

Web Analytics in the Created Content Committee

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About the Created Content Committee

- The CCC works with CARLI staff and members to identify, develop, and encourage cooperation and collaboration to foster the creation, management, and access to digital resources.
- The CARLI CONTENTdm collections include digital images and accompanying metadata from 32 different institutions, totalling 167 collections in all
- The CCC reports statistics on these collections quarterly

Report on sources of traffic

- Google Analytics (CARLI provides spreadsheet)
- Excel
- OpenRefine (optional but faster and easier)
- [Reports](#)

Transforming the data

- Deciding what stories to tell
- Finding new interpretations of the data

Feb 11, 2014 - Mar 13, 2014

Audience Overview

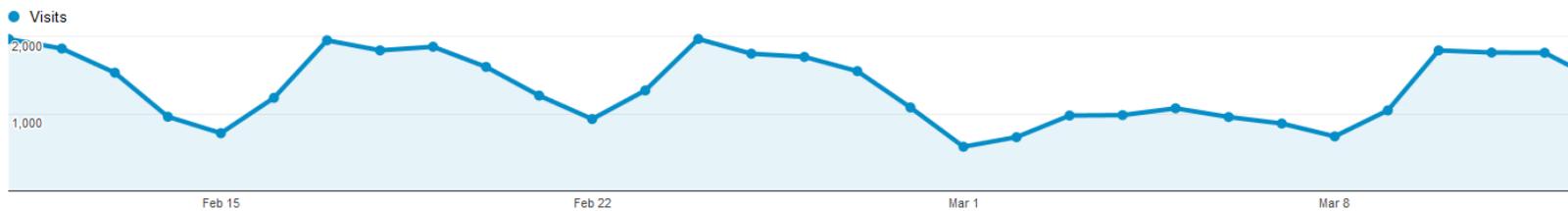
Email Export Add to Dashboard Shortcut

All Visits
100.00%

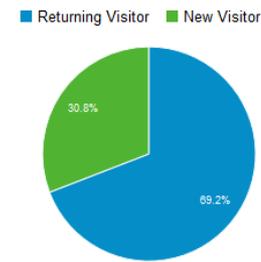
Overview

Visits vs. Select a metric

Hourly Day Week Month



Visits 41,821	Unique Visitors 18,797	Pageviews 87,395	Pages / Visit 2.09	Avg. Visit Duration 00:04:18
Bounce Rate 21.04%	% New Visits 30.80%			



Demographics

- Language
- Country / Territory
- City
- System

Language

	Visits	% Visits
1. en-us	40,742	97.42%
2. it	198	0.47%
3. c	158	0.38%
4. zh-cn	141	0.34%

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Visitors Flow
- Acquisition
- Behavior
- Conversions

A	B	C	D	E	F	G	H	I	J
1	Source / Medium	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Compl
2	google / organic	396	83.59%	331	12.12%	6.06	0:03:05	0.00%	
3	library.uic.edu / referral	369	91.87%	339	75.88%	4.26	0:01:45	0.00%	
4	wiu.edu / referral	303	93.40%	283	60.07%	3.77	0:01:23	0.00%	
5	google / organic	280	90.36%	253	76.07%	2.44	0:00:46	0.00%	
6	peoriahistoricalsociety.org / referral	249	78.71%	196	14.86%	27.18	0:08:40	0.00%	
7	(direct) / (none)	208	78.37%	163	43.75%	12.77	0:04:59	0.00%	
8	carli.illinois.edu / referral	204	77.45%	158	27.94%	8.33	0:04:13	0.00%	
9	google / organic	199	78.39%	156	30.15%	16.78	0:05:53	0.00%	
10	augustana.edu / referral	190	82.63%	157	31.58%	6.82	0:04:37	0.00%	
11	(direct) / (none)	182	59.89%	109	24.73%	9.03	0:07:09	0.00%	
12	google / organic	179	62.57%	112	49.72%	10.36	0:04:05	0.00%	
13	wiu.edu / referral	135	34.81%	47	6.67%	18.63	0:14:09	0.00%	
14	m.facebook.com / referral	131	87.79%	115	71.76%	1.72	0:00:21	0.00%	
15	facebook.com / referral	116	92.24%	107	70.69%	2.79	0:00:36	0.00%	
16	library.uic.edu / referral	107	14.95%	16	1.87%	5.95	0:01:55	0.00%	
17	facebook.com / referral	106	92.45%	98	34.91%	18.11	0:04:39	0.00%	
18	newberry.org / referral	105	81.90%	86	22.86%	12.48	0:05:56	0.00%	
19	google / organic	101	72.28%	73	37.62%	14.85	0:03:42	0.00%	
20	facebook.com / referral	98	95.92%	94	80.61%	2.32	0:00:19	0.00%	
21	google / organic	98	76.53%	75	25.51%	19.72	0:09:23	0.00%	
22	google / organic	98	78.57%	77	50.00%	5.29	0:03:32	0.00%	
23	northpark.edu / referral	98	68.37%	67	13.27%	22.38	0:08:20	0.00%	
24	lib.siu.edu / referral	97	59.79%	58	30.93%	17.63	0:06:32	0.00%	
25	google / organic	96	63.54%	61	32.29%	22.52	0:06:28	0.00%	
26	google / organic	94	63.83%	60	8.51%	13.32	0:12:27	0.00%	
27	google / organic	94	90.43%	85	80.85%	2.55	0:00:46	0.00%	
28	m.facebook.com / referral	93	2.15%	2	86.02%	1.31	0:01:04	0.00%	
29	iwu.edu / referral	90	50.00%	45	3.33%	17.49	0:11:47	0.00%	
30	wiu.edu / referral	89	70.79%	63	12.36%	12.04	0:05:08	0.00%	
31	swedishamericanhist.org / referral	88	57.95%	51	12.50%	11.41	0:08:02	0.00%	
32	(direct) / (none)	82	90.24%	74	24.39%	8.99	0:03:41	0.00%	
33	chicagonast.com / referral	81	87.65%	71	30.86%	10.69	0:03:13	0.00%	

Facet / Filter Undo / Redo 14

82 rows

Extensions: Freebase

Show as: rows records Show: 5 10 25 50 rows

« first < previous 1 - 10 next > la

Using facets and filters



Use facets and filters to select subsets of your data to act on. Choose facet and filter methods from the menus at the top of each data column.

Not sure how to get started? [Watch these screencasts](#)

All	Source / Medium	Landing Page	Visits	% New Visits	New Visits	Bounce
		1. peoriahistoricalsociety.org / referral	249	0.7871	196	0.0
		2. swedishamericanhist.org / referral	88	0.5795	51	0.0
		3. chicagopast.com / referral	81	0.8765	71	0.0
		4. forgottenchicago.com / referral	68	0.8088	55	0.0
		5. cinematreaasures.org / referral	54	1	54	0.0
		6. tinyurl.com / referral	54	0.9074	49	0.0
		7. thenhrhtanewhavenrailroadforum.yuku.com / referral	49	0.7347	36	0.0
		8. mapoftheweek.blogspot.com / referral	38	0.9474	36	0.0
		9. guides.library.upenn.edu / referral	37	0.8108	30	0.0
		10. chicagogenealogy.org / referral	36	0.7778	28	0.0

Beyond the Numbers: Digging into Data

- Determining popular items
- Discovering sources of traffic
- Analyzing anomalies
- Marketing success

What content is popular

- Common search terms and types
- Specifically relevant keywords for your collection

What drives traffic

- What sites are sending users to the collection?
- What types of sites tend to recur?
- Are there new sources of traffic that can be identified for promotional efforts?

Anomalies

- Are there spikes in traffic?
- What are they generated by or tied to?

Marketing success

- Matching traffic patterns with marketing efforts
- Were certain campaigns or types of images better at driving traffic
- Once on the landing page did the users explore other things on that site? Other collections?
- Who are we reaching with our marketing?

Making Use of the Data

Analysis of efforts and identifying areas of improvement

Search terms used

- Are these what we expected?
- Are themes coming up? How might we apply these to existing collections to improve discoverability?
- What implications are there for the metadata?

Traffic Generation

Now that we can see where traffic is coming from we can ask:

- How can we use social media to better drive traffic?
- What other channels exist to drive traffic?
- What can we do to improve existing channels?

Moving forward