Lib-Value Website Usage Report
Based on Data Reported by Google Analytics

LibValue
Value, Outcomes, and Return on Investment of Academic Libraries

Dr. Carol Tenopir, Principal Investigator
Dr. Paula Kaufman, Co-Principal Investigator

Report by Miranda Orvis, GRA
October 2013

Center for Information and Communication Studies
University of Tennessee, Knoxville

Funding by the Institute of Museum and Library Services (IMLS)
Summary of Findings

- The Lib-Value website, [http://libvalue.cci.utk.edu](http://libvalue.cci.utk.edu), has had an average of 670 visits per month from June 2011 through September 2013. Of those 670 visits, 466 have been unique, or visits from new users.
- There have been an average of 2,102 monthly page views, 1,439 of which were unique.
- The average number of visits after conferences where Lib-Value team members made presentations is higher on average than the overall average number of visits.
- The majority of visitors to the website are in the US and Canada, followed by the United Kingdom, India, and Australia.
- Most users come to the website from Google (49.8%) or directly, without a referring website (30.1%). The next largest referral site is Arl.org (4.4%).
- The most visited pages on the website are the Homepage, the Bibliographic Database, the page describing the Lib-Value Project, and the Lib-Value Publications, Presentations, & Reports page; the popularity of these pages is reflected in the usage flow (the path users take as they navigate the website). Additional popular pages include Keywords, JISC, About Us, and Assessment Tools, Authors, and News.
- Over the last six months, the average numbers of visitors and page views per month have been very similar to the overall averages (700 and 2,139, respectively).
- The average visitor over the last six months views approximately the same number of pages per visit (3) and spends the same amount of time per page (1.5 minutes) as visitors overall.
- In the last six months, the majority of visitors to the site have been in the US and Canada, like visitors overall, but the runners-up have been Spain, the United Kingdom, and Australia (as opposed to the United Kingdom, India, and Australia overall).
- The top three referral sites for most users in the last six months remain Google (46.4%), without a referring website (35.8%), and Arl.org (7.34%). However, out of the other seven referral sites, only three are the same in the last six months as overall.
- The most visited pages in the last six months reflect the overall most visited pages, with the top four remaining the Homepage, the Bibliographic Database, the page describing the Lib-Value Project, and the Publications, Presentations, & Reports page. Additional popular pages also reflect the overall trend, although they appear in a slightly different order: About Us, Assessment Tools, JISC, News, Keywords, and Authors. Finally, without duplicate pages taking up space in the list, Related Links, Map of Functional Areas, a recently added report from Donald King, and the Contact Us page are included in the last six months’ commonly visited pages.
Usage Statistics

Total Usage (June 2011 and September 2013)

- 18,758 visits (670/month)
- 13,055 unique visitors (466/month)
- 58,846 page views (2,102/month)
- 40,290 unique page views (1,439/month)
- 3.14 pages/visit
- 3:08 minutes average visit duration
- 1:28 minutes average per page
- 57.93% bounce rate*
- 69.6% new visits

* Bounce rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

Usage in the Last Six Months (April 2013 – September 2013)

- 4,198 visits (700/month)
- 2,873 unique visitors (479/month)
- 12,835 page views (2,139/month)
- 8,835 unique page views (1,473/month)
- 3.06 pages/visit
- 3:05 minutes average visit duration
- 1:30 minutes average per page
- 57.77% bounce rate
- 66.53% new visits

There are only slight differences between the overall average usage statistics and those for the last six months. The average number of visits, unique visitors, page views, and unique page views per month for the last six months are marginally higher than the overall average numbers. The greatest difference is in average page views per month: over the last six months, the monthly average is 37 views higher than the overall average. However, the average pages per visit, visit duration, bounce rate, and percent of new visits in the last six months are marginally lower than the overall average. These differences are very small; average page views per visit is lower by 0.08 pages over the last six month than overall, average visit duration and minutes per page are lower by three seconds or less, and bounce rate and new visits are lower by less than one percentage point each.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>18,758</td>
<td>4,198</td>
</tr>
<tr>
<td>Visits per Month (avg.)</td>
<td>670</td>
<td>700</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>13,055</td>
<td>2,873</td>
</tr>
</tbody>
</table>
## Use Patterns

Usage has been moderately consistent. Although no clear spikes in usage are easily visible, it is possible to detect a rise in usage after conferences by comparing the number of visits and unique visits in the 30 days, 15 days, and one week post-conference to the average visits and unique visits overall. Twelve conferences were selected for comparison based on their being listed on the *Publications, Presentations, & Reports* page as being conferences during which Lib-Value team members made presentations between June 1, 2011 and September 30, 2013. Overall, our comparisons are based on an overall average of 670 visits per month, 335 visits per half-month, and 154 visits per week. Average unique visits are 466 per month, 233 per half-month, and 107 per week. The average overall visits per month are based on a count of 28 months, while the average overall visits per half month is calculated by dividing monthly visits by two (this figure is compared to the 15 days post-conference). Average weekly visits overall is calculated based on a count of 122 weeks.

### 2011 Visits and Unique Visits per 30 Days, 15 Days, and 7 Days Post-Conference:
- June 8-10 – SCONUL Annual (678 visits/537 unique visits)(282/229) (79/61)
- June 23-28 – ALA Annual (825/616)(440, 335)(178/149)
- Aug 22-26 – 9th Northumbria (730/536)(317/235)(150/120)
- Nov 2-5 – Charleston Conference (725/552)(398/315)(209/173)

### 2012 Visits and Unique Visits per 30 Days, 15 Days, and 7 Days Post-Conference:
- June 15 – NFAIS Workshop (649/500)(355/291)(214/175)
- July 9 – DREaM Project Conference (501/370)(300/239)(142/113)

### 2013 Visits and Unique Visits per 30 Days, 15 Days, and 7 Days Post-Conference:
In order to compare these figures more easily to each other and to the overall average visits and unique visits, the tables below show each conference and the number of visits or unique visits in the time period specified post-conference, and the calculated percentage of the overall average for the same period for that figure. This indicates whether the number of visits for that time period are above average (above 100%) or below average (below 100%).

### Total Visits

<table>
<thead>
<tr>
<th>Conference</th>
<th>Dates</th>
<th>30 Days</th>
<th>Percent of Overall Average (670)</th>
<th>15 Days</th>
<th>Percent of Overall Average (335)</th>
<th>7 Days</th>
<th>Percent of Overall Average (154)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCONUL Annual</td>
<td>6/8/11-6/10/11</td>
<td>678</td>
<td>101.19</td>
<td>282</td>
<td>84.18</td>
<td>79</td>
<td>51.30</td>
</tr>
<tr>
<td>ALA Annual</td>
<td>6/23/11-6/28/11</td>
<td>825</td>
<td>123.13</td>
<td>440</td>
<td>131.34</td>
<td>178</td>
<td>115.58</td>
</tr>
<tr>
<td>9th Northumbria Conference</td>
<td>8/22/11-8/26/11</td>
<td>730</td>
<td>108.96</td>
<td>317</td>
<td>94.63</td>
<td>150</td>
<td>97.40</td>
</tr>
<tr>
<td>Charleston</td>
<td>11/2/11-11/5/11</td>
<td>725</td>
<td>108.21</td>
<td>398</td>
<td>118.81</td>
<td>209</td>
<td>135.71</td>
</tr>
<tr>
<td>Panhellenic Conference of Academic Libraries</td>
<td>11/14/11-11/15/11</td>
<td>661</td>
<td>98.66</td>
<td>303</td>
<td>90.45</td>
<td>163</td>
<td>105.84</td>
</tr>
<tr>
<td>ALA Midwinter</td>
<td>1/20/12-1/24/12</td>
<td>1078</td>
<td>160.90</td>
<td>548</td>
<td>163.58</td>
<td>210</td>
<td>136.36</td>
</tr>
<tr>
<td>QQML</td>
<td>5/22/12-5/25/12</td>
<td>613</td>
<td>91.49</td>
<td>220</td>
<td>65.67</td>
<td>83</td>
<td>53.90</td>
</tr>
<tr>
<td>NFAIS Workshop</td>
<td>6/15/12</td>
<td>649</td>
<td>96.87</td>
<td>355</td>
<td>105.97</td>
<td>214</td>
<td>138.96</td>
</tr>
<tr>
<td>ALA Annual</td>
<td>6/21/12-6/26/12</td>
<td>584</td>
<td>87.16</td>
<td>296</td>
<td>88.36</td>
<td>136</td>
<td>88.31</td>
</tr>
<tr>
<td>DREaM Project Conference</td>
<td>7/9/12</td>
<td>501</td>
<td>74.78</td>
<td>300</td>
<td>89.55</td>
<td>142</td>
<td>92.21</td>
</tr>
<tr>
<td>ARL Library Assessment</td>
<td>10/29/12-10/31/12</td>
<td>576</td>
<td>85.97</td>
<td>333</td>
<td>99.40</td>
<td>133</td>
<td>86.36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,353</strong></td>
<td><strong>--</strong></td>
<td><strong>4,161</strong></td>
<td><strong>--</strong></td>
<td><strong>1,871</strong></td>
<td><strong>--</strong></td>
<td><strong>--</strong></td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>696.08</strong></td>
<td><strong>103.89</strong></td>
<td><strong>346.75</strong></td>
<td><strong>103.51</strong></td>
<td><strong>155.92</strong></td>
<td><strong>101.25</strong></td>
<td></td>
</tr>
<tr>
<td>Conference</td>
<td>Dates</td>
<td>30 Days</td>
<td>Percent of Overall Average</td>
<td>15 Days</td>
<td>Percent of Overall Average</td>
<td>7 Days</td>
<td>Percent of Overall Average</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-------------------</td>
<td>---------</td>
<td>-----------------------------</td>
<td>---------</td>
<td>----------------------------</td>
<td>--------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>SCONUL Annual</td>
<td>6/8/11-6/10/11</td>
<td>537</td>
<td>115.24</td>
<td>229</td>
<td>98.28</td>
<td>61</td>
<td>57.01</td>
</tr>
<tr>
<td>ALA Annual</td>
<td>6/23/11-6/28/11</td>
<td>616</td>
<td>132.19</td>
<td>335</td>
<td>143.78</td>
<td>149</td>
<td>139.25</td>
</tr>
<tr>
<td>9th Northumbria</td>
<td>8/22/11-8/26/11</td>
<td>536</td>
<td>115.02</td>
<td>235</td>
<td>100.86</td>
<td>120</td>
<td>112.15</td>
</tr>
<tr>
<td>Charleston</td>
<td>11/2/11-11/5/11</td>
<td>552</td>
<td>118.45</td>
<td>315</td>
<td>135.19</td>
<td>173</td>
<td>161.68</td>
</tr>
<tr>
<td>Panhellenic Conference of Academic Libraries</td>
<td>11/14/11-11/15/11</td>
<td>480</td>
<td>103.00</td>
<td>243</td>
<td>104.29</td>
<td>130</td>
<td>121.50</td>
</tr>
<tr>
<td>ALA Midwinter</td>
<td>1/20/12-1/24/12</td>
<td>814</td>
<td>174.68</td>
<td>435</td>
<td>186.70</td>
<td>172</td>
<td>160.75</td>
</tr>
<tr>
<td>QQML</td>
<td>5/22/12-5/25/12</td>
<td>493</td>
<td>105.79</td>
<td>180</td>
<td>77.25</td>
<td>78</td>
<td>72.90</td>
</tr>
<tr>
<td>NFAIS Workshop</td>
<td>6/15/12</td>
<td>500</td>
<td>107.30</td>
<td>291</td>
<td>124.89</td>
<td>175</td>
<td>163.55</td>
</tr>
<tr>
<td>ALA Annual</td>
<td>6/21/12-6/26/12</td>
<td>440</td>
<td>94.42</td>
<td>231</td>
<td>99.14</td>
<td>108</td>
<td>100.94</td>
</tr>
<tr>
<td>DREaM Project Conference</td>
<td>7/9/12</td>
<td>370</td>
<td>79.40</td>
<td>239</td>
<td>102.58</td>
<td>113</td>
<td>105.61</td>
</tr>
<tr>
<td>ARL Library Assessment</td>
<td>10/29/12-10/31/12</td>
<td>444</td>
<td>95.28</td>
<td>248</td>
<td>106.44</td>
<td>109</td>
<td>101.87</td>
</tr>
<tr>
<td>ALA Midwinter</td>
<td>1/25/13-1/29/13</td>
<td>574</td>
<td>123.18</td>
<td>280</td>
<td>120.17</td>
<td>150</td>
<td>140.19</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6,356</td>
<td>--</td>
<td>3,261</td>
<td>--</td>
<td>1,538</td>
<td>--</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td>529.67</td>
<td>113.66</td>
<td>271.75</td>
<td>116.63</td>
<td>128.17</td>
<td>119.79</td>
</tr>
</tbody>
</table>

The number of visits in the 30 days, 15 days, and 7 days after conferences is higher on average than the overall average by between approximately 1% and 4% percent. More strikingly, the number of unique visits in the 30 days, 15 days, and 7 days after conferences is higher on average than the overall average by between approximately 14% and 20%. While no causal relationship can be specified, there is clearly an association between presentations about Lib-Value and a rise in visits to the website by unique users.
**Top Five Countries**

*Top Five Countries Overall*

- United States: 56.7% (10,644 of 18,758 total visits)
- Canada: 4.9% (929)
- United Kingdom: 4.7% (884)
- India: 3.2% (608)
- Australia: 3.0% (563)

![Overall User Demographics: Country of Origin](chart.png)

*Overall User Demographics: Country of Origin Overall*

**Top Five Countries in the Last Six Months**

- United States: 57.24% (2,403 of 4,198 total visits in the last six months)
- Canada: 4.98% (209)
- Spain: 3.95% (166)
- United Kingdom: 3.22% (135)
- Australia: 2.83% (119)
Users visit the website from all over the world. Most of our users are in the United States and Canada (approximately 57% and 5%, respectively), and this remains fairly static for both the last six months and overall. Overall, however, users from the United Kingdom make up 4.7% of our users, while over the last six months they have made up only 3.22%. Similarly, Australian users account for 3% overall, but only 2.83% over the last six months. Finally, users in India make up 3.2% of our users overall, but in the last six months their spot in the top 5 countries list is taken by users in Spain, with 3.95%.

Top 10 Sources & Referrals

The three top sources or referring pages that lead users to our website are the same in the last six months as they are overall, with only slight shifts in the percentage of total referrals. Nearly half of our users come to our website from Google.com (49.8% overall, 46.4% in the last six months). The second greatest group of users, about one third, come to our website directly, without being referred to it at all (30.1% overall, 35.8% in the last six months). Finally, users coming from Arl.org are the third largest group, with 4.4% overall and 7.34% in the last six months. Other sources of our users both overall and in the last six months include Ala.org, Crln.acrl.org, and Bing.com. Sources that appear overall but not among the top ten sources within the last six months include Infotoday.eu, Libraryjournal.com, Jisc.ac.uk, and Libraryassessment.info. On the other hand, Infodocket.com, Quest.utk.edu, Yahoo.com, and Moodle.simmons.edu are among the top ten sources in the last six months, but not overall.

Sources and Referrals Overall

- Google.com: 49.8% (9345 of 18,758 total visits)
Sources and Referrals in the Last Six Months

- Google.com: 46.4% (1,946 of 4,198 total visits in the last six months)
- (None/direct): 35.8% (1,503)
- Arl.org: 7.34% (308)
- Ala.org: 0.95% (40)
- Crln.acrl.org: 0.88% (37)
- Infodocket.com: 0.71% (30)
- Bing.com: 0.62% (26)
- Quest.utk.edu: 0.36% (15)
- Yahoo.com: 0.36% (15)
- Moodle.simmons.edu: 0.31% (13)
Top 15 Pages Viewed (% total page views)

Top Pages Viewed Overall

- Lib-Value: 18.77% (11,046 of 58,846 total page views)
- Lib-Value Database: 9.78% (5,755)
- The Lib-Value Project: 6.21% (3,653)
- Bibliography: 5.37% (3,160)
- Lib-Value: 3.57% (2,099)
- Lib-Value Publications and Presentations: 3.00% (1,766)
- Page Not Found: 2.71% (1,592)
- Scholarly Reading and the Value of Library Resources: A Survey: 2.56% (1,507)
- About Us: 2.28% (1,341)
- Lib-Value Publications, Presentations, & Reports: 2.15% (1,265)
- Keywords: 1.55% (914)
- Assessment Tools: 1.53% (899)
- Authors: 1.38% (813)
- Descriptors: 1.19% (702)
- News: 1.17% (687)
Although some of these top pages now lead to a “Page Not Found” error message, in some cases this is because they have been moved during the evolution of the website. For example, Lib-Value Publications and Presentations is now a broken link, but the page has been changed to Lib-Value Publications, Presentations, & Reports. The next table combines instances of re-named pages for a more accurate rate of viewing overall.

- Lib-Value: 18.77% (11,046 of 58,846 total page views)
- Lib-Value Database: 9.78% (5,755) + Bibliography: 5.37% (3,160) = 15.15% (8,915)
- Lib-Value: 3.57% (2,099) + Page Not Found: 2.71% (1,592) = 6.28% (3,691)
- The Lib-Value Project: 6.21% (3,653)
- Lib-Value Publications and Presentations: 3.00% (1,766) + Lib-Value Publications, Presentations, & Reports: 2.15% (1,265) = 5.15% (3,031)
- Keywords: 1.55% (914) + Descriptors: 1.19% (702) = 2.74% (1,616)
- Scholarly Reading and the Value of Library Resources: A Survey: 2.56% (1,507)
- About Us: 2.28% (1,341)
- Assessment Tools: 1.53% (899)
- Authors: 1.38% (813)
- News: 1.17% (687)
Top Pages Viewed in the Last Six Months

- Lib-Value: 22.13% (2,840 of 12,835 total page views in the last six months)
- Lib-Value Database: 16.85% (2,163)
- The Lib-Value Project: 6.31% (810)
- Lib-Value Publications, Presentations, & Reports: 5.53% (710)
- About Us: 2.95% (378)
- Assessment Tools: 2.81% (361)
- Scholarly Reading and the Value of Library Resources: A Survey: 1.96% (252)
- Page Not Found: 1.68% (215)
- News: 1.39% (178)
- Keywords: 1.33% (171)
- Authors: 1.01% (129)
- Related Links: 0.89% (114)
- Map of Functional Areas: 0.76% (97)
- Donald W. King’s Combined Report on the Study of Library Services Available Now: 0.42% (54)
- Contact Us: 0.41% (53)
The majority of the most highly viewed pages in the last six months reflect the most highly viewed pages overall: the Homepage, the Bibliographic Database, the Lib-Value Project page, and Publications, Presentations, & Reports. The biggest differences include the prominence in the last six months of the Assessment Tools page and the drop in views of Keywords and the Page Not Found error page. In addition to these changes, the last six months represent a stable period in the development of the website, with few if any changes in the names or locations of pages. This allows additional unique pages, including Related Links, the Map of Functional Areas, Donald King’s Combined Report, and the Contact Us page, to make up a part of the most highly viewed fifteen pages rather than the previously noted duplicate pages.

**Most Popular Use Flows**

*Usage Flow Overall*

Over the past 28 months, the majority of users have entered the website at two points: the Homepage and the Bibliographic Database. The most used paths (up to three pages) into the website are illustrated below.
In other words:

- 33.01% of all users come in through the *Homepage*
  - 2.44% of total traffic then goes to `content/lib-value-project`*
    - 0.347% of total traffic goes to `/biblio`*
    - 0.363% of total traffic goes to the *Homepage*
  - 2.39% of total traffic then goes to `/biblio`
    - 0.395% of total traffic goes to the *Homepage*
    - 0.144% of total traffic goes to `/pubs`*
- 8.98% of all users come in through the `/biblio` page
  - 0.331% of total traffic then goes to the *Homepage*
    - 0.389% of total traffic goes to `content/lib-value-project`
    - 0.235% of total traffic goes to `/biblio`
  - 0.187% of total traffic then goes to `content/lib-value-project`
    - 0.507% of total traffic goes to `/pubs`
    - 0.176% of total traffic goes to the *Homepage*

* `Content/lib-value-project` is a page describing the project, labeled “Lib-Value Project” in diagrams and other areas of this report. `/biblio` is the “Bibliographic Database.” `/pubs` is the page now titled “Publications, Presentations, & Reports.”

**Usage Flow in the Last Six Months**

Over the last six months, the most popular entry points remain the *Homepage* and *Bibliographic Database*. The first two paths from each entry point also remain the same:
first, from the *Homepage* to the *Lib-Value Project* page, then to either the *Bibliographic Database* or back to the *Homepage*, and second, from the *Bibliographic Database* to the *Homepage*, then to either the *Lib-Value Project* page or back to the *Bibliographic Database*. The other most used paths, however, differ from the most popular paths overall since June 2011. Rather than having two popular paths through the *Homepage*, and two through the *Bibliographic Database*, there are three through the *Homepage* and only the one mentioned above through the *Bibliographic Database*. In fact, the *About Us* page and *Assessment Tools* page were not included in any of the paths overall, and the *Publications, Presentations, & Reports* page was only reached at the end of a path. In the last six months, users have shown greater variety in the most common paths through the website and the pages they choose, and choose earlier in the path:

- 46.54% of all users come in through the *Homepage*
- 4.93% of total traffic then goes to *content/lib-value-project*
  - 0.524% total traffic goes to /biblio
  - 0.858% total traffic returns to the *Homepage*
- 3.55% total traffic then goes to /biblio
  - 1.09% total traffic goes to *content/about-us* *
  - 1.00% total traffic goes to *content/assessment-tools* *
- 2.53% of total traffic then goes to *content/publications-presentations-reports* *
  - 0.524% total traffic goes to the *Homepage*
  - 0.453% total traffic goes to *content/lib-value-project*
- 9.6% of all users come in through /biblio
  - 0.357% total traffic the goes to the *Homepage*
• 0.405% total traffic goes to content/lib-value-project
• 0.238% total traffic goes to /biblio

*Content/about-us is the “About Us” page on the website. Likewise, content/assessment-tools is “Assessment Tools,” and content/publications-presentations-reports is “Publications, Presentations, & Reports.”

Conclusions

With an average of 670 visitors per month, the Lib-Value website is well used, and users come from all over the world, although predominantly from the United States. Approximately one third of users come directly to the website, with no search or referral site: the Lib-Value project is well known, and people are interested in our work. Since most users (approximately 50%) come to the website from Google.com, this could indicate that users are searching for Lib-Value or for topics treated by the Lib-Value Project – again, an indication of interest in the topic in general and the project specifically.

The Bibliographic Database is well used, being the second most viewed page on the website. It will be important, therefore, to keep it up-to-date beyond the life of the project. The best method of preservation and updating of the Bibliographic Database is currently a topic of discussion among the project partners. The Assessment Tools page is also among the highest-viewed pages, being eighth overall and sixth in the last sixth months. Its lower rank in the list is likely due to its more recent addition to the website. The popularity of the Assessment Tools is a positive indicator for the future popularity of the Toolkits currently under development with ARL for display on the new permanent Lib-Value website, and another indication of the interest in the Lib-Value Project’s goals and outcomes.

Overall, the development of the website to describe the Lib-Value Project, share the goals and progress of the team members, and showcase the outcomes and products of their work has been a success. The number of visitors, both new and returning, over the past several years shows the continued interest that there is for a project of this scope. Maintaining an online digital presence for Lib-Value will sustain the payout of all the effort that has gone into investigating methods of proving the value of academic libraries, and persevere in helping librarians discover and display the value of their own academic libraries.