

LibGuides Analytics

What Can They Teach Us?



Sarah E. Fancher and Jamie L. Emery
Saint Louis University

Background

- LibGuides version 2 includes enhanced analytics.
- Analytics provide insights into users' research needs and information-seeking behaviors.
- Insights can inform guide curation and improve the usefulness and findability of LibGuides.
- In-depth analysis of LibGuides v2 analytics in Fall 2015.

LibGuides Analytics

- Homepage Tracking
- Guide Tracking
- Browser/Operating System (CMS subscribers)
- Session Tracking (CMS subscribers)
- Search Term Tracking (CMS subscribers)
- Assets
- Content Summary
- E-Reserves (Module subscribers)

Homepage Tracking

Available only to system administrators.

Available Data

Number of daily or monthly views of LibGuides system homepage for given time period.

Referrer URLs to the homepage and number of related referrals.

What did we learn?

Usage correlated with academic year.

Decrease in views after providing LibGuides search option from [SLU Libraries website](#).

Display of only Law Guides on [Law Library website](#) increased views of those guides.

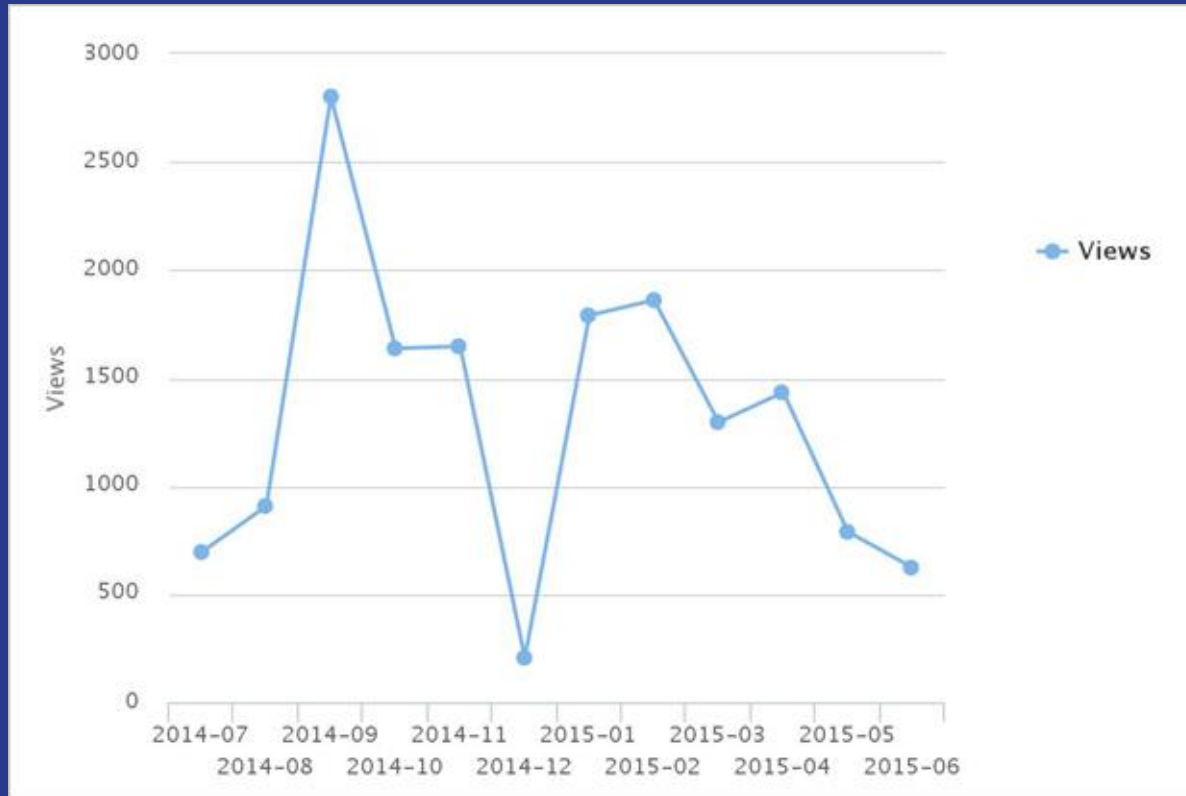
Why does it matter?

Major revisions best scheduled in when least disruptive to users.

Guide search optimization is crucial.

Specialized library websites should use a widget to display only most relevant LibGuides to increase traffic.

Homepage Views (FY15)



Guide Tracking

Available to all regular users.

Available Data

Total number of views of a guide or collection of guides during a selected time period.

Daily or monthly views.

Guides of all statuses or limited to published, unpublished, or private.

What did we learn?

Most-used: course and program-specific guides used in instruction and tech support guides.

Course guides used in high proportion to related subject guides.

Least used: Reference Portal guides, old course guides, and medical e-textbook guides.

Why does it matter?

Course guides over subject.; more tech support guides.

Rename or unpublish Reference Portal guides.

Make course guides private after semester ends.

No need to duplicate OPAC content.

Top 10 Most-Used Guides (FY15)

Guide	Total views
Social Work Guide	9,725
EndNote Tips	8,151
Eastern Orthodoxy	3,532
ENGL 1500, 1900, and 1920: The Freshman Writing Program	3,308
Clinical Resources for Physical Therapy and Athletic Training	2,962
SLUth Search Plus (EBSCO Discovery Service)	2,638
Special Collections - Vatican Film Library	2,493
Applied Behavior Analysis	2,429
Nursing Research Guide	2,200
Social Work Policy & Practice	1,961

Browser/Operating System (OS)

Available only to system administrators.

Available Data

Browsers and Operating Systems used to view LibGuides.

Mobile use.

Sessions that occurred using Browser/OS pairs.

Users' screen resolution.

What did we learn?

Majority of users run Windows OS (64.38%).

Mac users 26.16% with Safari as browser (20.32%).

7.85% of our users access LibGuides with mobile devices.

Why does it matter?

Need for Mac and Safari related content on tech support guides.

Size videos and images in terms of %, so content is scalable.

Important content in left column for mobile users.

Consider side-navigation.

Session Tracking

Available only to system administrators.

Available Data

Number of daily or monthly users who interact with LibGuides for given time period.

What did we learn?

The average patron views 1-2 LibGuides during a session.

Session data suggests that LibGuides are used by only a fraction of our patron population (~4,000 per month on average).

Why does it matter?

If patrons cannot quickly find a useful LibGuide, they are not likely to be persistent in looking for one.

We can search optimize guides by adding relevant tags.

Search Term Tracking

Available only to system administrators.

Available Data

Search terms as entered by patrons, including frequency of repeated searches and where the search was executed (system homepage or individual guide page).

What did we learn?

Patrons may not understand what content is being searched.

Patrons may be looking for LibGuides content that does not yet exist.

Patrons may use searches to circumvent [system](#) navigation.

Why does it matter?

Helpful to be aware of common misunderstandings when introducing LibGuides.

Search data can be used to prioritize new guide creation and to improve findability of existing guides by adding additional metadata.

Content Needed?



Metadata Needed?



Intervention Needed?



Intervention Needed?

SLU Libraries / Research Guides / Pius XII Memorial Library / Victorian Literature / Home

Victorian Literature: Home

Library and internet resources for research on Victorian literature.

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Search

Home

Reference Sources

Books

Articles

Victorian Books

Victorian Periodicals

Web Sites

Citing Sources

Get Help

Contents

This guide contains information on how to research Victorian literature and culture. Tabs at the top of the guide correspond to types of information you may need to find during the research process.


How to Get Help

Contact Jamie Emery, English Librarian, for research help. Jamie's contact information is on the right side of this page.

To contact any available SLU Librarian by chat, text, email, phone, or in person, see:

- Ask a Librarian

Best Bets

- [SLU Libraries Catalog](#)
Use to find books in the SLU Libraries.
- [MLA International Bibliography](#)
Indexes books, book chapters, dissertations and articles from over 4,400 journals in language, linguistics, literature, and folklore. Covers 1926 to the present.
- [Project Muse](#)
Project Muse provides access to over 500 scholarly journals published by Johns Hopkins University Press and other not-for-profit presses in the areas of humanities, social sciences, and mathematics.
- [JSTOR](#)
This archival journal resource provides access to the full-text of over 1,100 journal titles, including many literature journals. Note that the last 1 to 7 years of each journal are not available in this resource.
- [The Times Digital Archive](#) 
The Times (London) from 1775-1985.
- [Periodicals Index Online](#)

Subject Guide



Jamie Emery

Email Me

Ask Me

Assets

Available to all regular users.

Available Data

Number of click-throughs to particular kinds of assets included in the system.

Data can be viewed system-wide, but may be most useful in the context of a specific guide.

What did we learn?

Most assets (75%) never get clicked.

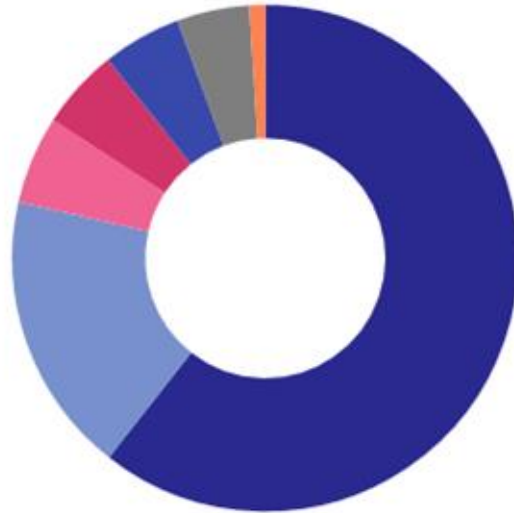
Books from the catalog and free websites are less likely to be clicked than databases.

Why does it matter?

Asset reuse is very important in LibGuides v2. Statistics can be difficult to interpret without proper mapping.

To improve guide usability, selectivity should be a guiding principle in curating content.

Asset Use by Type (FY15)



Content Summary

Available only to system administrators.

Available Data

Numerical representation of content by type within a LibGuides site.

Snapshot of system content at a given moment in time.

What did we learn?

Figures artificially inflated due to asset and content boxes being copies instead of reused.

Excessive number of librarian profile boxes.

Why does it matter?

Underscores importance of asset reuse.

Profile boxes on every page not necessary.

What can we improve?

Findability

Deactivate course guides at the end of each semester.

Add metadata to individual guides.

Create guides for which there is demonstrated patron demand.

Usability

Put most important content on the first page of a guide. Limit tabs and boxes.

Limit books and free web links.

Consider deleting unused assets.

Accuracy of Statistics

Be sure to reuse assets when creating new guides.

Questions?

Learn More!

“Pay Attention to the Data Behind the Curtain: Leveraging LibGuides Analytics for Maximum Impact” will be published in *Innovative LibGuides Applications: Real World Examples* (Summer 2016).

Sarah E. Fancher
Research & Instruction Librarian
Saint Louis University
sfancher@slu.edu
@fanchidon

Jamie L. Emery
Research & Instruction Librarian
Saint Louis University
jemery2@slu.edu
@JamieLEmery

