A webinar series for current and future library leaders

Transformative Leaders
Building better websites: A look at Web analytics to design impactful experiences

Cathy King
Sr. Product Manager
OCLC Discovery Services
“It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people’s lives.” — Don Norman
The Admont Library, Admont, Austria
Clementinum National Library, Czech Republic
Bibliotheque Sainte-Genevieve, France
Agenda

• Web Design & Analytics Survey
• Importance of Digital Presence Optimization
• Applying Web Analytics
• Emerging Patterns & Trends / Best Practices
• Q & A
What is web analytics?

“Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.”

Wikipedia
Tools & Collection of Analytics

• **Free:**
  – Google Analytics (up to 10 million hits / month)
  – Piwik (Free if you host it)

• **Not Free:**
  – Adobe Analytics

Add JavaScript “Tags” to your pages.

```html
<script>
  dataLayer = [{
    'pageCategory': 'signup',
    'visitorType': 'high-value'
  }];
</script>
```
SURVEY SAYS...
Interest in redesigning library website (n=194)

- Recently completed a website redesign: 30%
- Considering a website redesign: 28%
- Working on a website redesign now: 26%
- Not interested in changing our library's website at this time: 16%
What’s your interest in redesigning?

A. Recently completed a website redesign
B. Working on a redesign now
C. Considering a website redesign
D. Not interested in changing my library’s website at this time
E. Always looking for ways to improve my library’s website
Currently working on a website redesign: Decisions

Plans to use web analytics to drive user experience decisions

- Yes: 69%
- No: 31%
Currently working on a website redesign: Improvements

Plans to use web analytics to track improvements

- Yes: 59%
- No: 41%
SO WHAT?
Web analytics: An example

USER ➔ 2016 electoin

Did you mean 2016 election?
Web analytics: An example

10% Click Rate
Web analytics: An example

Did you mean 2016 election?
No results found. Please try your search again, use different search terms, or go back to select different filtering criteria.

20% Click Rate!
What do users need in an optimized design?

- Convenient
- Easy to Use
- Follows popular website patterns (e.g. Google, Amazon)

Lynn Silipigni Connaway, Ph.D.
http://www.oclc.org/research/themes/user-studies/synchronicity.html
Convenience as central theme…

“users want their library systems to be as easy to use as Google”

“in order to be one of the first choices for information, library systems and interfaces need to look familiar to people by resembling popular web interfaces”

“people lack patience to wade through content silos and indexing and abstracting databases.”

“the centrality of convenience is especially prevalent among the younger (“Millennial”) subjects… but is true across all demographic categories - age, gender, academic role, user or non-user.”
In their own words...

“Well, I have our library [Web page] here open and... there’s a lot of information and there’s nowhere to search. This is the opening to the catalog but there’s no box to search” ~ Undergraduate student

“I don’t use the university online system. Don’t like it.” ~ Graduate Student

“You need to know which database with abstracting, indexing… Google, I don’t have to know, I go to one spot.” ~ Graduate Student
HOW CAN ANALYTICS HELP OPTIMIZE?
What kind of metrics do you use?

A. Page views
B. Length of visit to each page
C. “Click from” location (where was a visitor before coming to your site?)
D. “Click to” location (where did a visitor go after viewing your site?)
E. We don’t use any metrics at this time
<table>
<thead>
<tr>
<th>Types of Metrics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>44%</td>
</tr>
<tr>
<td>Analytics service (e.g. Google Analytics,</td>
<td>25%</td>
</tr>
<tr>
<td>Crazy Egg)</td>
<td></td>
</tr>
<tr>
<td>Not sure yet</td>
<td>13%</td>
</tr>
<tr>
<td>Keyword Usage</td>
<td>6%</td>
</tr>
<tr>
<td>Location (geographic)</td>
<td>6%</td>
</tr>
<tr>
<td>Where losing visitors</td>
<td>6%</td>
</tr>
</tbody>
</table>
Abandon rate: Going beyond page views

- Abandonment rate measures the failure rate of steps in a process
- Identifying points of failure across key steps can improve success
Example: Measuring database success
Example: Measuring database success
**Example:** Abandonment rates at each step

- **Click on Database Tab** - 1,000
- **Search for database** - 800
- **Expand link** - 300
- **“Connect to Database”** - 100

Abandonment Rate Calculation:

\[
1 - \left( \frac{\text{Users at current step}}{\text{number at previous step}} \right) \times 100
\]
Example: Steps as a “conversion” funnel

Click on Database Tab - 1,000
Search for database - 800
Expand link - 300
“Connect to Database” - 100

10% Conversion Rate
Improve success of your key workflows

**IMPROVING SUCCESS STEPS**
1. Identify key *work flows*
2. Identify *steps* in the work flows
3. Tag pages & establish a *baseline*
4. *Tweak* to address *points of failure*
5. *Measure* against the baseline
2 ways to think about it…

1. Added something **new**?
   - How many people visited new page?
   - How many clicked on the new link?

2. **Changed** the way something looks?
   - More Clicks / Visits against **your baseline** for the thing?
   - Did other related things change unexpectedly?
Added & then changed

Did you mean 2016 election?
No results found. Please try your search again, use different search terms, or go back to select different filtering criteria.
Deciding what to use as a KPI

**Best Practice:** Choose 3 main goals

- **Finding information**
  - abandonment rates
  - conversion rates
- **Increase engagement**
  - number of page views per visit
  - time on site
- **Grow user base**
  - Traffic (page views, visitors)
  - Traffic Origination (Direct, Referral, Search)
EMERGING TRENDS & PATTERNS

Inspiration from around the web
• No advanced search option
• Needed to “google” advanced search!
• Only 3% of searches are advanced in WorldCat Discovery
Stand on the shoulders of giants
PLAY ALL OF YOUR MUSIC. JUST ASK.
“Anything we can do to make things simpler and more transparent is a plus.”
– Cap Watkins, Sr. Design Manager at Etsy
Watch Season 4 Now
Piper Chapman doesn’t deserve her prison sentence. Of course, every one of her fellow inmates thinks the same thing.
EMERGING TRENDS & PATTERNS

Library website patterns
Options surrounding the search box
Number of Search Box Options

- Complexity search box options correlates with institution type
- Database links are the most common across all segments

“Rule of thumb for UX: More options more problems.”

– Scott Belsky, Vice President of Products & Community at Adobe
Searching educational links

• Providing “Searching Educational Links” is more common in the academic institutions, particularly ARLs
Today: McKeldin 08:00AM - 09:00PM

Get Started  Databases

- WorldCat  - UBorrow  - Classic Catalog

Find books, journals, articles, media & more

Search

What is this searching?

Advanced Search

RESEARCH PORT  Where's Research Port?

Give Now
<table>
<thead>
<tr>
<th>Event Action</th>
<th>Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Discovery (everything)</td>
<td>2,230</td>
</tr>
<tr>
<td>Search Discovery (books)</td>
<td>459</td>
</tr>
<tr>
<td>Search Discovery (articles)</td>
<td>252</td>
</tr>
<tr>
<td>Search Discovery (Mennonite Historical Library)</td>
<td>40</td>
</tr>
<tr>
<td>Search Library Guides</td>
<td>24</td>
</tr>
</tbody>
</table>

Remove unused options
Relocation of journals in closed stacks

As from 17 May, a large relocation operation of journals will take place in the closed stacks of the university library. This will take approximately four weeks.

Read more →
Further Reading & Questions?

• Web Analytics Demystified, Eric Peterson
• https://www.youtube.com/user/googleanalytics
• Massachusetts Library System Webinar Series:
  – http://guides.masslibsystem.org/webanalytics
• Lynn Silipigini Connaway, PhD Research:
  – Seeking Synchronicity
  – The Library in the Life of the User
  – http://www.oclc.org/research/themes/user-studies/synchronicity.html
Thank you

Cathy King
Sr. Product Manager,
OCLC Discovery Services
kingc@oclc.org