The Big Reveal
LibGuides Analytics and Why They Matter

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Brick and Click 2016
Background

Statistics

System-wide usage statistics and detailed statistics for all your guides.

Homepage Tracking

Select a time span and click "Go" to generate your report.
LibGuides Analytics

- Homepage Tracking
- Guide Tracking
- Browser/Operating System (CMS subscribers)
- Session Tracking (CMS subscribers)
- Search Term Tracking (CMS subscribers)
- Assets
- Content Summary
- mSite Builder (Module subscribers)
- E-Reserves (Module subscribers)
### Homepage Tracking
Available only to system administrators.

<table>
<thead>
<tr>
<th>Available Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of daily or monthly views of LibGuides system homepage for given time period.</td>
</tr>
<tr>
<td>Referrer URLs to the homepage and number of related referrals.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What did we learn?</th>
</tr>
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<tbody>
<tr>
<td>Usage correlated with academic year.</td>
</tr>
<tr>
<td>Decrease in views after providing LibGuides search option from SLU Libraries website.</td>
</tr>
<tr>
<td>Display of only Law Guides on Law Library website increased views of those guides.</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Why does it matter?</th>
</tr>
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<tbody>
<tr>
<td>Major revisions best scheduled when least disruptive to users.</td>
</tr>
<tr>
<td>Guide search optimization is crucial.</td>
</tr>
<tr>
<td>Specialized library websites should use a widget to display only most relevant LibGuides to increase traffic.</td>
</tr>
</tbody>
</table>
Homepage Views (FY15)
SLU Libraries Website

Saint Louis University Libraries
Research • Learning • Knowledge

Research Guides

Browse our Research Guides by Subject

Search Library Research Guides

What am I searching?
Research Guides are a great way to discover resources on a particular topic selected by Subject Librarians. To view and select a guide, choose to browse by subject or librarian and select the guide you are interested in. Or, you can search our list of guides using the search box above.
### Research Guides

- Administrative and Regulatory Law
- Copyright Law Research
- Federal Statutes: Abbreviations and Locations at Saint Louis University Law Library
- Free Websites for Federal and State Legal Information
- Government Information for Legal Research
- Law School Learning Outcomes and Assessment
- Legal Citations
- Missouri Legal Research
- Public Health Law and Policy
- Resources for First Year Law Students
- Trademark Law Research
- Transactional Drafting
- Trials
Guide Tracking
Available to all regular users.

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<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
## Top 10 Most-Used Guides (FY15)

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

Available only to system administrators. (CMS subscribers)

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<td>Browsers and Operating Systems used to view LibGuides.</td>
<td>Majority of users run Windows OS (64.38%). Mac users 26.16% with Safari as browser (20.32%). 7.85% of users access LibGuides with mobile devices.</td>
<td>Need for Mac and Safari related content on tech support guides.</td>
</tr>
<tr>
<td>Mobile use.</td>
<td></td>
<td>Size videos and images in terms of % so content is scalable.</td>
</tr>
<tr>
<td>Sessions that occurred using Browser/OS pairs.</td>
<td></td>
<td>Important content in left column for mobile users.</td>
</tr>
<tr>
<td>Users’ screen resolution.</td>
<td></td>
<td>Consider side-navigation.</td>
</tr>
</tbody>
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## Session Tracking

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| Number of daily or monthly users who interact with LibGuides for given time period. | 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). | 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. |
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| Search terms as entered by patrons, including frequency of repeated searches and where the search was executed (system homepage or individual guide page). | - 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. | 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?
Intervention Needed?

- Exploring a feminist based empowerment model of community building
- Testing the effects of cognitive-behavioral psychological skills training on the instruction, preparation, and putting performance of novice golfers

Questions:
- How do parents and peers influence behavior?
- BF Skinner?
- Spicy & Winter?
- Smith Magenis syndrome?
- Peru SWOT?
- How high the fence?
- Juvenile AND sentencing?
- Friendship like a bucket?
Search for "how do parents and peers influence behavior"

Research Guides  A-Z Database List  SLUth Search Plus

Showing 1 - 20 (of 245)

Emotional Contrast or Compensation? How Support Reminders Influence the Pain of Acute Peer Disapproval in Preadolescents
Thomaes, Sander; Sedikides, Constantine; Reijntjes, Albert; Brummelman, Eddie; Bushman, Brad J.

Parent and peer predictors of adolescents' sexual development: Can parents buffer peer influence?
Beyers, Wim1
Veryser, Evi1
Verlee, Elke1
Intervention Needed?
## Assets

Available to all regular users.

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<td>Number of click-throughs to particular kinds of assets included in the system.</td>
<td>Most assets (75%) never get clicked.</td>
<td>Asset reuse is very important in LibGuides v2. Statistics can be difficult to interpret without proper mapping.</td>
</tr>
<tr>
<td>Data can be viewed system-wide, but may be most useful in the context of a specific guide.</td>
<td>Books from the catalog and free websites are less likely to be clicked than databases.</td>
<td>To improve guide usability, selectivity should be a guiding principle in curating content.</td>
</tr>
</tbody>
</table>
Asset Use by Type (FY15)

- Databases (61%)
- Free Web Links (18%)
- LibGuides (6%)
- Library Website (5%)
- Journal/Newspaper (5%)
- Book (5%)
- Video/Tutorial (1%)
# Content Summary

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<td>Numerical representation of content by type within a LibGuides site.</td>
<td>Figures artificially inflated due to asset and content boxes being copies instead of reused.</td>
<td>Underscores importance of asset reuse.</td>
</tr>
<tr>
<td>Snapshot of system content at a given moment in time.</td>
<td>Excessive number of librarian profile boxes.</td>
<td>Profile boxes on every page not necessary.</td>
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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.
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Learn More!

Read our chapter “Pay Attention to the Data Behind the Curtain: Leveraging LibGuides Analytics for Maximum Impact” in the new LITA Guide *Innovative LibGuides Applications: Real World Examples.*