



Google Analytics & Your OPAC

Arkansas Innovative Users Group

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What is Google Analytics?

- Free Statistics
- 5 million page views per month



Why would I use it?

- Compliment current statistics
- Discover trends
- Detect problems
- Improve catalog design



Types of information available

- Site usage
- Technical profile
- Traffic source
- Map overlay
- Content



Privacy

- Google Analytics Terms of Service

<http://www.google.com/analytics/tos.html>

- University of Florida Libraries

<http://www.uflib.ufl.edu/privacy.html>



How do I use it?

- Sign up for an account

<http://google.com/analytics>

- Configure your profile
- Add tracking code to all your pages

How do I use it?

Millennium Administration · UAM library Technology Center · Lanee Dunlap



File Edit View Go Tools Admin Help

Web Options



Select a File: live (on ports 80,2082) ▾

Open

File "live" was last updated on Wed Apr 23 11:12:59 2008

List Alphabetically

Web Options Help

Add

Delete Inactive

<input type="checkbox"/>	<input type="checkbox"/>	AVAILLIM	available itemsSearch results limited to available items
<input type="checkbox"/>	<input type="checkbox"/>	AVAILLIM_STATS	-,0
<input type="checkbox"/>	<input type="checkbox"/>	BOTLOGO	@screens/botmenu.html
<input type="checkbox"/>	<input type="checkbox"/>	BUT_CANCEL	/screens/cancel.gif
<input type="checkbox"/>	<input type="checkbox"/>	BUT_CLOSEWINDOW	/screens/closewindow.gif



- Millennium
- Web Options
- Web Master
- Data Exchange

- General Display and Be
- Advanced Searching
- ASRS
- Bookings
- Community Manager
- Content Linking and Ot
- eBooks
- Electronic Resource M
- Featured Lists
- General and Phrase Se
- Holdings
- ILL
- INN-Reach
- Language Handling
- Media Management
- My Account
- My Millennium
- Partner
- Patron Ratings
- Patron Record

How do I use it?

Millennium Administration · UAM library Technology Center · Lanee Dunlap

File Edit View Go Tools Admin Help

Web Master

Print Close

File Name: botmenu.html (1,894 bytes)

```
<a href="http://thevoice.uamont.edu/">The Voice</a> |
<a href="http://www.foliatoak.uamont.edu/">The Foliate Oak</a> |
<a href="http://www.uamont.edu/mission06.asp">Mission Statement</a> |
<a href="http://www.uamont.edu/content_disclaimer06.asp">Disclaimer</a> |
<a href="http://www.uamont.edu/jobs/">Employment</a> |
<a href="http://www.uamont.edu/pdf/UAM%20Strategic%20Plan.pdf">Strategic Plan</a> |
<a href="http://www.uamont.edu/pdf/UnivofAR_Monticello_Bkm.pdf">Facts</a> |
<a href="http://www.uamont.edu/registrar/forms.htm">Request Transcripts</a> |
<a href="mailto:dunlapl@uamont.edu">Web Publisher</a>

<tr><td class="botID" colspan="2"></td></tr></table>


</html>

<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-4680010-1");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

Wrap Lines

start Innovative Mi... Millennium Ad... Inbox - Micro... Millennium W... Microsoft Po... Macromedia F... 4:14 PM

Profile

 **Drive targeted traffic to your site.**
Use AdWords with your Google Analytics Account.
[Tell me more about AdWords.](#) | [How can I use AdWords and Analytics together?](#)

Analytics Settings - uamlibrary.uamont.edu [\(Edit Account and Data Sharing Settings\)](#)

Manage your profiles, goals and account access from this page

Website Profiles				
<<Prev 1 - 1 / 1 Next >>		Show <input type="text" value="10"/>	Search <input type="text"/>	<input type="button" value="+"/> <input type="button" value="-"/>
Name	Reports	Settings	Delete	Status
1. uamlibrary.uamont.edu	View Reports	Edit	Delete	✓ Receiving Data Conversion Goals (0)

[Add Website Profile »](#)

A profile allows you to track a website and/or create different views of the reporting data using filters.

[User Manager »](#)

Number of Users: 1
Add or edit users. [Learn more.](#)

[Filter Manager »](#)

Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more.](#)

Helpful Links

- [How do I know that my tracking code is installed correctly?](#)
- [Why am I not seeing any data in my reports?](#)
- [How can I grant access to an additional user?](#)
- [How long should I wait until I can see my data?](#)
- [I've added the tracking code, but it says 'Tracking code not detected or verified.' Why?](#)

Dashboard

Google Analytics

[dunlap@uamont.edu](#) | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | View Reports: [uamlibrary.uamont.edu](#)

My Analytics Accounts: [uamlibrary.uamont.edu](#)

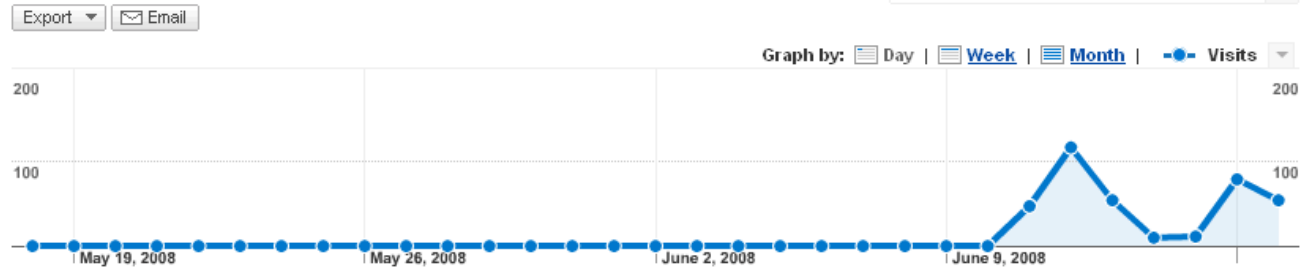
- Dashboard
- Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals

Settings
 Email

- Help Resources
- [About this Report](#)
 - [Conversion University](#)
 - [Common Questions](#)

Dashboard

May 18, 2008 - Jun 17, 2008
Comparing to: Site

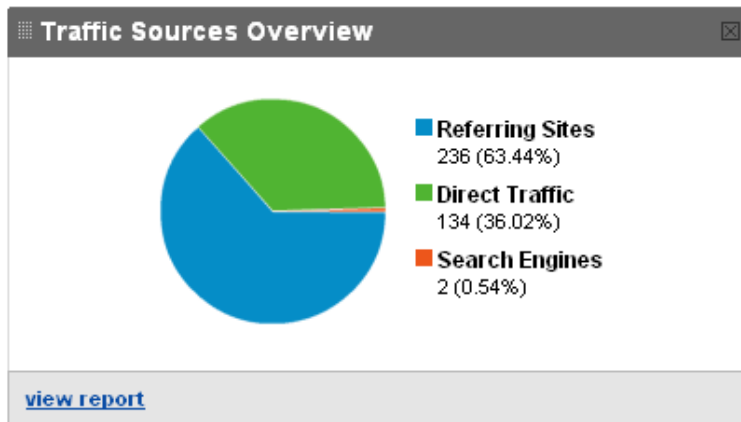
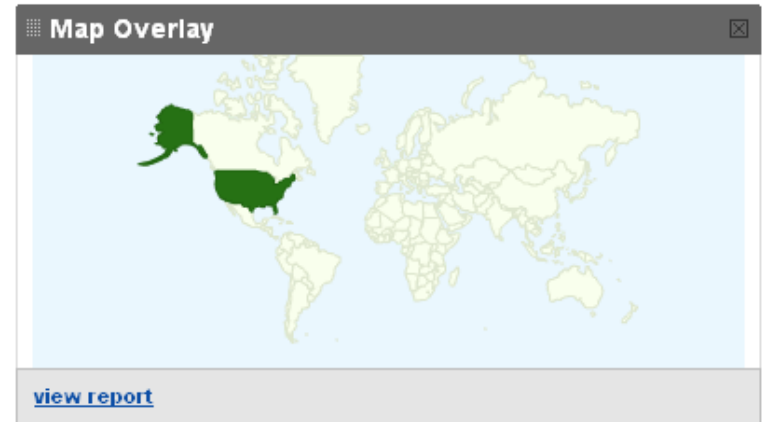
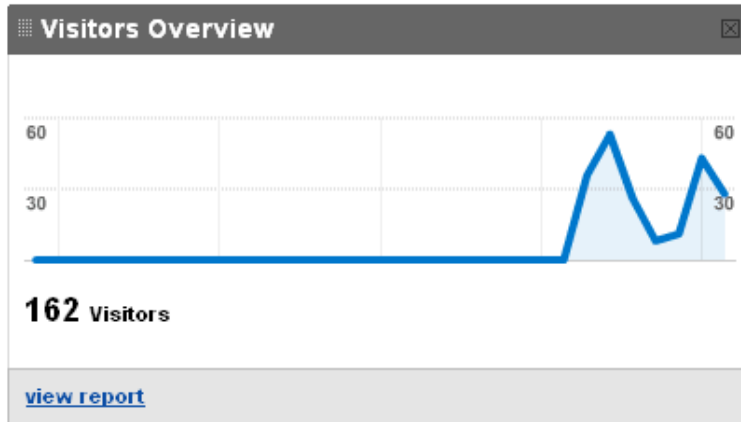


Site Usage

372 Visits	42.74% Bounce Rate
1,858 Pageviews	00:03:16 Avg. Time on Site
4.99 Pages/Visit	43.28% % New Visits

- Visitors Overview
- Map Overlay

Dashboard









Content Overview





Pages	Pageviews	% Pageviews
/	293	15.77%
/validate/http%3A%2F%2F0-search	83	4.47%
/validate/http%3A%2F%2F0-www.u	41	2.21%
/validate/http%3A%2F%2F0-ejourna	38	2.05%
/validate/http%3A%2F%2F0-atoz.eb	35	1.88%

[view report](#)

Map Overlay

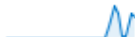
Site Usage		Goal Conversion		Views:    		
Visits 372 % of Site Total: 100.00%	Pages/Visit 4.99 Site Avg: 4.99 (0.00%)	Avg. Time on Site 00:03:16 Site Avg: 00:03:16 (0.00%)	% New Visits 43.28% Site Avg: 43.28% (0.00%)	Bounce Rate 42.74% Site Avg: 42.74% (0.00%)		
Region	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. Arkansas	296	5.59	00:03:48	39.86%	39.86%	
2. Texas	38	2.34	00:00:53	36.84%	60.53%	
3. (not set)	25	3.76	00:02:10	72.00%	48.00%	
4. Louisiana	3	2.00	00:00:50	66.67%	0.00%	
5. Missouri	2	1.50	00:00:16	100.00%	50.00%	
6. Georgia	2	1.50	00:00:20	50.00%	50.00%	
7. Tennessee	1	1.00	00:00:00	100.00%	100.00%	
8. Illinois	1	1.00	00:00:00	100.00%	100.00%	
9. Colorado	1	1.00	00:00:00	100.00%	100.00%	
10. Ohio	1	2.00	00:00:11	100.00%	0.00%	
Find Region: containing <input type="text"/>	Go	Go to: <input type="text" value="1"/>	Show rows: <input type="text" value="10"/>	1 - 10 of 12  		

Map Overlay


Site Usage		Goal Conversion		Views:    		
Visits 296 % of Site Total: 79.57%	Pages/Visit 5.59 Site Avg: 4.99 (11.94%)	Avg. Time on Site 00:03:48 Site Avg: 00:03:16 (16.19%)	% New Visits 39.86% Site Avg: 43.28% (-7.89%)	Bounce Rate 39.86% Site Avg: 42.74% (-6.73%)		
City	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1. Little Rock	239	5.81	00:03:56	33.89%	39.33%	
2. Monticello	18	4.28	00:03:49	88.89%	38.89%	
3. Pine Bluff	13	5.15	00:03:47	61.54%	38.46%	
4. Mc Gehee	8	7.75	00:02:56	25.00%	37.50%	
5. Jacksonville	5	3.20	00:02:37	40.00%	60.00%	
6. De Witt	3	1.00	00:00:00	66.67%	100.00%	
7. Fountain Hill	3	5.33	00:00:17	33.33%	0.00%	
8. Hamburg	2	7.50	00:03:31	50.00%	50.00%	
9. Sheridan	2	1.50	00:09:17	100.00%	50.00%	
10. Rison	1	4.00	00:03:34	100.00%	0.00%	
Find City: <input type="text" value="containing"/> <input type="text"/>	<input type="button" value="Go"/>	Go to: <input type="text" value="1"/>	Show rows: <input type="text" value="10"/>	1 - 10 of 12 <input type="button" value="←"/> <input type="button" value="→"/>		

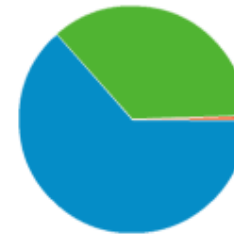
Traffic

All traffic sources sent a total of 372 visits

 36.02% [Direct Traffic](#)

 63.44% [Referring Sites](#)

 0.54% [Search Engines](#)



■ **Referring Sites**
236 (63.44%)

■ **Direct Traffic**
134 (36.02%)

■ **Search Engines**
2 (0.54%)

Top Traffic Sources

Sources	Visits	% visits
uamont.edu (referral)	226	60.75%
(direct) ((none))	134	36.02%
0-atoz.ebsco.com.uamlibrary.uamor	3	0.81%
worldcat.org (referral)	3	0.81%
google (organic)	2	0.54%

[view full report](#)

Keywords	Visits	% visits
university of arkansas at monticello	1	50.00%
university of arkansas at monticello	1	50.00%

[view full report](#)

Browser & Connection

Technical Profile

Browser	Visits	% visits
Internet Explorer	320	86.02%
Firefox	46	12.37%
Safari	4	1.08%
Playstation Portable	1	0.27%
Mozilla	1	0.27%

[view full report](#)

Connection Speed	Visits	% visits
T1	244	65.59%
Unknown	65	17.47%
DSL	30	8.06%
Dialup	23	6.18%
Cable	8	2.15%

[view full report](#)

Operating System

Operating Systems

Browsers and OS

Screen Colors

Screen Resolutions

Flash Versions

Java Support

▶ Network Properties

User Defined

Traffic Sources

Content

Goals

Settings

Email

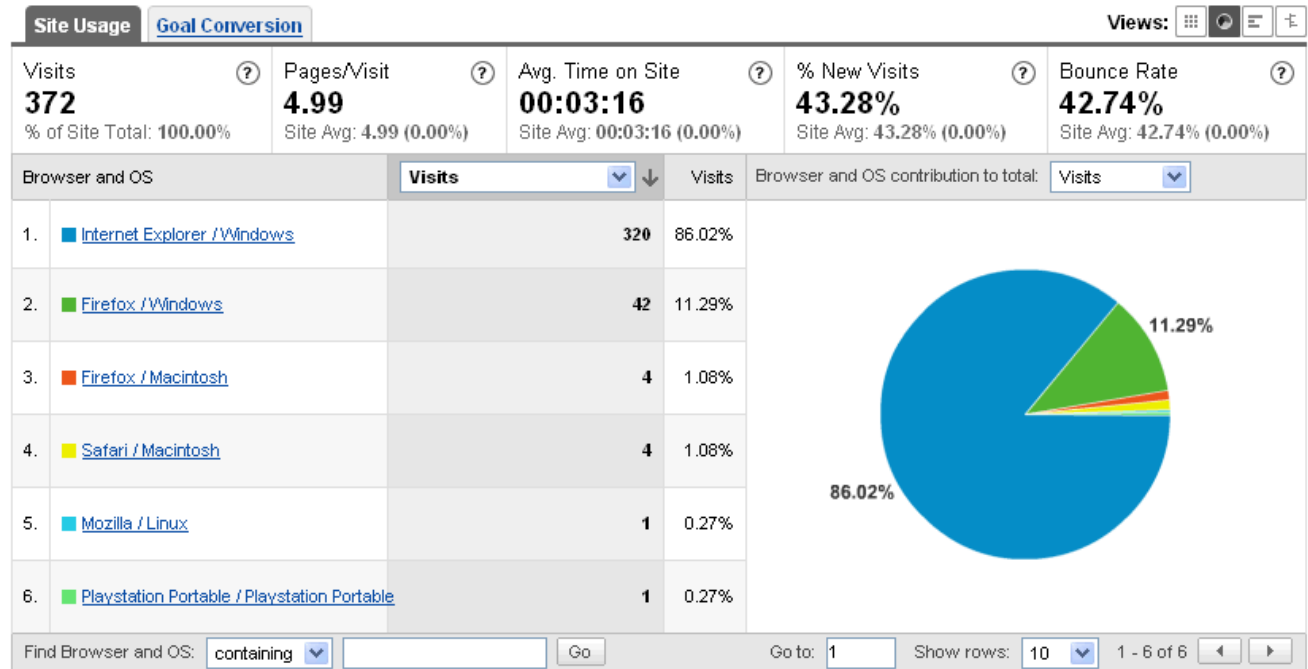
Help Resources

[About this Report](#)

[Conversion University](#)

[Common Questions](#)

372 visits used 6 browser and OS combinations



Screen Resolution

Operating Systems

Browsers and OS

Screen Colors

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Common Questions

372 visits used 10 screen resolutions

Site Usage

Goal Conversion

Views: [Grid] [Refresh] [Print] [Close]

Visits 372 % of Site Total: 100.00%	Pages/Visit 4.99 Site Avg: 4.99 (0.00%)	Avg. Time on Site 00:03:16 Site Avg: 00:03:16 (0.00%)	% New Visits 43.28% Site Avg: 43.28% (0.00%)	Bounce Rate 42.74% Site Avg: 42.74% (0.00%)
--	--	--	---	--

Screen Resolution	Visits	Visits	Screen Resolution contribution to total:
1. 1024x768	224	60.22%	
2. 800x600	86	23.12%	
3. 1280x800	38	10.22%	
4. 1280x1024	11	2.96%	
5. 1440x900	6	1.61%	
6. 1200x1600	2	0.54%	
7. 1344x840	2	0.54%	
8. 1152x864	1	0.27%	
9. 1680x1050	1	0.27%	
10. 480x272	1	0.27%	

Find Screen Resolution: containing [Dropdown] [Input] Go Go to: 1 Show rows: 10 1 - 10 of 10 [Left] [Right]

References

- Google Analytics

<http://google.com/analytics>

- Google Analytics How To Videos

http://www.youtube.com/view_play_list?p=7A545E796C2CFA72

- Google Analytics Terms of Service

<http://www.google.com/analytics/tos.html>

- University of Florida Libraries

<http://www.uflib.ufl.edu/privacy.html>

Questions?

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