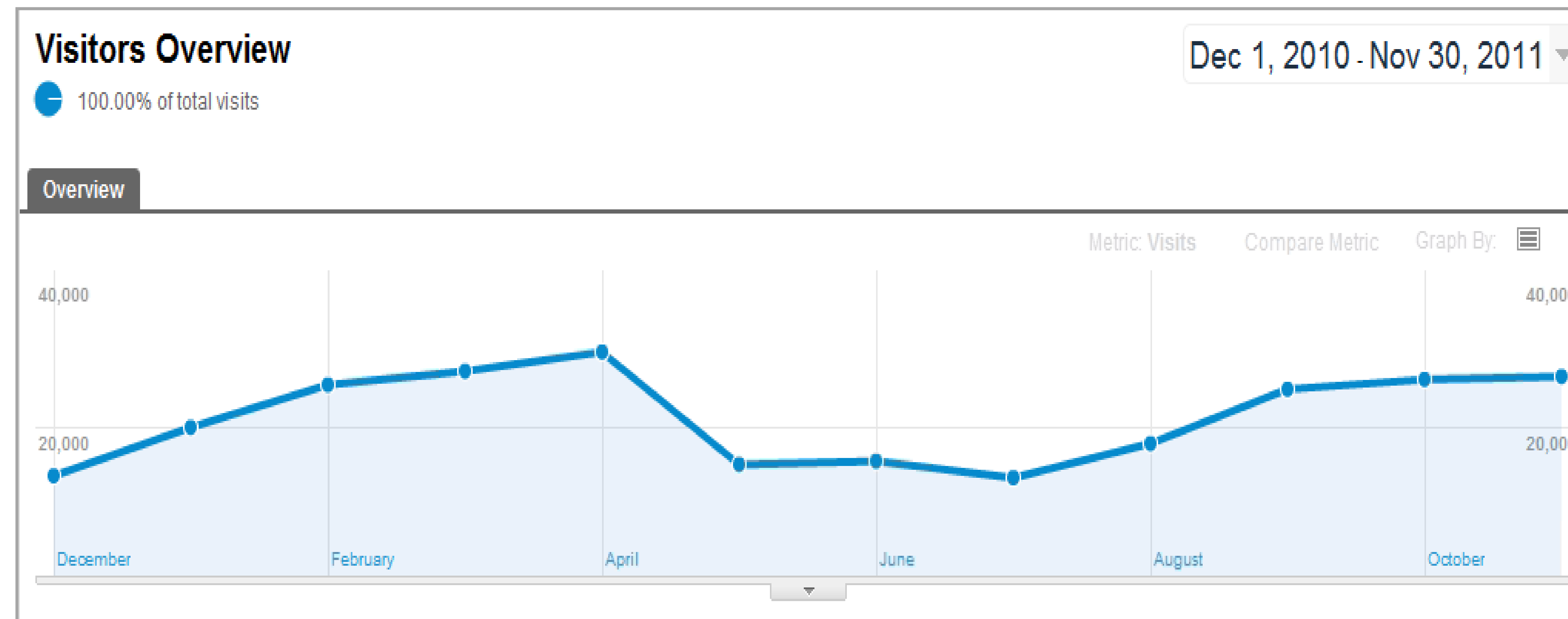
This map depicts the number of visits to the library website (library.ucmo.edu) from locations around the world

How to get started with Google Analytics

Using Google Analytics is very easy. To get started all you need to:

- Have a Google email account
- Sign up for a Google Analytics Account-Free!
- Must have administrative access to the website you want to monitor
- Will need to install a tracking code into the pages of the website you wish to monitor

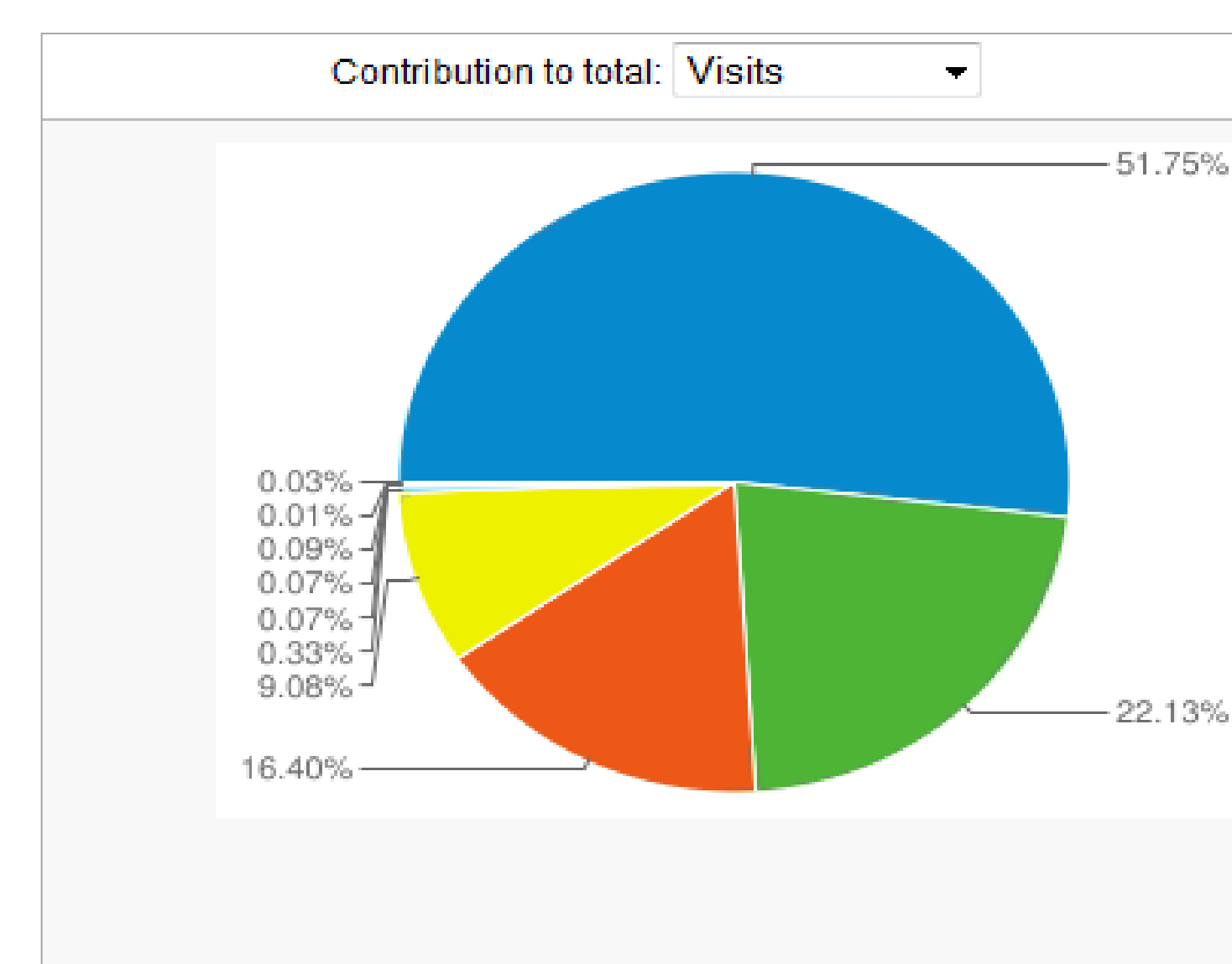
James C. Kirkpatrick Library Website Visitor Statistics



This graph shows an overview of all of the traffic to the JCKL website from 12/1/2010 to 11/30/2011.

User Statistics

Browser	Visits	Percentage
1. Internet Explorer	132,446	51.75%
2. Firefox	56,639	22.13%
3. Safari	41,976	16.40%
4. Chrome	23,244	9.08%
5. Android Browser	837	0.33%
6. Mozilla Compatible Agent	219	0.09%
7. Opera	177	0.07%
8. IE with Chrome Frame	173	0.07%
9. RockMelt	82	0.03%
10. Opera Mini	26	0.01%



These diagrams show the ten most popular browsers used by visitors to the library website (library.ucmo.edu)

What can I do with Google Analytics?

The data collected using Google Analytics can serve many purposes for libraries. Here is a short list of some of the things you can use Google Analytics for:

- Identify who visits your website
- Pinpoint the geographic location from which your visitors are accessing the website
- Discover how much time visitors spend on your website
- Find the ratio of new versus returning visitors
- Detect the bounce rate or rate that visitors give up and leave your site
- Identify the network, browsers, and operating systems that are used by visitors
- Recognize how visitors get to your website, what webpages lead them there?
- Gain a better overall understanding of who your website users are
- Discover marketing strategies
- Fine tune the design and content of library webpages
- Gauge interest in current or future library services and resources

All of these items can be used by libraries to make informed decisions about the usefulness of their website and online resources.

Resources

- <http://www.google.com/analytics/>
- <http://library.ucmo.edu>

Contact Information

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