Getting Started with
Google Analytics in CONTENTdm

Contents

Introduction .......................................................................................................................... 2
Setup ................................................................................................................................... 2
Testing ............................................................................................................................... 5
Using Standard Reports ..................................................................................................... 7
  Pageviews: How much traffic are my collections getting? ........................................... 7
  Getting per-collection data ............................................................................................. 10
  Sessions: Which of my items are most popular? How much time do users spend on
  them? ............................................................................................................................... 11
  Users: Where are visitors to my site located? How much time do they spend on my
  site? ................................................................................................................................ 12
  Acquisition: How do users find my site? ....................................................................... 15
  Event Tracking: What do users do on my site? ............................................................. 15
Custom Reports ................................................................................................................ 17
Dashboards ......................................................................................................................... 19
Next Steps .......................................................................................................................... 21
Resources .......................................................................................................................... 22
  Refining your use of dimensions and metrics .............................................................. 22
  More about the capabilities of Google Analytics .................................................... 23
  How others are using Google Analytics for libraries, archives, and museums..... 24
Appendix 1: CONTENTdm URLs ................................................................................... 25
Appendix 2: Google Webmaster Tools ............................................................................ 27
Introduction

Welcome to the CONTENTdm Google Analytics tutorial. This document will show you how to answer some common questions about how your CONTENTdm collections are being used. After completing this tutorial, you will find it much easier to use Google Analytics to answer further questions you may have about usage of your CONTENTdm collections.

This document assumes no prior familiarity with Google Analytics, or with web analytics in general. It does assume familiarity with CONTENTdm, however; if you are new to CONTENTdm, please refer to the Getting Started docs at https://www.oclc.org/support/training/portfolios/digital-collection-management/contentdm/tutorials.en.html.

Setup

In order to use Google Analytics, you first need a Google Account (which you can use for any or all of Google's products), then an Analytics Account under that Google Account. We recommend creating a Google Account and an Analytics Account specifically for your work with CONTENTdm — not adding new products and sites to any accounts you may already have. Alternatively, you can add your CONTENTdm site as a new Property under an existing Analytics Account, but only if that account uses the newer version of Google Analytics, called Universal Analytics.

Note. If you are currently using CONTENTdm with the older version of Google Analytics, called Classic Analytics, then a new Analytics Account is not just recommended, but required. The Google Analytics integration in CONTENTdm 6.4 and later works only with Universal Analytics.

Whichever version (Classic or Universal) you are currently using, you do not need to remove it in order to take advantage of the Google Analytics integration in CONTENTdm 6.4 and later. Note, however, that according to Google's Universal Analytics Upgrade Center, "All Google Analytics properties will soon be required to use Universal Analytics."
To set up a Google Account:

1. Go to http://www.google.com/analytics/.
2. Click the create an account link on the right-hand side of the gray banner.
3. On the resulting page, click the Add account button.
4. Click the Create an account link below the gray Sign in box.
5. Follow the instructions that appear. Google will evaluate the strength of the password you enter and let you know if it doesn't meet their requirements. We recommend using a secure password generator such as https://lastpass.com/generatepassword.php, writing down the password, and keeping it in a safe place.

To set up an Analytics Account:

1. Go to http://www.google.com/analytics/ and click the Sign in link on the gray banner.
2. Click the Google Account you want to use, and sign in.
3. On the resulting Google Analytics welcome page, click the Sign up button. (If you already have one or more Analytics Accounts under the Google Account you are using, you will instead see a page listing your Analytics Accounts. In the gray banner, click Admin. On the left-hand side of the resulting page, click the dropdown under ACCOUNT, then choose Create new account.)
4. Under What would you like to track?, make sure that Website is selected.
5. Complete the Setting up your account, Setting up your property, and Data Sharing Settings sections, then click the blue Get Tracking ID button in the bottom left corner of the page.
6. The Google Analytics Terms of Service Agreement will appear. This document is worth reading. In particular, please note that the service ceases to be free above 10 million hits per month. Make sure the correct country or region is selected at top left, and click the I Accept button at bottom left.
7. After several seconds your new Tracking ID will be displayed (something like UA-98765432-1). Select and copy the Tracking ID; you can ignore the Javascript tracking code listed below the Tracking ID. It's also a good idea to write down the Tracking ID.

8. Click the Google Analytics logo at the left-hand end of the gray banner. You should see the Analytics Account you just created, along with any older Analytics Accounts on the Google Account you are using. If not, go to the bottom right-hand corner of the page and click the tiny Refresh Table link.

**Note.** Sometimes new users are confused by the top level of the Google Analytics interface. What you see in this interface is entirely dependent on which option (Home, Reporting, Customization, or Admin) is selected in the gray banner. This selection is indicated by the selected option displaying in bold blue type, with a heavy blue line underneath. If you don't see what you expect, first make sure the correct option is selected, then try your browser's page refresh function.

9. Click the dropdown arrow in the top right corner of the page, then click Sign out.

10. Log in to the CONTENTdm Website Configuration Tool.

To track analytics for the CONTENTdm 6.x Website:

Choose 6.x Website in the dropdown menu at the top center of the screen. On the Global Settings tab, click the Tools button (left-hand side, second from the bottom), then click Analytics. Check the Enable Google Analytics box and paste your new Tracking ID into the Google Analytics Tracker ID box that appears. Click the Save button, click the Publish button, and log out of the Website Configuration Tool.

To track analytics for the CONTENTdm Responsive Website:

Choose Responsive in the dropdown menu at the top center of the screen. On the Global Settings tab, click the Analytics & SEO button (left-hand side), then click Google Analytics. Check the Enable Google Analytics box and paste your new Tracking ID into the Google Analytics Tracker ID box that appears. Click the Save button, click the Publish button, and log out of the Website Configuration Tool.
Testing

Go to http://www.google.com/analytics/, click Sign in in the gray banner, and sign in with your Google Account credentials. The resulting page will display all your Google Analytics accounts.

Click an account to see a list of its properties (web sites), then click a property to see a list of its views. (A view is used to filter and control access to Google Analytics data. Click here for more on the relationship between accounts, users, properties, and views.) Clicking a view will take you to the Reporting tab for that view for that property. For now you have one property for your CONTENTdm website, and one view, called All Web Site Data. Click on the All Web Site Data link.
On the left-hand side of the resulting Reporting tab, you will see a gray navigation bar with several links. Click the **Real-Time** link, then the **Overview** link that appears underneath it. You will see a report prominently featuring the words "Right now N active users on site" in the top left corner.

In another browser tab, go to your CONTENTdm site. Back on the Reporting tab, confirm that N has increased by 1.

The left-hand navigation bar includes many other canned reports in the **Audience, Acquisition, Behavior, and Conversions** sections. These are not updated in real time, so until a day or two has passed you will not see any traffic information in these reports.
Using Standard Reports

Google Analytics standard reports give you many ways to look at your CONTENTdm usage data. In this section we explore a few examples of using standard reports to answer common CONTENTdm usage questions.

Before diving into these details, you may want to take a few minutes to glance at a few of the reports under each of the standard-reports headings (Real-Time, Audience, Acquisition, Behavior, and Conversions) in order to get an idea of the range of possibilities that await.

Pageviews: How much traffic are my collections getting?

In the gray navigation bar on the left-hand side of the page, click Behavior. Under Behavior Flow, click Site Content, then All Pages. You will see a graph of Pageviews on your site over the last month, and below that a table giving statistics for the pages on your CONTENTdm site.

By default the data is displayed ten rows at a time. Go to the bottom right corner of the report to page through the data, or use the Show rows dropdown to increase the page size.
By default the Pages report lists pages by their path (Request URI), that is, the portion of the URL after the domain name. For example:

/cdm/singleitem/collection/coll08/id/306 or /digital/collection/oclcsample/id/71/rec/9

This doesn't tell you much about what item you're looking at. Also, using paths breaks up the Pageviews for an item according to which of its URLs was used to retrieve it; sometimes this may be what you want (see Appendix 1 for details), but most of the time it probably isn't.

To see a more helpful display, go to the left side of the report right under the graph, to the right of **Primary Dimension**, and click on **Page Title**. For the 6.x Website, this will display pages in the format "Item Name :: Collection Name", e.g. "Matthew Grant diary [transcript] :: Account Books, Diaries and Journals". For the Responsive Website, this will display pages in the format "Item Name - Collection Name - Site Title", e.g. "Abridged Monograph - OCLC Sample Collection - CONTENTdm".

The key data column is the leftmost one, **Pageviews**. The **Pageview** is one of Google Analytics' two central concepts; Google defines it as "An instance of a page being loaded (or reloaded) in a browser."

The other columns — **Unique Pageviews**, **Avg. Time on Page**, **Entrances**, **Bounce Rate**, **% Exit**, and **Page Value** — use Google Analytics' other core concept of a **Session**. See the next section of this document for more about Sessions.
Getting per-collection data

You can use the Pages report to display the Pageviews per item for each of your CONTENTdm collections. In the light gray stripe at the top of the data table, toward the right-hand side, you will see a search box. Enter "Collection Name", where "Collection Name" is the name of one of your collections — for example, "Account Books, Diaries and Journals". (Do not include the quotes). Then click the magnifying-glass icon to see the Pageviews for that collection. The total is displayed at the top of the column.

![Chart showing Pageviews over time with details below]

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>entrances</th>
<th>Source Rate</th>
<th>% Exit</th>
<th>Page Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Matthew Grant diary (transcript) :: Account Books, Diaries and Journals</td>
<td>18 (72.00%)</td>
<td>15 (62.00%)</td>
<td>00:02:22</td>
<td>4 (100.00%)</td>
<td>25.00%</td>
<td>22.22%</td>
<td>$0.00</td>
</tr>
<tr>
<td>2. Matthew Grant diary :: Account Books, Diaries and Journals</td>
<td>7 (28.00%)</td>
<td>6 (28.00%)</td>
<td>02:00:50</td>
<td>0 (0.00%)</td>
<td>0.00%</td>
<td>25.57%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
There are many other options available in this report. For example:

- Toward the top left of the report, in the gray bar, click the **Export** dropdown to see a selection of available export formats.

- Right below the gray bar, click the **All Sessions** or **Add Segment** tile to see a variety of tools for working with **Segments**, which let you analyze subsets of your users and their sessions on your site. To close the Segments pane, click **Cancel** in its lower left corner.

- Right below the Segments tiles, click the **Navigation Summary** tab and use the **Current Selection** dropdown (right below the graph) to select a page. This will show you how your users got to that page and where they went upon leaving it.

- Go back to the **Explorer** tab and note that the page selection persists. In the top left corner of the report under the **Pages** heading, click **ALL** to remove the page selection.

- At the top right of the report, click the date range to see a dropdown where you can choose a standard date range (e.g. last week or last month) or create a custom date range. Within the date range dropdown, you can also check the **Compare to** box and set a second date range to be displayed along with the first one.

- At the top right of the graph, you can change the data aggregation period from **Day** to **Week** or **Month**.

- Below the graph, at the top right of the table, choose one of the buttons to change the table display, for example, replacing some of the columns with a pie chart or bar graph.

**Sessions: Which of my items are most popular? How much time do users spend on them?**

The **Session** is the second core concept in Google Analytics. Google defines a Session as "a group of interactions that take place on your website within a given time frame" — by default, until 30 minutes have passed without further activity by the user.

The concept of a Session allows us to make sense of more of the columns in the data table in the Pages report. (Note that all of these Session-dependent metrics are calculated on the basis of Sessions on your CONTENTdm site as a whole, not its
individual collections. Later in this document we'll explore methods for getting collection-specific data.)

**Unique Pageviews.** A Unique Pageview is the first view of a page during a specific Session. Since the Unique Pageviews metric counts only the first time the page is viewed during each Session, it is equal to the number of Sessions during which the page is viewed at least once. Google defines a page's Unique Pageviews as "the number of sessions during which that page was viewed one or more times." Click here for more on Pageviews and Unique Pageviews.

**Avg. Time on Page.** Within a Session, how long on average did users remain on the page? More time is better, but only up to a point; after some (context-dependent) amount of time, more time may become an indication of bafflement rather than engagement.

**Entrances.** How many times was this the first page in the Session?

**Bounce Rate.** When this was the first page in the Session, how often was it also the last page? That is, how often did users "bounce off" this page?

**% Exit.** For what percentage of the Pageviews was this the last page in the Session?

**Note.** These last three metrics can be useful in understanding how users are finding your items. Entrances, Bounce Rate, and % Exit all tend to be high for items that users discover primarily by way of search engines.

**Users: Where are visitors to my site located? How much time do they spend on my site?**

The Sessions metric counts visitors to your site once for each visit they make. If someone visits your site once a day for 30 days, that will show up in your statistics as 30 Sessions.

A User (sometimes referred to as a Visitor), on the other hand, is counted only once regardless of the number of Sessions they spend on your site in a given timeframe. If you are looking at Sessions over the course of 30 days, and a User visits once a day during that timeframe, they will show up in your statistics as only one User. Click here for more information on Users.

You need to look at both Sessions and Users in order to understand the patterns of usage of your CONTENTdm collections. Do you have a small number of frequent users, a large number of infrequent users, or a mixture of both?
In the gray navigation bar on the left side of the page, click **Audience**, then **Overview**. You will see a graph of Sessions on your site. Note that the date range carries over from the Pages report.
The pie chart to the right shows the percentages of Sessions on your site due to Returning Visitors and New Visitors. A New Visitor is a User making their first appearance on your site; a Returning Visitor is a User who's been to the site before. Hover the mouse over the pie slices to compare the Returning Visitors and New Visitors numbers with the Sessions and Users numbers to the left.

Note that a User who has been to the site at any time in the past — inside or outside of the range of dates currently displayed in the report — counts as a Returning User, so it is possible to have 100% Returning Users. You are especially likely to see this for short reporting periods.

Below the Sessions graph you will see several miniature graphs. Click any of the miniature graphs to see it at full size. Here is an **Avg. Session Duration** graph. You can see details for a specific day by hovering the mouse over the dot that represents it on the graph. For this site, sessions tend to be longest on the middle three days of the week — for example, Nov. 6, 2014 (a Thursday) and Nov. 11, 2014 (a Tuesday).

Below the miniature graphs you will see links that you can use to get an assortment of information about the Sessions on your site. Select a category under **Demographics, System**, or **Mobile**, note the summary report that appears to the right, then click the **view full report** link (below the summary report, all the way to the right) to get more details on that category.
You can get still more details about Sessions from the **New vs Returning, Frequency & Recency, and Engagement** reports — in the left-hand navigation bar, click **Audience**, then **Behavior**. You can get more details about Users by using a Custom Report — see the example in the Custom Reports and Dashboards section below.

**Acquisition: How do users find my site?**

In the left-hand navigation bar, click **Acquisition**, then **Overview**. You will see graphs giving statistics for Sessions on your site, categorized by the **Channel** with which the Session originated, e.g. **Direct, Referral, Organic Search, or Social**.

Further details on the traffic from each of these Channels are available in the **Channels** report (from the **here** link at the bottom of the Acquisition Overview report, or immediately below **Overview** in the left nav).

**Event Tracking: What do users do on my site?**

There are three levels of categorization for Events. The top level, aptly named **Event Category**, represents the kind of thing the user is trying to do.

For the **CONTENTdm 6.x Website**, the following Event Categories are supported: print, download, search, advanced search, facets, reference url, share, tags, comments, ratings, navigation, compound objects, and page flip.

For the **CONTENTdm Responsive Website**, the following Event Categories are supported: home page, header, collection landing, search, advanced search, search results, single item, compound object, navigation, footer, and login.

The second level, called **Event Action**, tells **what the user did in the CONTENTdm user interface** in order to accomplish the task specified in the Event Category: click, toggle, open, close, etc. The third level, called **Event Label**, provides additional details.

Here's an example. In the gray navigation bar on the left-hand side of the page, click **Behavior**, then **Events**, then **Top Events**. You will see a graph of Total Events on your site over the last month, and below that a table listing the Events by Event Category.

In the top right corner, choose the date range you're interested in. In the table, click an Event Category to see the Event Actions taken by users in that Event Category. Then, above the list of Event Actions, click **Event Label** to see the Event Labels for the Event Category. This is probably what you're most interested in, e.g. what items did my users download? what did they print? what did they search for?
When you chose an Event Category, you also caused a handy **EVENT CATEGORY** link to appear in the top left corner of the report, right under **Top Events**. You can use this dropdown to browse the Labels and Actions for the other Categories.
Custom Reports

The following custom report example shows how to view Users by filtered Page Title, enabling you to see details on your Users per Collection.

1. In the gray page banner, click Customization. Under the Custom Reports heading that appears, click the + New Custom Report button.

2. In the General Information section, change the Title to "Users by filtered Page Title".

3. In the Report Content section, accept the defaults for Name and Type. Under Metric Groups, click + add metric, then Users, then Users again (and not "Users (Deprecated)"). Under Dimension Drilldowns, click + add dimension, then Behavior, then Page Title.

4. In the Filters section, click + add filter, then Behavior, then Page Title. In the dropdown that appears to the right, choose Regex (short for regular expression), and in the text box to the right of that, enter "Collection Name". For example, if you want to see Users for the "Account Books, Diaries and Journals" collection, enter "Account Books, Diaries and Journals" (without the quotation marks).

   Be sure not to enter any extra characters — including spaces — as these will cause the regular expression not to match. (You may find yourself confronting Google's sometimes overly aggressive autocomplete feature. To avoid unwanted autocompletion, type the regular expression you want, then click outside the text box, without hitting Enter.)

5. At the bottom of the page click Save. The custom report will display. If you need to edit it, click the Edit button in the gray stripe right under the Users by filtered Page Title heading.
In the table below the line graph, the **Users** column gives per-item User counts. Note that the Users metric is not cumulative in the same way as (for example) Pageviews; click [here](#) for more on Users.

You can use this custom report as a basis for similar custom reports for your other collections. In the left-hand navigation bar under **Custom Reports**, click **Overview** to get a list of all the custom reports you have created so far. In the entry for the report you just created, click the **Actions** dropdown at far right, then click **Copy**. Modify the **Title** and **Regex** for your new collection, then click **Save**. Repeat as needed for all the collections for which you want to count the Users.
Dashboards

You can create dashboards using standard reports, custom reports, and custom widgets.

You can use a dashboard to present information for several collections on a single page. (Note that you cannot have different filters on different tabs of the same Custom Report.) A dashboard can contain a maximum of 12 widgets, so you can display information for up to 12 collections. In the following example, we will use a dashboard to summarize Pageviews per collection.

1. In the gray banner, click Reporting.
2. In the left-hand navigation bar, click Dashboards, then + New Dashboard.
3. Select Blank Canvas, type "Pageviews for my Collections" in the text box, and click Create Dashboard.
4. In the Add a Widget box that appears, under Widget title, enter "Pageviews for [collection name]".
5. Under Standard, choose Timeline.
6. Under Graph the following metric over time, choose Pageviews. Leave the Compare with (optional) dropdown as is.
7. Under Filter this data, click Add a filter, then in the Add a dimension box that appears select Page Title. In the dropdown immediately to the right, choose Regular Expression, then in the text box to the right of that enter "Collection Name".
8. If you want the widget to include a link to a report with more detail on the collection, or to the collection itself, then enter a report name or a URL in the Link to Report or URL box.
9. Click **Save** to see the widget in place on the dashboard. You can hover over the dot for a given date to see the exact number of Pageviews.

![Pageviews for my Collections](image)

10. You will need to add a widget for each collection. Click **+ Add Widget** to add another widget, then repeat the steps above for each collection. Or, if you want to base the new widget on an existing widget, you can hover over the existing widget, click the pencil (edit) icon that appears in its top right corner, click the **Clone widget** link in the bottom right corner of the **Widget Settings** box, and edit the resulting cloned widget.

You can also use the **Add to Dashboard** button in a Standard Report or Custom Report to create a widget based on the report and add it to the dashboard. Note that these widgets are not dynamically linked; subsequent changes to the report will not be reflected in the widgets.

To change the way the widgets appear on the page — for example, if you want them to appear full width — click the **Customize Dashboard** button in the top right corner of the dashboard and choose a new layout.
**Next Steps**

In this tutorial we have only scratched the surface of what is possible with Google Analytics and CONTENTdm. We encourage you to experiment and to share your experiences with the CONTENTdm community in the [CONTENTdm Discussion Boards](#). You may also find the following Resources and Appendices helpful.
Resources

Here is some information you can use to dig deeper into Google Analytics and what it can do for your CONTENTdm collections.

Refining your use of dimensions and metrics

Dimensions and Metrics in Google Analytics:
https://support.google.com/analytics/answer/1033861

Dimensions and Metrics Reference (in the Mode box, select Web):
https://developers.google.com/analytics/devguides/reporting/core/dimsmets

The difference between Clicks, Sessions, Users, Entrances, Pageviews, and Unique Pageviews:
https://support.google.com/analytics/answer/1257084?hl=en

How Sessions are calculated:
https://support.google.com/analytics/answer/2731565?hl=en&ref_topic=2524483

How Users are calculated:
https://support.google.com/analytics/answer/2992042?hl=en&ref_topic=2524483

Web Analytics Definitions from the Web Analytics Association:
http://www.digitalanalyticsassociation.org/Files/PDF_standards/WebAnalyticsDefinitionsVol1.pdf

A good introduction to dimensions and metrics (measures) in general — not just in the context of web analytics — can be found in:
Multidimensional Databases and Data Warehousing
by Christian S. Jensen, Torben Bach Pedersen, and Christian Thomsen
More about the capabilities of Google Analytics

Accounts, users, properties, and views:
https://support.google.com/analytics/answer/1009618?hl=en

Excluding internal traffic:
https://support.google.com/analytics/answer/1034840?hl=en

Segments:
https://support.google.com/analytics/answer/1033017?hl=en

Details on the Universal Analytics JavaScript snippet (analytics.js) and how it differs from the Classic Analytics snippet (ga.js):
https://developers.google.com/analytics/devguides/collection/analyticsjs/

Features in general:
https://www.google.com/analytics/features/index.html

Getting started with Google Analytics APIs:
https://developers.google.com/analytics

Google Analytics Blog (lots of good information about new and upgraded features):
https://analytics.blogspot.com

Google Analytics Help Center:
https://support.google.com/analytics/

Google Analytics Solutions Gallery:
https://www.google.com/analytics/gallery/

Google Analytics Glossary:
https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906
How others are using Google Analytics for libraries, archives, and museums
Much of Google's material is geared toward e-commerce; here is some discipline-specific information.

"Discovering Digital Library User Behavior with Google Analytics"
http://journal.code4lib.org/articles/6942

"Event Tracking with Google Analytics"
http://acrl.ala.org/techconnect/?p=2664

"Using Google Analytics Data to Expand Discovery and Use of Digital Archival Content"
http://practicaltechnologyforarchives.org/issue1_szajewski/

"Using Web Analytics to Improve Online Access to Archival Resources"
http://www.jrichardstevens.com/courses/JOUR4872-841DC/docs/Prom-Analytics.pdf

"Meaningful Google Analytics for Museum Websites"
http://www.pleinairinteractive.com/blog/2013/05/02/meaningful-google-analytics-museum-websites/

Using Web Analytics in the Library
by Kate Marek

The following book is highly recommended, especially for clarifying your goals in using Google Analytics:
Improving the Visibility and Use of Digital Repositories through SEO
by Kenning Arlitsch and Patrick OBrien
Appendix 1: CONTENTdm URLs

Here we provide information you may want in order to create regular expressions to do more fine-grained sifting of the Pageviews reported for your items. This information can also be helpful when comparing Google Analytics results with the numbers provided by the CONTENTdm Item Pageviews and Usage Summary reports.

**Note.** Here are three things to bear in mind when comparing results from the CONTENTdm Item Pageviews and Usage Summary reports with results from Google Analytics.

1. The CONTENTdm reports include all the Pageviews for an item in a single number, regardless of how many different URLs are used to reach the item.
2. The CONTENTdm reports only count Pageviews for item pages, not search pages and landing pages.
3. There may be differences in results due to differences in how bot exclusion is handled.
4. The CONTENTdm reports include all the Pageviews for both the 6.x and Responsive Websites, if you have not yet switched to Responsive. Google Analytics may only count one or the other, depending on your configuration.

**Item URLs in general**

To see only the paths for a given collection, Search for

6.x Website: ^/cdm/(singleitem|compoundobject|fullbrowser|ref)/collection/[collection_name]

Responsive Website: ^/digital/collection/[collection_name]

This regular expression will include item pages only; it will exclude search pages and landing pages. It will also exclude all pages displayed in Mobile View and most pages displayed in Page Flip View.

**The five principal item URL formats (6.x Website)**

The first five of these formats, used for the 6.x CONTENTdm Website, start with

/ cd m/ (singleitem|compoundobject|fullbrowser|ref)/collection/ [collection_name]/id/

1. The **Single Item** format puts the item number right after /id/

/ cd m/singleitem/collection/ zeppelins/id/123
2. The **Compound Object when arriving from elsewhere** format puts the item number right after /id/, then sometimes /show/ or /rec/ followed by the component number:

/cdm/compoundobject/collection/zeppelins/id/123/
(when arriving from the collection home page)

/cdm/compoundobject/collection/zeppelins/id/123/show/456
(when arriving from fullbrowser)

/cdm/compoundobject/collection/zeppelins/id/123/rec/456
(when arriving from search results)

3. The **Reference URL** format puts the item number or component number right after /id/. (Note that even when a component number is used, the Reference URL also functions as an item URL. This is because component numbers are unique within collections — not just within items — so this URL takes you to a definite item and does not change as you further browse around that item AJAXically.)

/cdm/ref/collection/zeppelins/id/123

/cdm/ref/collection/zeppelins/id/456

4. The **Full Browser Single Item** format puts the item number right after /id/, then /rv/singleitem
("rv" stands for "return view")

/cdm/fullbrowser/collection/zeppelins/id/123/rv/singleitem

5. The **Full Browser Compound Object** format puts the component number right after /id/, then /rv/compoundobject/cpd/, then the item number
("cpd" is an abbreviation for "compound")

/cdm/fullbrowser/collection/zeppelins/id/456/rv/compoundobject/cpd/123

**Item URL format (Responsive Website)**

The Responsive CONTENTdm Website has only one item URL format for all items:

/digital/collection/oclcsample/id/71/
Appendix 2: Google Webmaster Tools

Now that you understand the traffic to your CONTENTdm site, how do you go about increasing it? Google Webmaster Tools can help! For information on search engine optimization (SEO) in general and Google Webmaster Tools in particular, please see the Webmaster Tools Help Center. (The SEO Starter Guide is especially helpful. Use Ctrl-Minus to zoom out if you see only whitespace after clicking the link).

CONTENTdm includes support for Google Webmaster Tools site verification. This CONTENTdm feature makes it easier to get up and running with Google tools.

2. Click the red ADD A SITE button, enter a URL, and click Continue.
3. Choose the Alternate methods tab, then choose HTML tag.
4. Copy the meta tag that appears and paste it into a text editor. In the text editor, copy the value of the content attribute. It will be a long string, something like "tiyq5nsLCf1JzJm9Fidqtrg45l-4lKM2PQWCrfXvztg". Do not copy the "content=" or the quotation marks.
5. For the CONTENTdm 6.x Website:
   Open a new browser tab and log in to the CONTENTdm Website Configuration Tool. Choose 6.x Website in the dropdown menu at the top center of the screen. On the Global Settings tab, click the Tools button (left-hand side, second from the bottom), then click SEO. Check the Enable Google Site Verification box and paste the string you just copied into the Google Site Verification ID box that appears. Click Save, click Publish, and log out of the Website Configuration Tool.

For the CONTENTdm Responsive Website:
Open a new browser tab and log in to the CONTENTdm Website Configuration Tool. Choose Responsive in the dropdown menu at the top center of the screen. On the Global Settings tab, click the Analytics & SEO button (left-hand side), then click SEO. Click Save, click Publish, and log out of the Website Configuration Tool.
6. Go back to the browser tab where you got the meta tag, and click the red **VERIFY** button at the bottom left of the page.

7. On the "Congratulations, you have successfully verified..." page that appears, click **Continue**. On the resulting page, go to the tools dropdown (in the top right corner, with the gear icon) and choose **Verification Details** to see more information.