

Targeted Web Analytics

For Problem-Solving and Decision-Making

Toolkit

Google Analytics

Probably already have this installed!

Google Analytics Event Tracking

Event tracking is the BEST.

jQuery

Also some plain javascript.

GreaseMonkey for Firefox

And the Chrome developer tools, especially the console window.

```
var recordTab = $("ul.EXLResultTabs");
// console.log("recordTab:",recordTab);

recordTab.on("click", "li.EXLResultTab", function() {
    var link = $(this);
    if ( link.attr("id") === "docDelUrl" ) {
        label = "DocDel";
    } else {
        label = link.text();
    }
    // console.log("Click recordTab: ",label);
    _gaq.push(['_trackEvent', 'Records', 'Access', label]);
});
```

Colleagues!

And Stack Exchange.

Process

1. Formulate Question

2. Get Data

3. Analyze the Data

3. Make Decision/Solve Problem

Basic Questions

- What devices are patrons using?
- When are the busiest hours? When are our least busy hours?

When are the least busy hours?

Data gathering:

Look at the user sessions or pageviews by hour across the week, especially for the equivalent week during the previous year.

Data results:



Decision:

Target weekdays before 8am, Saturday night, or Sunday morning for maintenance that requires downtime or other disruption.

Navigation Questions

- How are patrons using our website navigation?
- Are the Quicklinks we supply the right resources and services? Are there ones that aren't getting used? Ones that we should add?

Are the Quicklinks actually used?

Quicklinks

[Library Reserves](#)

[Interlibrary loan](#)

[Document Delivery](#)

[Starting your research](#)

[Recent Acquisitions](#)

[Electronic Resource Trials](#)

[Subjects A-Z](#)

[Course Pages & Research](#)

[Guides](#)

[LINK](#)

[My Library Accounts](#)

[Circulation](#)

[RefWorks](#)

[Report a problem](#)

[Request forms](#)

[Workshop Registration](#)

[Undergraduate Library](#)

[Research Award](#)

[🗨️ Pot of Gold tutorial](#)

[Remix Digital Resource Portal](#)

[Academic Search Premier](#)

[Google Scholar](#)

[JSTOR](#)

[Web of Science](#)

[WorldCat](#)

[CurateND](#)

Data gathering:

Set up event tracking to fire off for each click on a Quicklink.

Data results:

Library Reserves	14,922
Interlibrary Loan	5,287
My Library Accounts	5,154
Google Scholar	4,716
Web of Science	4,430
Subjects A-Z	3,218
JSTOR	2,720
WorldCat	1,729
Academic Search Premier	1,078
RefWorks	1,058

Decision:

Actually, we haven't done anything with this data yet. But we're hoping to!

Feature Use Questions

- What features of our discovery tool are getting used the most? Are there any that aren't getting used much?
- Does the text input box on our link resolver get used much? How about the permalink tool?
- Are patrons taking advantage of the default search scope checkbox on our library homepage?

Does the text input box on our link resolver get used?

FindText @ Notre Dame

Source:The journal of religion [0022-4189]

 Available Online via [JSTOR Arts and Sciences III](#)

Year: Volume: Issue: Start Page:

Available from 1921 volume: 1 issue:1 until 2008 volume: 88 issue:4

 Available Online via [JSTOR Current Scholarship Program](#)

Year: Volume: Issue: Start Page:

Available from 1921 volume: 1 issue:1

 Available Online via [EBSCOhost Academic Search Premier](#)

Year: Volume: Issue: Start Page:

Available from 1990
Most recent 1 year(s) not available

 Available in print via [ND Libraries Catalog](#)

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Data Gathering:

Set up event tracking to fire off for each click in the input box

Data Results:

Only about 4% of sessions had any use of the input boxes, and much of it was library staff.

Decision made:

Hide these boxes under a down caret, and communicate changes to internal staff and patrons.

FindText @ Notre Dame

HesburghLibraries
UNIVERSITY OF NOTRE DAME



The Journal Of Religion

ISSN 0022-4189

ACCESS ONLINE

[JSTOR Arts and Sciences III](#)

Available from 1921 volume 1 issue 1 until 2008 volume 88 issue 4

[JSTOR Current Scholarship Program](#)

Available from 1921 volume 1 issue 1

[EBSCOhost Academic Search Premier](#)

Available from 1990

Most recent 1 year(s) not available

Content Use Questions

- Which Primo Central Index collections are being used the most? The least?
- How are patrons interacting with our discovery system records? Do they go straight for online access? Do they request articles via ILL? Do they look at the details tab?

Which Primo Central Index collections are being used the most?

Data gathering:

Have event fire on each interaction with a record, and include the name of the collection and the type of interaction in the event tracking data.

1



Article

Globalisation and Individuals: The Political Economy of South Korea's Educational Expansion

Kim, Sangjoon

Journal of Contemporary Asia, 2010, Vol.40(2), p.309-328 [Peer Reviewed Journal]

Routledge Routledge, Taylor & Francis Group  Routledge
Taylor & Francis Group

Online access available

[View all versions](#)

ACCESS ONLINE

DETAILS

Export/E-mail 

2



Book

The political economy of South Korea : economic growth, democratization, and financial crisis

Uk Heo 1962- University of Maryland at Baltimore. School of Law.

Baltimore, Md., USA : University of Maryland School of Law 2008

Notre Dame, Hesburgh Library General Collection (HC 467.96 .P65 2008)

Available - See Locations tab for details

LOCATIONS

REQUEST

DETAILS

VIRTUAL SHELF

Export/E-mail 

Data results:

About 58% of record interactions are with local records, even though nearly two-thirds of the use of Primo is in the articles+books scope.

The next most-used source, Gale Cengage, is about 11% of total record interactions. Web of Science records are about 4%, and JSTOR records are about 2%.

Decision:

Nothing yet, again.

We want more data on this before we do anything, and there are a number of groups within the library that we'd want to work with before making changes.

Support Questions

- Are our patrons running into EZproxy errors that they're not reporting?

Data gathering:

Use basic analytics on EZproxy error page to see how many users are running into it, and include data about the error (page requested, type of error, referrer) in the URL so we have access to that data.

Data results:

Our error page has had nearly 1500 hits since we went live with it in March...

Decision:

We're developing a script that will comb through the EZproxy log files, and auto-report these errors to us.

Other Questions

- What is the most effective channel for advertising new resources to our patrons?
- Do our patrons pay any attention to the highlighted resources and services on our library website's carousel?
- What features should we migrate from our old database finder to Primo, if we move all our databases there?

What is the most effective channel for advertising new resources to our patrons?

Data gathering:

Use campaign tracking, and add tags to the URLs sent out in emails and other digital marketing.

Data results:

Emails from subject selectors were the most effective, by far, at driving traffic.

Thanks!

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