

# Google Analytics for Selection of New Digitization Projects

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# Our Collections

Established 2008 - <http://cdm.slu.edu>

16 CDM collections (3 more in the works)

24,000+ items

# Our Problem: Selecting projects

Too many ideas

not enough resources/time

Not enough idea what users want -

digital libraries get little feedback

# The Solution (we hope) - Web Data

Statistics on what is being used are our best window into what patrons want.

CONTENTdm has a basic hit counter, not much use

Google Analytics has been tracking our data since late 2013

# Research

Three key resources helped me set up my analysis:

# Source 1 - Analytics Academy

Official tutorials from Google

“Digital Analytics Fundamentals” = best general overview

Heavy on e-commerce, not library specific

## Source 2 - Getting Started with Google Analytics and CONTENTdm

Paper on OCLC website

Mostly about installing and configuring Analytics in CDM

Also has good section on creating reports/dashboards

# Source 3

## Best Practices for Google Analytics in Digital Libraries

White paper by Digital Library Federation

Written by Assessment Interest Group

Not tied to any one platform, but has special sections on  
CONTENTdm and DLXS

Establishes 14 metrics libraries should be recording.



# DLF Report: 14 Metrics

Divided into 3 categories:

**Content Use and Access Counts** - what is being used?

**Audience Metrics** - Who is using it?

**Navigational Metrics** - How did they get to it?

# Category 1: Content Use and Access Counts

Officially 7 metrics, but really 5

Contains 2 non-metrics:

Content Use and Access Counts Defined

Site Content Reports

# Category 1: Content Use and Access Counts

Five Actual Metrics:

Pageviews

Bounce Rate

Engagement/Time

Downloads

## Category 2: Audience Metrics

Three Metrics:

Location - Country, State, City, and Language

Mode of access - browser and platform

Network Domain

User Explorer - cookie tracking

## Category 3: Navigational Metrics

Three metrics:

Path through Site -

Referral Traffic

Search Terms - not helpful due to privacy concerns

# My Results: 2014-2015, by collection

4 collections = 80% of traffic

4 of 5 biggest collections = books or periodicals

48% bounce rate, avg. 57 sec./page, 53% search eng.

76% first time users

Avg session = 5.36 pages, lasts 4:11

# Limitations

Difficulty in searching

- Hard to compare one collection to another

- Even harder to compare subjects across collections

Lack of search data

- Would like to know what people are finding, and especially what they're NOT finding

# Possibilities for New Research

Using current survey as a baseline for the future.

<http://datastudio.google.com> - New set of tools for generating reports.

Social media interaction:

Does social media attract new users?

Do some platforms work better than others?



# Further Resources

Analytics Academy (soon to be replaced)

<https://analyticsacademy.withgoogle.com/course/1>

Getting Started with Google Analytics and CONTENTdm (OCLC)

<https://www.oclc.org/content/dam/training/CONTENTdm/pdf/Tutorials/Getting%20Started/Getting%20Started%20with%20Google%20Analytics%20in%20CONTENTdm.pdf>

Best Practices for Google Analytics in Digital Libraries (DLF Assessment Interest Group)

[https://docs.google.com/document/d/1QmiLJEZXGAY-s7BG\\_nyF6EUAqcyH0mhQ7j2VPpLpxCQ/edit#](https://docs.google.com/document/d/1QmiLJEZXGAY-s7BG_nyF6EUAqcyH0mhQ7j2VPpLpxCQ/edit#)

Google Analytics

<https://analytics.google.com>

**THANK YOU!**

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