Hello from the Other Side
Using LibGuides Analytics to Listen to Your Users

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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.

<table>
<thead>
<tr>
<th>Available Data</th>
<th>What did we learn?</th>
<th>Why does it matter?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of daily or monthly views of LibGuides system homepage for given time period.</td>
<td>Usage correlated with academic year.</td>
<td>Major revisions best scheduled in when least disruptive to users.</td>
</tr>
<tr>
<td>Referrer URLs to the homepage and number of related referrals.</td>
<td>Decrease in views after providing LibGuides search option from SLU Libraries website.</td>
<td>Guide search optimization is crucial.</td>
</tr>
<tr>
<td></td>
<td>Display of only Law Guides on Law Library website increased views of those guides.</td>
<td>Specialized library websites should use a widget to display only most relevant LibGuides to increase traffic.</td>
</tr>
</tbody>
</table>
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- Guides of all statuses or limited to published, unpublished, or private.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)

<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>
<tr>
<td>Available Data</td>
<td>What did we learn?</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<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 our users access LibGuides with mobile devices.</td>
</tr>
<tr>
<td>Mobile use.</td>
<td></td>
</tr>
<tr>
<td>Sessions that occurred using Browser/OS pairs.</td>
<td></td>
</tr>
<tr>
<td>Users’ screen resolution.</td>
<td></td>
</tr>
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# Session Tracking

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<td>Number of daily or monthly users who interact with LibGuides for given time period.</td>
<td>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).</td>
<td>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.</td>
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## Search Term Tracking

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<td>Search terms as entered by patrons, including frequency of repeated searches and where the search was executed (system homepage or individual guide page).</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Content Needed?
Metadata Needed?
Intervention Needed?
Intervention Needed?

Victorian Literature: Home
Library and internet resources for research on Victorian literature.

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
  Used 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
## Assets

Available to all regular users.

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<td>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.</td>
<td>Most assets (75%) never get clicked. Books from the catalog and free websites are less likely to be clicked than databases.</td>
<td>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.</td>
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Asset Use by Type (FY15)
## 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. Excessive number of librarian profile boxes.</td>
<td>Underscores importance of asset reuse. Profile boxes on every page not necessary.</td>
</tr>
</tbody>
</table>
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?

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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* (Fall 2016).