Using Analytics for Website Assessment and Improvement

**Counting Searches**
- Use "Event Tracking" to count number of searches from homepage
- On peak days, 1,300 searches from site
- Also used to count off-site links

**Library Website = Article Finding Tool**
- An estimated 2/3 of site visits are to pages related to finding journal articles
- Finding books and other materials accounts for most of the other visits
- Other pages are important but used much less often

**Guiding Users**
- Use "Navigation Summary" to see where users are coming from and going to
- See if users are successfully navigating all the way to the resource they need
- Improve pages with high exit rates or if users go astray

**Before and After**
- "Compare to Past" feature
- See effects of changes
- Available for "In-Page Analytics" and all site usage charts

**Site Search**
- Google Custom Search integrated with Google Analytics
- Displays most common search terms
- Monitored to make sure popular pages are easy to find and popular terms retrieve good search results

**The Wasteland**
- 50% of space; 5% of clicks
- Less visible / Less visited
- No essential links or information in this space
- Need to eliminate or consolidate links
- .1% is still hundreds of views

**Tutorial Review**
- Track visits to tutorial pages
- How long do visitors stay on pages?
- What pages do they revisit during test?
- Identify pages to revise

**Abstract**
Websites are the primary way that librarians connect users to information, but librarians often know very little about their patrons use their sites. This poster highlights ways the Old Dominion University Libraries have used web statistics, gathered by using Google Analytics, to learn how patrons use our website and to improve users' experiences.