This instrument contains four articles with practical applications of methodologies and techniques to evaluate LibGuides usability. Usability testing are customized to a library needs and resources.


https://crl.acrl.org/index.php/crl/article/view/16739/18254


This article presents a methodology for conducting an evidence-based review of LibGuides content based on native and non-native analytics data. This methodology uses built-in analytics data from Springshare's platform and data from Google Analytics to investigate LibGuides functionality, use, and design criteria. These criteria, in turn, enable a strategic consideration of how and why we as librarians create LibGuides. Are our guides intended to facilitate reference and research consultations, or do they primarily serve to enable independent research by students? More specifically, who benefits the most from the LibGuides we generate—librarians or researchers? We conclude with a consideration of how analytics data can be leveraged to generate librarian buy-in for reevaluating design criteria of library subject guides and consider implications for practice and further research in this area. [Farney, T. (2016). Optimizing Google Analytics for LibGuides. Library Technology Reports, 52(7), 26–30. Retrieved from http://search.ebscohost.com

The article discusses several options for libraries to install the Google Analytics software on the LibGuides content management system and how it affects data assessment at the individual guide level. Topics include the benefits of installing Google Analytics, installation of Google Tag Manager software to LibGuides, and events to track for a LibGuides website.