

Ohio Digital Collections Analytics 2014

This grew out of an idea I brought up during an Ohio Digitization Interest Group meeting - I've looked over the Google Analytics for our own digital collections at Miami University but it is hard to know which numbers are 'good' and which are not. To give us all a base for comparison, I'm now gathering data about digital collection access & usage.

All submissions are anonymous, but I do intend to develop a report based on these numbers for the Ohio DIG group as well as possibly an article or presentation. By submitting a response you consent to me using the data you contribute as part of any future reports I publish or present.

Thank you for your contribution!

Please feel free to contact me with any questions you have about the form at laddmm@MiamiOH.edu

* Required

1. Institution Type *

Please select the option that best describes your institution
Mark only one oval.

- Academic Library/Archive
- Public Library/Archive
- Corporate/Archive
- Other:

2. Number of Full-Time Employees

Please provide the total number of full-time employees at your library or archive

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3. Digitization/Digital Collections Employees

Please provide the total number of full-time employees of your library/archive dedicated to digitization projects/digital collections

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4. Time Frame *

If possible, please provide the data for all of 2014. If this is not possible, please enter the time frame under 'Other'.

Mark only one oval.

- 2014
- Other:

5. Total Sessions

Please provide the total number of times someone accessed your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Sessions'. In AWStats this is listed as 'Visits'

6. Total Users

Please provide the total number of visitors to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Users'. In AWStats this is listed as 'Unique Visitors'

7. Total Pages

Please provide the total number of pages viewed by visitors to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Pageviews'. In AWStats this is listed as 'Pages'

8. Average Duration

Please provide the average duration of visits to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Avg. Session Duration'. In AWStats this is listed under 'Visit Duration' as the average.

9. Bounce Rate

Please provide the bounce rate of visits your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Bounce Rate'.

10. % of Users from the United States

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click on the United States. The percentage will be found near the top of the page next to the words 'All sessions'

11. % of Users from Ohio

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click first on the United States, then on Ohio. The percentage will be found near the top of the page next to the words 'All sessions'

12. % of Users from Local Community

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click first on the United States, then on Ohio, then on the city/town/county your library/archive is located in. The percentage will be found near the top of the page next to the words 'All sessions'

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