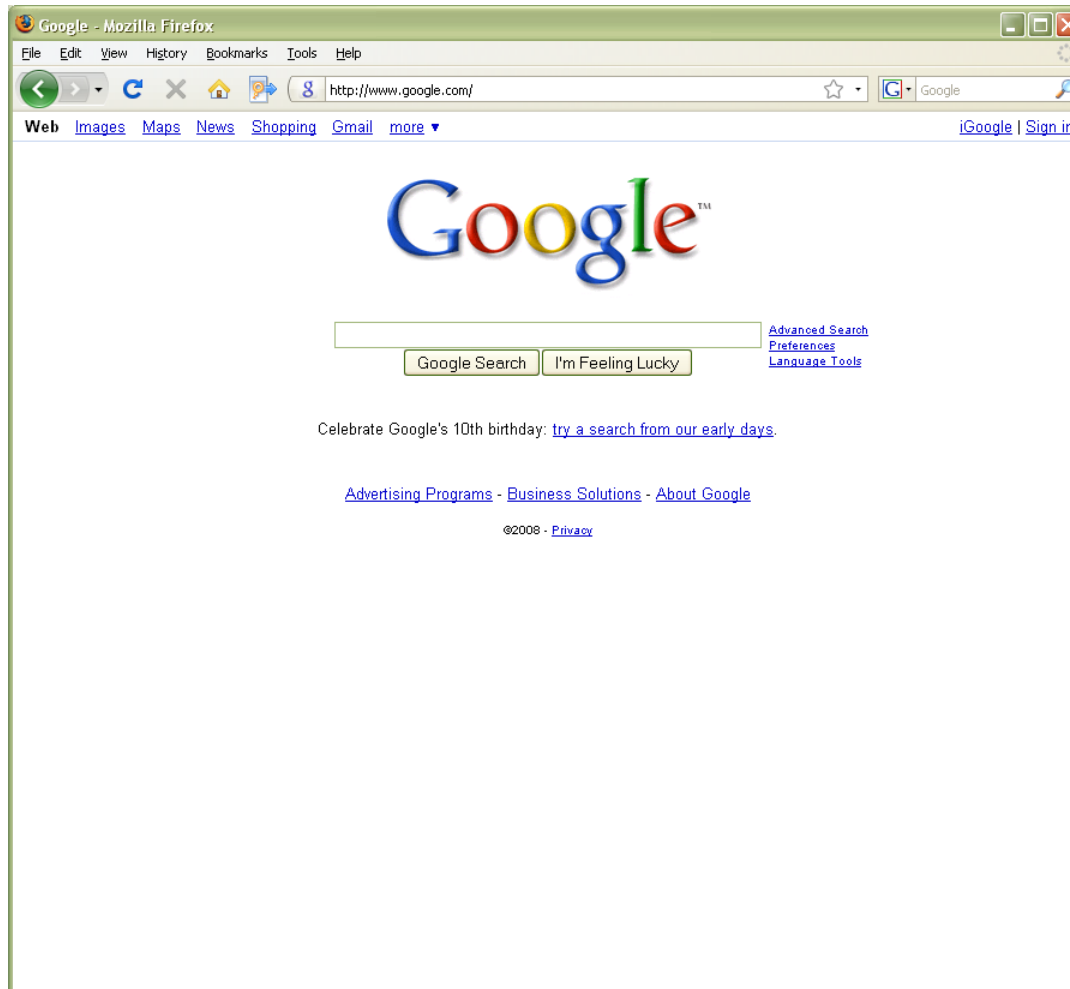


Using Analytics to better understand and improve usage of your library website

Gary F. Daught
P.H. Welshimer Memorial Library
Milligan College, TN
ACA Summit, October 16, 2008

You already know about Google search



But you may not have heard about Google™ Analytics

- Measure visitor traffic on your site at any point in time, over a period of time, comparison between time periods
- Track how visitors are interacting with your site
 - Where are they coming from?
 - What are they interested in; are they finding it?
 - When do they visit; how long do they stay?
 - Are they new or returning?
- Use data to improve your site design, inform instruction efforts, generate reports

Getting started

Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/reporting/login?ctu=https%3A%2F%2Fwww.goc

Google

US English

Home Features Support Conversion University

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy - and free!

[>> Learn more.](#)

Sign in to Google Analytics with your **Google Account**

Email:

Password:

Remember me on this computer.

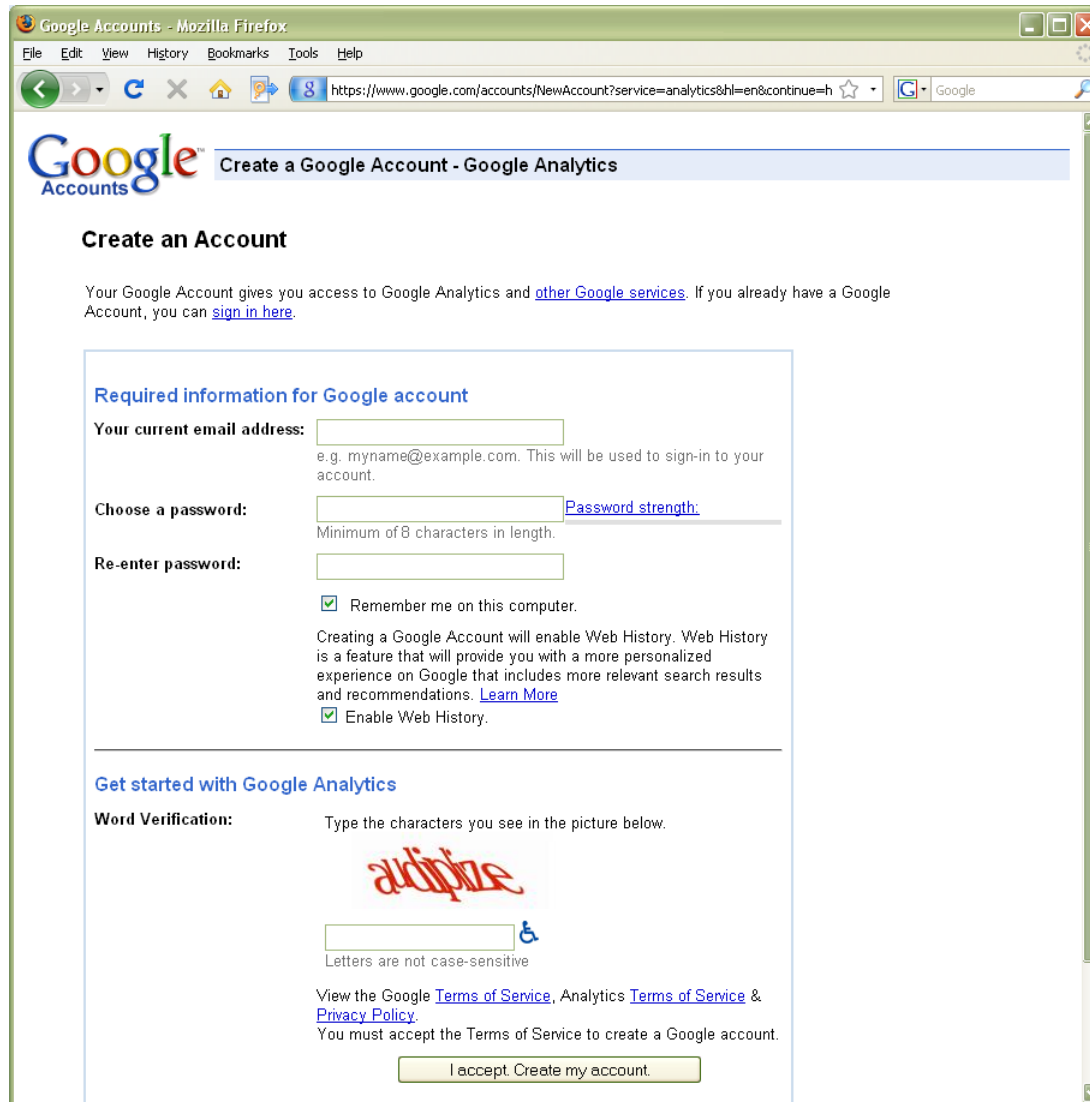
[I cannot access my account](#)

Don't have a Google account?
[Sign Up Now.](#)

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http://www.google.com/analytics

Create a Google Account



The screenshot shows a Mozilla Firefox browser window with the address bar displaying the URL: <https://www.google.com/accounts/NewAccount?service=analytics&hl=en&continue=h>. The page title is "Create a Google Account - Google Analytics".

Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength](#)
Minimum of 8 characters in length.

Re-enter password:


Remember me on this computer.


Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Get started with Google Analytics

Word Verification: Type the characters you see in the picture below.




Letters are not case-sensitive

View the Google [Terms of Service](#), Analytics [Terms of Service](#) & [Privacy Policy](#).
You must accept the Terms of Service to create a Google account.

Create a Website Profile...

Create New Website Profile - Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/settings/add_profile?scid=4045275

Google Analytics

grdaught@milligan.edu | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Milligan College Library

My Analytics Accounts: Milligan College Library

Analytics Settings > Create New Website Profile

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

Add a Profile for a new domain OR Add a Profile for an existing domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

http://

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile.

Time zone country or territory: United States

Time zone: (GMT-05:00) Eastern Time

Cancel Finish

Common Questions

- [I do not own my web site domain. How do I set up Google Analytics?](#)
- [Can I track websites for which I'm not running an AdWords campaign?](#)
- [How do I track unique areas within my website separately?](#)

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...continued

The screenshot shows a Mozilla Firefox browser window titled "Edit Profile Information - Google Analytics". The address bar contains the URL "https://www.google.com/analytics/settings/edit_profile?id=8092293". The page header includes the Google Analytics logo, the user email "grdaught@milligan.edu", and navigation links for "Settings", "My Account", "Help", and "Sign Out". Below the header, there are two orange tabs: "Analytics Settings" and "View Reports: Milligan College Library". The main content area is titled "Edit Profile Information" and contains several form fields:

- Profile Name: Milligan College Library
- Website URL: http://www.milligan.edu (e.g. http://www.mysite.com)
- Default page: library/index.htm (e.g. index.html)
- Time zone country or territory: United States
- Time zone: (GMT-05:00) Eastern Time
- Exclude URL Query Parameters: (e.g. sid, sessionid, vid, etc...)

Below these fields are three sections with radio button options:

- E-Commerce Website**:
 - Yes, an E-Commerce Site
 - Not an E-Commerce Site
- Site Search**:
 - Do Track Site Search
 - Don't Track Site Search

At the bottom of the form area, there is a link "Add a Google site search engine to your website" with a magnifying glass icon. Below the form fields are two buttons: "Save Changes" and "Cancel". On the right side of the page, there is a "Common Questions" section with two links: "What is a website profile, and what can I do with it?" and "How do I set the time zone for my reports?". The footer of the page contains copyright information: "© 2008 Google" and links for "Analytics Home", "Terms of Service", "Privacy Policy", "Contact us", and "Analytics Blog (in English)".

Copy the Java Script tracking code

Tracking Code - Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/settings/check_status_profile_handler?id=80922f

Google Analytics

gfdought@milligan.edu | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Milligan College Library | My Analytics Accounts: Milligan College Library

Analytics Settings > Profile Settings > Tracking Code

Tracking Code

Tracking Status Information

Profile Name:	Milligan College Library
Website URL:	http://www.milligan.edu
Web Property ID:	UA-4045275-1
Tracking Status:	✓ Receiving Data

Instructions for adding tracking

New Tracking Code (ga.js) | [Legacy Tracking Code \(urchin.js\)](#)

Copy the following code block into every webpage you want to track immediately before the <body> tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting new features as they become available.

```
<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'" + ">"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-4045275-1");
pageTracker._trackPageview();
</script>
```

Common Questions

- [How do I add tracking code to my website?](#)
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [How long does it take to see report data after adding the tracking code?](#)
- [What do the different 'Tracking Status' messages mean?](#)

Note: We recommend that you include both tracking code snippets on every given page. Doing so might

Tracking Code - Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/settings/check_status_profile_handler?id=809221

Google Analytics gfdought@milligan.edu | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Milligan College Library | My Analytics Accounts: Milligan College Library

Analytics Settings > Profile Settings > Tracking Code

Tracking Code

Tracking Status Information

Profile Name:	Milligan College Library
Website URL:	http://www.milligan.edu
Web Property ID:	UA-4045275-1
Tracking Status:	✓ Receiving Data

Instructions for adding tracking

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Copy the following code block into every webpage you want to track immediately before the `</body>` tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

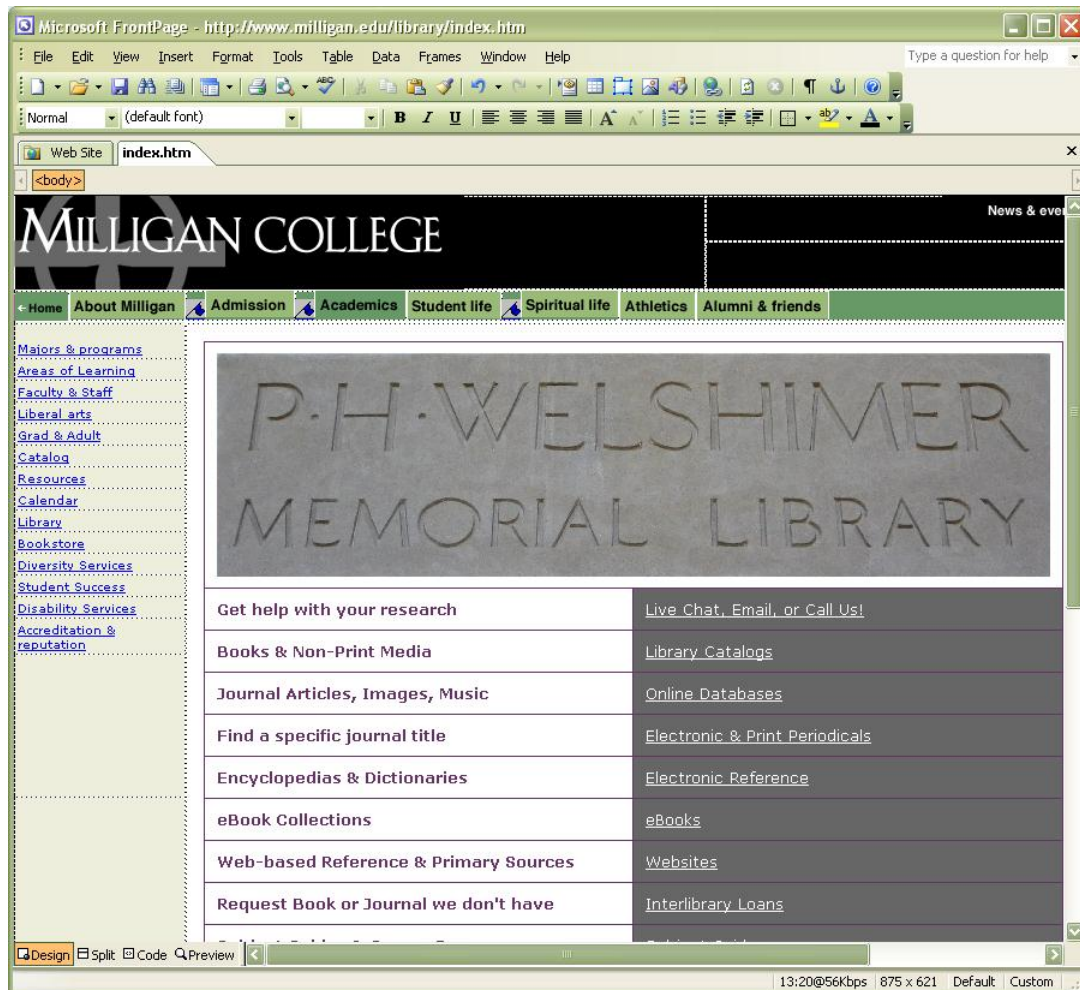
```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'>
</script>
<script type='text/javascript'>
var pageTracker = _gat._getTracker("UA-4045275-1");
pageTracker._trackPageview();
</script>
</script>");
```

Common Questions

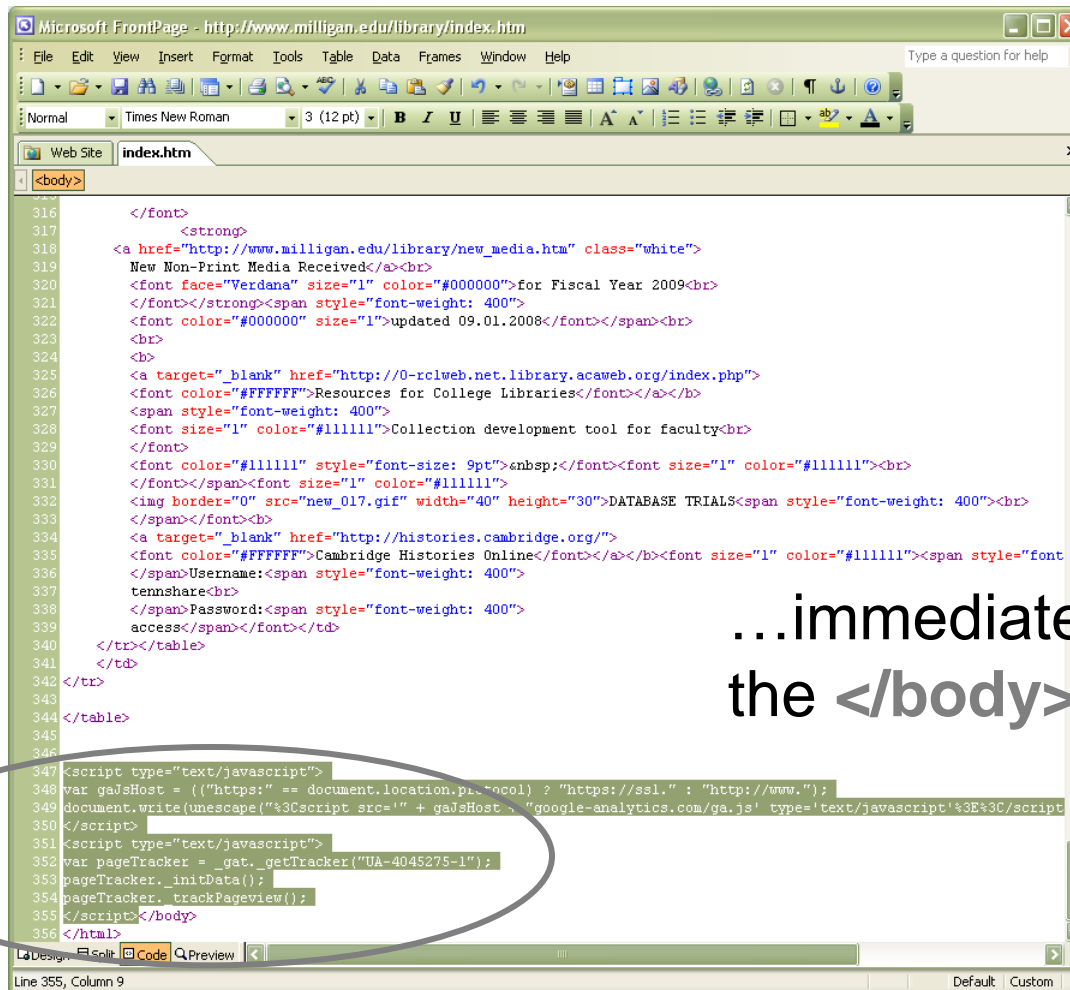
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Note: We recommend that you do not include both tracking code snippets together on any given page. Doing so might

Open library site in a webpage editor



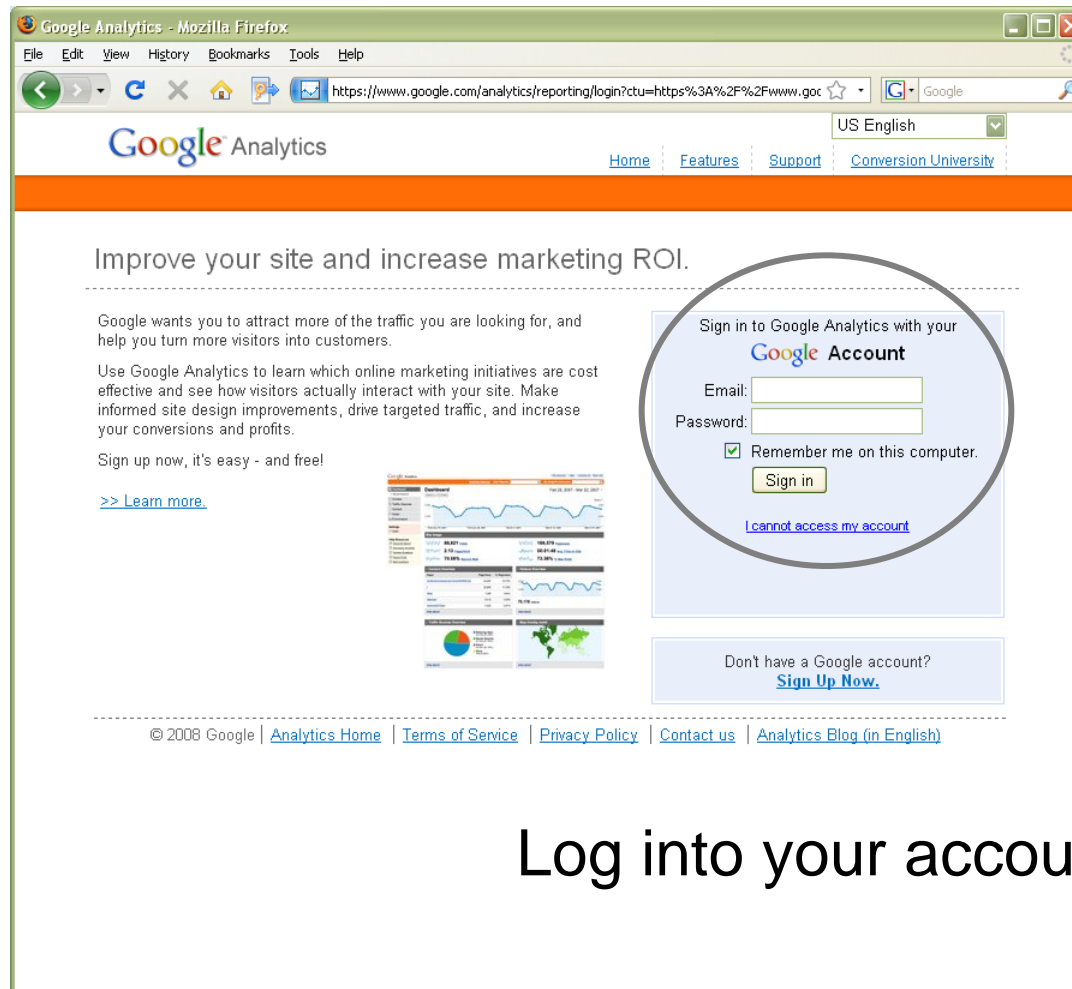
Paste the tracking code on every page...



```
316 </font>
317 <strong>
318 <a href="http://www.milligan.edu/library/new_media.htm" class="white">
319 New Non-Print Media Received</a><br>
320 <font face="Verdana" size="1" color="#000000">for Fiscal Year 2009<br>
321 </font></strong><span style="font-weight: 400">
322 <font color="#000000" size="1">updated 09.01.2008</font></span><br>
323 <br>
324 <b>
325 <a target="_blank" href="http://0-rc1web.net.library.acaweb.org/index.php">
326 <font color="#FFFFFF">Resources for College Libraries</font></a></b>
327 <span style="font-weight: 400">
328 <font size="1" color="#111111">Collection development tool for faculty<br>
329 </font>
330 <font color="#111111" style="font-size: 9pt">&nbsp;</font><font size="1" color="#111111"><br>
331 </font></span><font size="1" color="#111111">
332 DATABASE TRIALS<span style="font-weight: 400"><br>
333 </span></font><b>
334 <a target="_blank" href="http://histories.cambridge.org/">
335 <font color="#FFFFFF">Cambridge Histories Online</font></a></b><font size="1" color="#111111"><span style="font
336 </span>Username:<span style="font-weight: 400">
337 tennshare<br>
338 </span>Password:<span style="font-weight: 400">
339 access</span></font></td>
340 </tr></table>
341 </td>
342 </tr>
343 </table>
344 </table>
345
346
347 <script type="text/javascript">
348 var gadsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
349 document.write(unescape("%3Cscript src='" + gadsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script
350 </script>
351 <script type="text/javascript">
352 var pageTracker = _gat._getTracker("UA-4045275-1");
353 pageTracker._initData();
354 pageTracker._trackPageview();
355 </script></body>
356 </html>
```

...immediately before
the </body> tag

24 hours later...



Google Analytics

US English

[Home](#) [Features](#) [Support](#) [Conversion University](#)

Improve your site and increase marketing ROI.

Google wants you to attract more of the traffic you are looking for, and help you turn more visitors into customers.

Use Google Analytics to learn which online marketing initiatives are cost effective and see how visitors actually interact with your site. Make informed site design improvements, drive targeted traffic, and increase your conversions and profits.

Sign up now, it's easy - and free!

[>> Learn more.](#)

Sign in to Google Analytics with your **Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Don't have a Google account?
[Sign Up Now.](#)

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Log into your account

Look for “Receiving Data” status

Analytics Settings - Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/settings/

Google Analytics

grdaught@milligan.edu | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Milligan College Library | My Analytics Accounts: Milligan College Library

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 - Milligan College Library ([Edit Account and Data Sharing Settings](#))
Manage your profiles, goals and account access from this page

Website Profiles

<<Prev 1 - 1 / 1 Next >> Show 10 Search

Name	Domain	Reports	Settings	Delete	Status
1. Milligan College Library	http://www.milligan.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 [Learn more.](#)

[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?](#)

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Click on “View Reports”

The screenshot shows the Google Analytics 'Analytics Settings' page for the account 'Milligan College Library'. The page title is 'Analytics Settings - Google Analytics - Mozilla Firefox'. The browser address bar shows 'https://www.google.com/analytics/settings/'. The user is logged in as 'grdaught@milligan.edu'. The page has a navigation bar with 'Analytics Settings' and 'View Reports: Milligan College Library'. Below this is a section titled 'Analytics Settings - Milligan College Library' with a sub-header 'Manage your profiles, goals and account access from this page'. A table titled 'Website Profiles' contains one entry for 'Milligan College Library' with a 'View Reports' link circled in red. To the right of the table are three columns: 'Add Website Profile', 'User Manager', and 'Filter Manager'. A 'Helpful Links' section on the right side of the page lists several links related to tracking code and data visibility. The footer contains copyright information and links to 'Analytics Home', 'Terms of Service', 'Privacy Policy', 'Contact us', and 'Analytics Blog (in English)'.

Analytics Settings - Google Analytics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://www.google.com/analytics/settings/

Google Analytics grdaught@milligan.edu | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Milligan College Library | My Analytics Accounts: Milligan College Library

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Website Profiles

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[User Manager»](#)
Number of Users: 1
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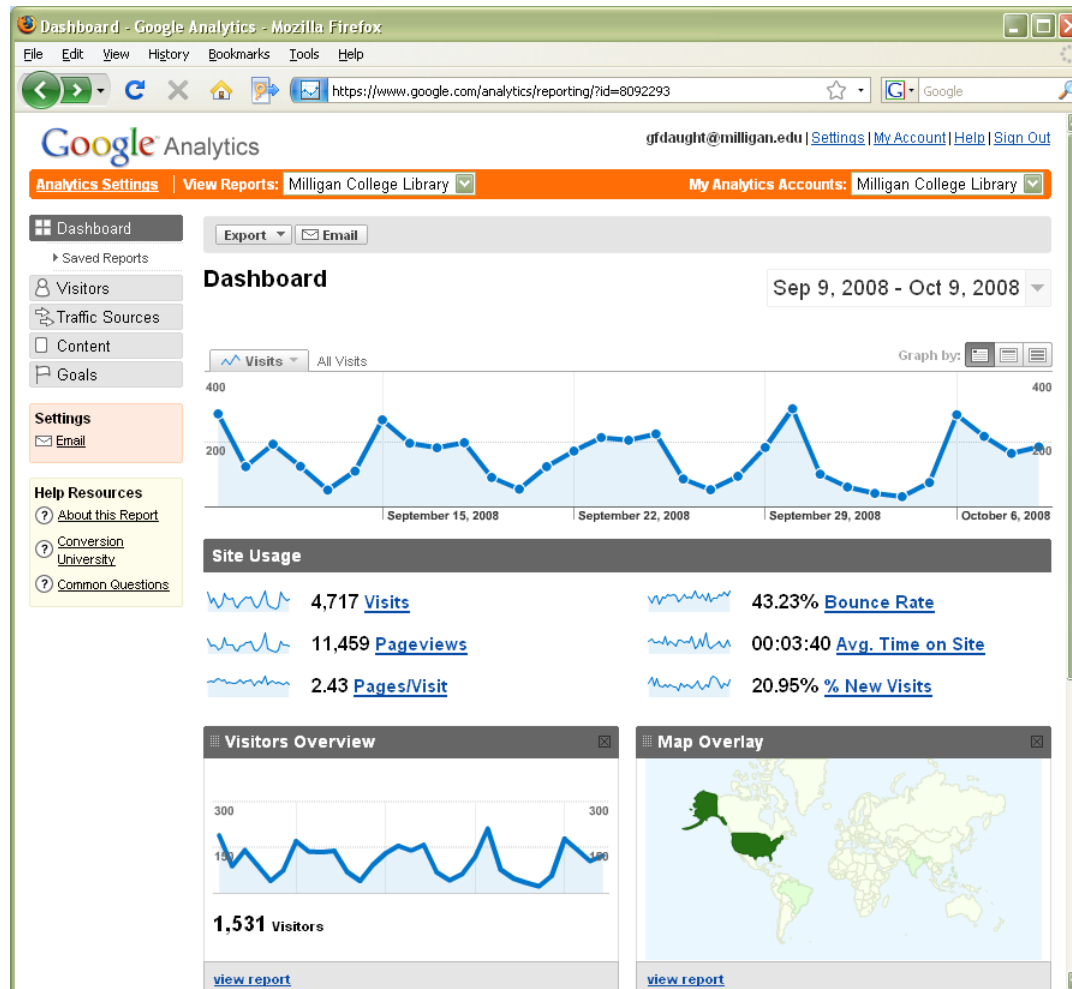
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Start viewing and using your site data!



Live demo of Google™ Analytics

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