

## Introduction

This quick reference is intended for librarians and library staff who use Adobe® SiteCatalyst® to create reports about WorldCat Local usage. Adobe® SiteCatalyst® is Web analytics software offering accurate real-time reports and customization.

<https://sc.omniture.com/login/>

Once you have signed in, you can find helpful information in the Omniture Help, including a glossary of terms. After signing in, you can use this link:

<https://omniture-help.custhelp.com/ci/fattach/get/45730/>

## System Requirements

Though SiteCatalyst® reports should function appropriately with most browsers, reports will look and function best on systems that meet the following recommendations:

- Browser: Microsoft® Internet Explorer® versions 5.5 and above, Mozilla Firefox
- Cookies: Required
- JavaScript: Enabled
- Operating System: Windows-based
- Macromedia Flash Player: version 6 or above
- Monitor Resolution: 1024x768 (800x600 is also acceptable)
- Color Depth: 16-bit or higher


## Signing In

Enter **WorldCat** for the company name, and the username and password assigned to you by OCLC. You may be asked to agree to the terms of use.

Sign In	Other Products
Company <input type="text" value="worldcat"/> Username <input type="text"/> Password <input type="password"/> Forgot your Password? Online Marketing Suite / SiteCatalyst 14 <input type="text"/> <input type="button" value="Sign In"/> <input type="checkbox"/> Remember me	SiteCatalyst HBX HitBox Professional SiteSearch Publish Test&Target Scene7
Standard <input type="checkbox"/> Single Sign-On <input type="checkbox"/>	

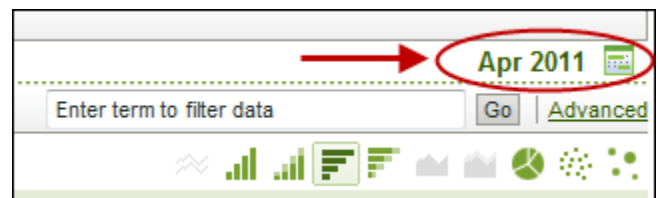
**Note:** This quick reference is based on SiteCatalyst® 14 (as shown). Once a version is selected, a cookie is set so you use the same version each time you login.

## How to Create Common Reports

Step	Action
1	After signing in, click <b>SiteCatalyst</b> .
2	To open the menu, click the green + box.  
3	Choose the report name from the menu on the left side of the screen.

**Note:** Reports are generated for a specific date or date range.

To select a date or date range:



Step	Action	Result
1	Click the default date or calendar from the top right of any report screen.	The calendar screen appears.
2	Click on the month to select the entire month, or select specific start and end dates. <b>Note:</b> You may also select preset dates in the drop-down list.	
3	Click <b>Run Report</b> .	The report is refreshed with the chosen dates.

### Custom Traffic Reports

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> , or <b>Custom Traffic 11-20</b> .	Options expand.
3	Choose the <b>Custom Traffic</b> report you wish to view.	The report appears.

	the users were viewing in their given states.
<b>Number of Registrations</b>	Counts Registration Confirmation page views (a good indication of how many WorldCat accounts were created).
<b>Detailed View Landing Method</b>	Counts pages from which users have linked to detailed records.
<b>Number of Detailed Views</b>	Counts detailed record page views.

### Custom Traffic 1-10 descriptions

Report	Definition
<b>Internal Search Terms</b>	Reports all search queries sent to the search engine from anywhere on the site. This includes Subject and Author links.
<b>Number of Search Results</b>	Counts the search results returned for each search.
<b>Search Type</b>	Reports count of searches from various sources throughout WorldCat.org.
<b>Refined Search Criteria</b>	Counts usage of facet categories (Author, Format, Year, etc.).
<b>Language</b>	Counts pages viewed with different languages set in the user's browser.
<b>User Status</b>	Counts pages viewed by users in different authentication states, including: Unauthenticated, IP authenticated against a FirstSearch participating institution, LDAP authenticated (logged into the Web site with their WorldCat account), and both IP-authenticated and logged in.
<b>User Status Activity</b>	Combines the User Status report with a more granular view of what specific pages

### Custom Traffic 11-20 descriptions

<b>Refined Search Value</b>	Counts specific elements selected out of the Refine Your Search facets in the left column of the search results page, Advanced Search refinement selections, and sorting options chosen.
<b>Selected Book</b>	Counts views of specific detailed records.
<b>Saved List</b>	Discontinued report.
<b>Form Type</b>	Discontinued report.
<b>Form City</b>	Discontinued report.
<b>Form State</b>	Discontinued report.
<b>New/Repeat Customer</b>	Counts page views generated by new vs. repeat users for the given timeframe.
<b>Sub-Page Name</b>	Discontinued report.
<b>Visit Number</b>	Shows page views generated by visit count. For example, shows all the page views generated by users who were visiting the site for the fifth time.
<b>Scope Selected</b>	Shows whether, on a given search, a user did or did not change their scope (e.g., switch from all of WorldCat to the local institution). If both scopes are the same, the scope did not change for that search.

### Search Type Report

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> .	Options expand.
3	Click <b>Search Type</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	Choose the appropriate <b>date or date range</b> (if it is not already appropriately set).	
5	Click on any <b>Search Type</b> to see more details.	


### Search Type Report (Advanced)

Follow the steps in the previous table. Advanced results are shown in the **Search Type advanced**.

### Advanced Searches by Fields Used Report

You may conduct searches on this report to get advanced searches which match a certain indicator (e.g., search su: to get all advanced searches which include the Subject index).

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> .	Options expand.
3	Click <b>Search Type</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	Click the green diagram symbol	The correlation menu opens.

	 to the left of <u>advanced</u> .	
5	Click <b>Custom Traffic</b> .	
6	Click <b>Internal Search Terms</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.

**Note:** Terms preceded by certain index indicators determine which field was used:

- su: = subject
- ti: = title
- au: = author
- isbn:, issn:, no:, oclc: = matching standard number
- kw: = keyword

### Advanced Searches by Limiter Selected Report

This report shows only those search limiters which were originated in Advanced Search.

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 11-20</b> .	Options expand.
3	Click <b>Refined Search Value</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	On this report, search for <u>advanced</u> fields.	

All Advanced Search limiters are prefaced with “advanced:”. Index indicators as follows:

- dt: = document type from Format limiter
- x0: = primary format from Format limiter
- x4: = secondary format from Format limiter
- -fm: = Content limiter or Audience limiter
- yr: = publication date / date range
- ln: = language

### Number of Search Results Report

This report lists the number of searches that returned results within the listed range (0 records, 1 record, 2-9 records, 10-99 records, etc.).

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> .	Options expand
3	Click <b>Number of Search Results</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	Choose the appropriate <b>date or date range</b> (if it is not already appropriately set).	

### Number of Search Results (No-Hit) Report


This report counts searches which resulted in no records being returned.

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> .	Options expand.
3	Click <b>Number of Search Results</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	Choose the appropriate <b>date or date range</b> (if it is not already appropriately set).	No hits are shown under <u>0</u> .

### Search Terms which resulted in No Hits Report

This report lists search terms which had no results, ranked by how often the term was searched.

To create the report, follow the steps in the previous table, then:

Step	Action	Result
1	On the Number of Search Results Report, click the green diagram symbol  to the left of the <u>0</u> .	The correlation menu opens.
2	Click <b>Custom Traffic</b> .	Options expand.
3	Click <b>Internal Search Terms</b> .	The system responds with a confirmation message <b>Running Report...</b> before the Correlation Report appears.

### Facet Click Count Report

**Note:** Format Facet is currently not being counted accurately. OCLC is working to correct this report.

To create the report:

Step	Action	Result
1	Click <b>Custom Traffic</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Custom Traffic 1-10</b> .	Options expand.
3	Click <b>Refined Search Criteria</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.

### Page Views Report

This report counts all pages viewed across the WorldCat Local instances, aggregated, including all social pages, etc.

Step	Action	Result
1	Click <b>Site Metrics</b> from the menu on the left side of the screen.	Options expand.
2	Click <b>Page Views</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.

### Page Views Report (Detailed Record)

This report lists the page views for every page on the site.

To create the report, follow the steps in the previous table, then:

Step	Action	Result
1	On the Page Views Report, click <b>Entire Site</b> at the top right of the screen (next to <b>Selected Page</b> ).	A pop-up window appears.
2	Click <b>Detailed Record</b> .	
3	Click <b>OK</b> .	The system responds with a confirmation message <b>Running Report...</b> before the report appears.

### Mobile reports

In this section, you can view your mobile traffic.

Step	Action	Result
1	Click <b>Mobile</b> from the menu on the left side of the screen.	Options expand.
2	Click any of the report options you	The system responds with a confirmation

wish to view. message **Running Report...** before the report appears.

### Fulfillment Option Click Counts Report

This report displays clicks to various items in the detailed record, including all fulfillment services (e.g., OpenURL resolvers, Place Hold, Request Item through ILL) and other services (e.g., Google Books, Cite This Item, Export to EndNote, CONTENTdm).

Step	Action	Result
1	Click <b>Products</b> from the menu on the left side of the screen.	Options expand.
2	Select <b>Service Clicks</b> (other versions, click <b>Products</b> ).	Options expand.
3	Click <b>Service Clicks</b> (other versions, click <b>Products</b> ).	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	If a <b>No Data Match These Criteria...</b> message shows up, click <b>Revenue</b> at the top right of the screen (next to <b>Showing</b> ).	A pop-up window appears.
5	Drag <b>Revenue</b> from the right column to the Remove Item trash can at the bottom.	<b>Revenue</b> is removed from the Report Data Column.
6	Drag <b># of Services Clicks</b> to the right column.	<b># of Services Clicks</b> is added to the Report Data Column.
7	Click <b>OK</b> .	The Service Clicks Report appears.

**Note:** See the [Fulfillment Options Click Counts Glossary](#) for more information.

## Facet Click Details Report

This report lists clicks to individual elements which appeared within a facet in WorldCat Local.

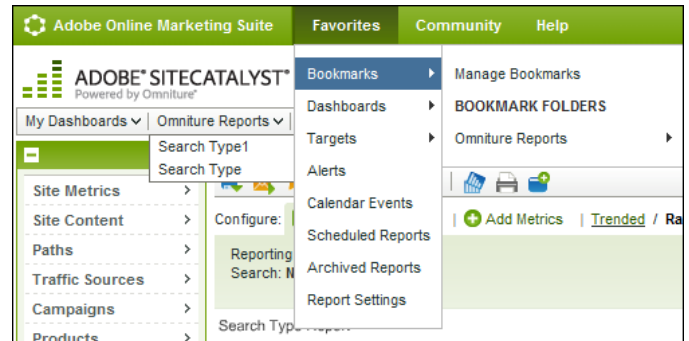
Step	Action	Result
1	Select <b>Custom Conversion</b> in the left column.	Options expand.
2	Click <b>Custom Conversion 1-10</b> .	Options expand.
3	Click any of the <b>Refine by</b> options*.	The system responds with a confirmation message <b>Running Report...</b> before the report appears.
4	Once the report appears, click the link next to <b>Showing</b> at the top right of the screen.	A pop-up window appears.
5	Drag any items from the right column to the Remove Item trash can at the bottom.	is the item is removed from the Report Data Column.
6	Drag <b>Instances</b> to the right column.	<b>Instances</b> is added to the Report Data Column.
7	Click <b>OK</b> .	The Refine by ... Report appears.

\*Refine by options that correspond to facets in WorldCat Local:


Report option	WorldCat Local Facet
Refine by Author	Author
Refine by Content	Topic
Refine by Format	Format
Refine by Language	Language
Refine by Year	Year

## Creating Bookmarks to Reports

Once you generate reports, you can save them as bookmarks for access later. Bookmarks can be accessed from the **Favorites** drop-down menu at the top of the screen.




To create a bookmark to a report:

Step	Action	Result
1	Click <b>Add Bookmark</b>  in the menu bar under the report name.	The Add Bookmark screen expands.
2	Type a <b>Name</b> for the bookmark.	
3	Choose a location for the bookmark from the <b>Add to:</b> drop-down list, or type a folder name.	
4	Choose any <b>Additional Options</b> .	
5	Click <b>Save</b> .	

## E-mailing Reports

You may also set up e-mail options for reports.

Step	Action	Result
1	Click <b>Email</b>  in the menu bar under the report name.	The Email Report screen expands.
2	Choose a file format.	
3	Confirm the e-mail address, or type a new one.	

4	Confirm the <b>Subject</b> line, or type a new one.	
5	Choose to send the email now, or choose a delivery option under the <b>Scheduling</b> drop-down list to set a regular delivery schedule for the report.	
6	Click <b>Send</b> . <b>Note:</b> You may also cancel scheduled delivery from this window.	A confirmation message appears.

## Support

### OCLC support staff:

E-mail: [support@oclc.org](mailto:support@oclc.org)

Telephone: 1-800-848-5800 (USA) or

+1-614-793-8682

(7:00 a.m.-9:00 p.m., U.S. Eastern time, Monday–Friday)

## Accessing this publication

For the most current version of this document, see:

<http://www.oclc.org/support/documentation/worldcatlocal/WCLomniturerefcard.pdf>.

## Fulfillment Option Click Counts Glossary

Name	Definition
[library symbol]_Asklib	Virtual Reference link
[library symbol]_FSFT	FirstSearch Full Text link
[library symbol]_Libinfo	Library Information Link
[library symbol]_NLFT	NetLibrary button/link
[library symbol]_opacFTLinkDR	Full text links from local 856 field data (e.g., “Find a copy online” section on <a href="http://uwashington.worldcat.org/oclc/34337969">http://uwashington.worldcat.org/oclc/34337969</a> )
[library symbol]_OUFTResolver	Check for Electronic Resources (OpenURL resolver) button/link
[library symbol]_PlaceHold	Request Item button/link
[library symbol]_ResourceSharing	Request Item through Interlibrary Loan
wctlink_exportdr_endnote	Export to EndNote link on Detailed Record
wctlink_exportdr_refworks	Export to RefWorks link on Detailed Record
wctlink_exportdr_easybib	Export to EasyBib link on Detailed Record
wctlink_exportlist_endnote	Export List to EndNote
wctlink_exportlist_html	Export list in HTML
wctlink_exportlist_refworks	Export list to RefWorks
wctlink_exportlist_ris	Export list in RIS
wctlink_exportlist_rtf	Export list in Rich Text Format
wctlink_googleBooksViewer	Preview Item (Google Books) button
Nolib_AdditionalInfo	Additional Info link (856, w/ link text, from WorldCat record)
Nolib_WebResource	Web Resources link (856, no link text, from WorldCat record)
wctlink_WorldCatFTLinkDR	View Online link (under “Find a copy online” on detailed record)
wctlink_WorldCatFTLinkBR	View Online link (from View Now mouseover box on brief results)