



A webinar series for current and future library leaders

Transformative Leaders

Thursday, November 17, 2016

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

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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





Bibliothèque Sainte-Genève, France

Web
Analytics

UX Studies

Best
Practices

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:**

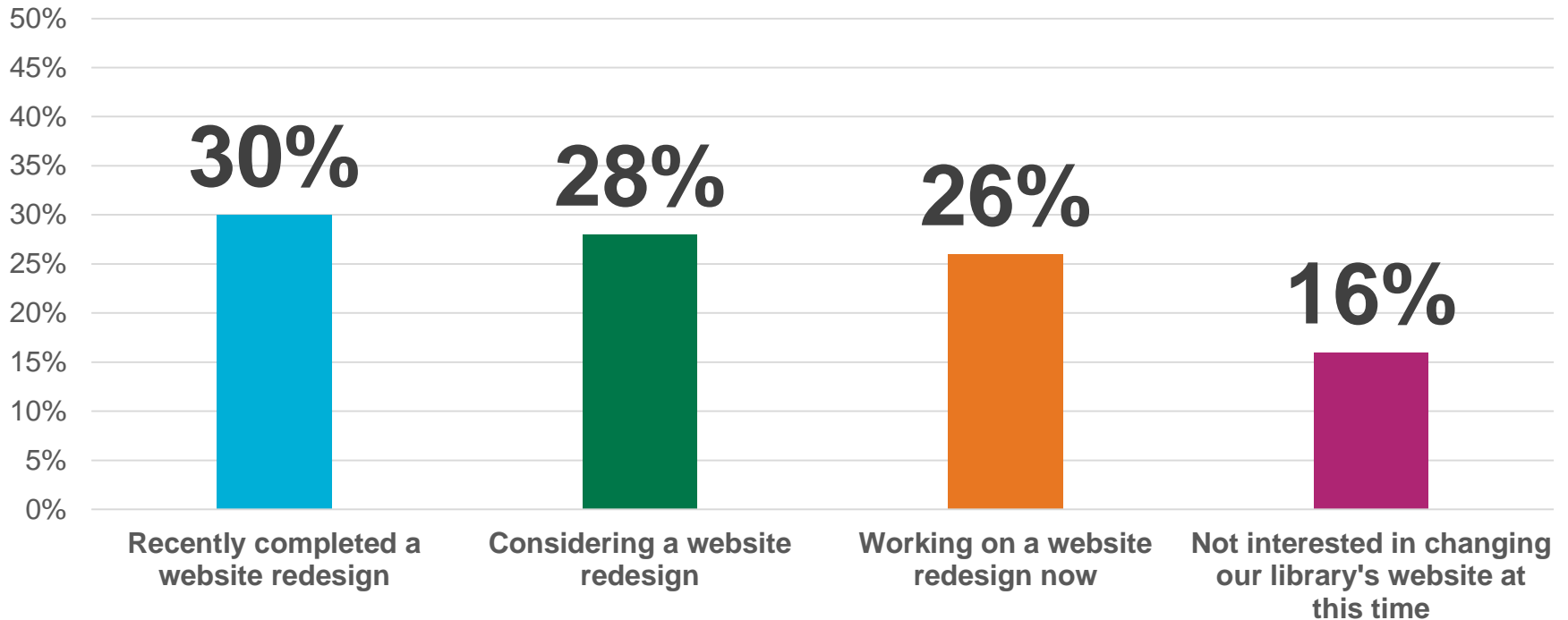
- Adobe Analytics

Add **JavaScript “Tags”** to your pages.

```
<script>
  dataLayer = [{
    'pageCategory': 'signup',
    'visitorType': 'high-value'
  }];
</script>
```

SURVEY SAYS...

Interest in redesigning library website (n=194)



Interest in Redesigning Library's Website (n=194)

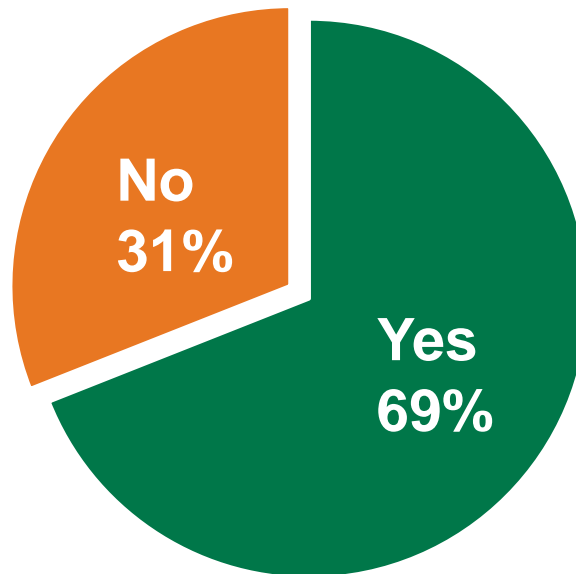
What's your interest in redesigning?

- 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**

Interest in Redesigning Library's Website (n=194)

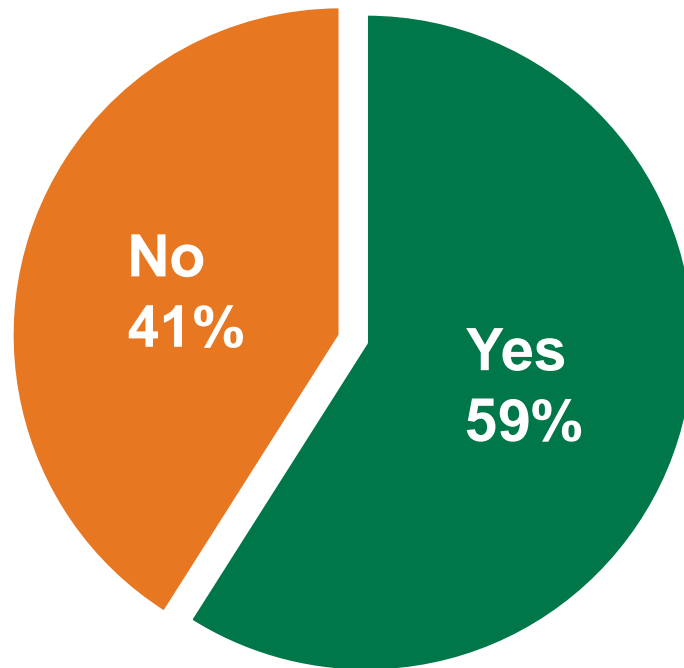
Currently working on a website redesign: Decisions

Plans to use web analytics to drive user experience decisions



Currently working on a website redesign: Improvements

Plans to use web analytics to track improvements



SO WHAT?



OC Students & Faculty
April - March 1 Year
Check out books to be checked out in the library

LOVE TO...
Essays in developing and...
African American children

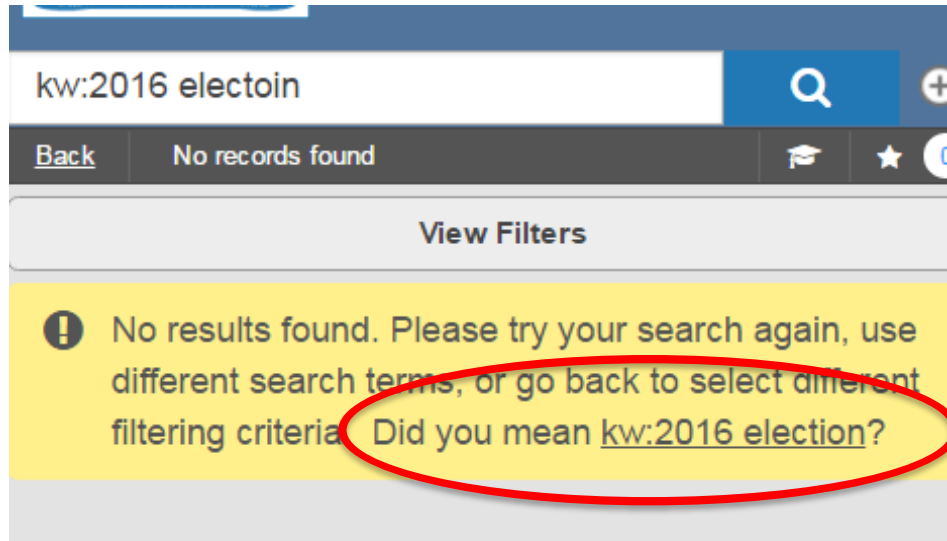
TEACHING READING TO BLACK ADOLESCENTS
CLOS...

Web analytics: An example

USER → 2016 electoin

Did you mean 2016 election?

Web analytics: An example



10%
Click
Rate

Web analytics: An example

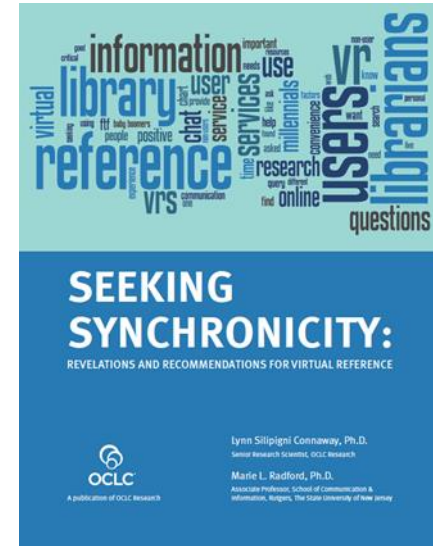
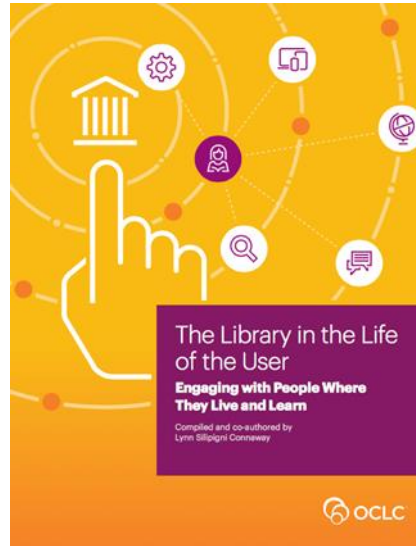
! Did you mean [2016 election?](#)

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

Interest in Redesigning Library's Website (n=194)

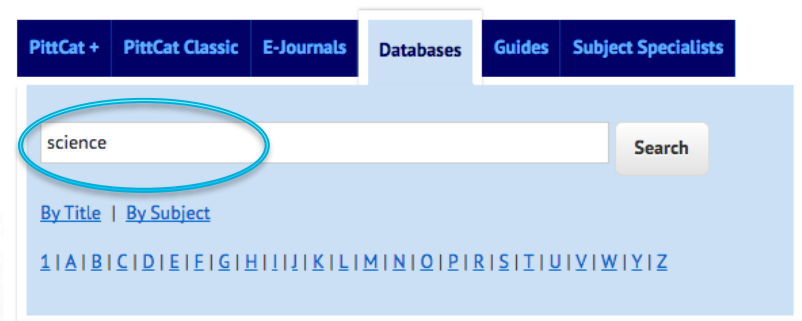
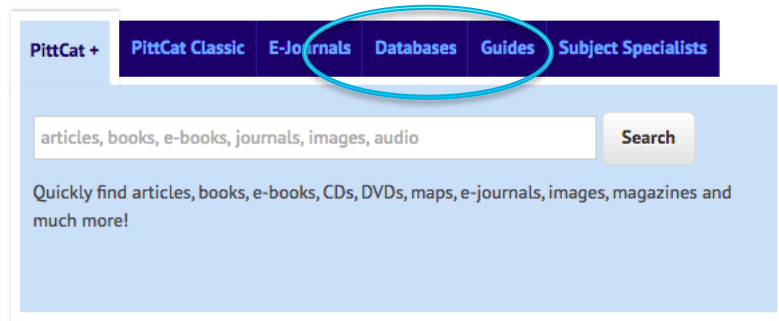
Types of Metrics

Page views	44%
Analytics service (e.g. Google Analytics, Crazy Egg)	25%
Not sure yet	13%
Keyword Usage	6%
Location (geographic)	6%
Where losing visitors	6%

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

Databases A-Z

1 1 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

science

- ▶ [Aquatic Sciences and Fisheries Abstracts \(ASFA\)](#)
- ▶ [Colloquium Digital Library of Life Sciences](#)
- ▶ [Community of Science Expertise](#)
- ▶ [Company of Biologists \(COB\) - Journal of Cell Science](#)
- ▶ [Encyclopedia of Library and Information Sciences](#)
- ▶ [Essential Science Indicators](#)
- ▶ [GeoScienceWorld](#)
- ▶ [History of Science, Technology, and Medicine](#)
- ▶ [Information Science & Technology Abstracts \(via EBSCO\)](#)
- ▶ [International Encyclopedia of Social Sciences](#)



University of Pittsburgh

Search the site

University Library System

Find Services Libraries & Collections Help & Guides About Us Ask Us

Databases A-Z

1 1 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

science

- ▶ [Aquatic Sciences and Fisheries Abstracts \(ASFA\)](#)
- ▶ [Colloquium Digital Library of Life Sciences](#)
- ▶ [Community of Science Expertise](#)
- ▶ [Company of Biologists \(COB\) - Journal of Cell Science](#)
- ▶ [Encyclopedia of Library and Information Sciences](#)
- ▶ [Essential Science Indicators](#)
 - Connect to this database
 - Using Essential Science Indicators, you can identify the influential individuals, institutions, papers, publications, and countries in your field of study

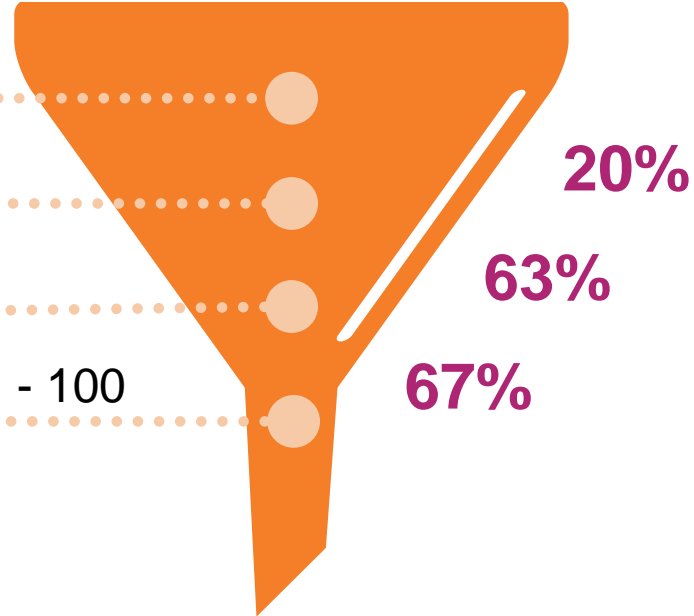
Example: Abandonment rates at each step

Click on Database Tab - 1,000

Search for database - 800

Expand link - 300

“Connect to Database” - 100



Abandonment Rate Calculation:

$(1 - (\text{Users at current step} / \text{number at previous step})) * 100$

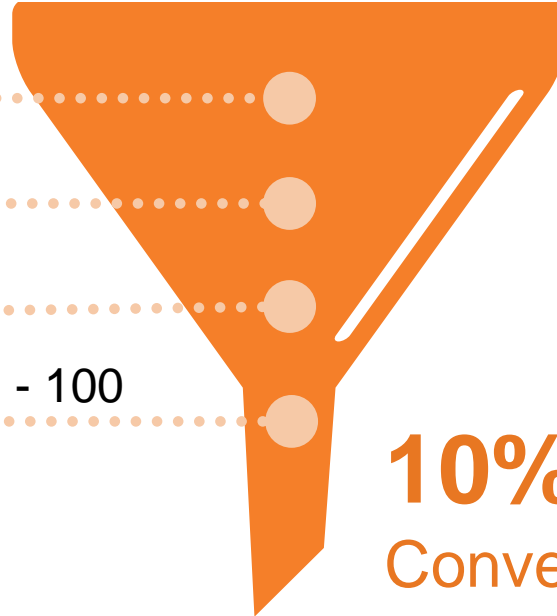
Example: Steps as a “conversion” funnel

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

A search input field with a thin blue border. It contains a vertical cursor on the left side and a small microphone icon on the right side.

Google Search

I'm Feeling Lucky

- No advanced search option
- Needed to “google” advanced search!
- Only 3% of searches are advanced in WorldCat Discovery



Search bar with a dropdown menu icon circled in red and a search button.

Articles (include patents) Case law

Stand on the shoulders of giants



BEAUTIFUL THINGS ON AMAZON UPDATED DAILY

EXPLORE



amazon Prime

All ▾



Father's Day is June 19

Sponsored by DEWALT



Departments ▾

Browsing History ▾

Cathy's Amazon.com

Today's Deals



Hello, Cathy

Your Account ▾

Prime ▾

Lists ▾



Cart

PLAY ALL OF YOUR MUSIC.
JUST ASK.



Prime music



PANDORA



Whoever you are, find whatever you're into

[Search](#)

From the shop [Swifttextiles](#)



Get something you love

Our marketplace is a world of vintage and handmade goods



Find your new favorite shop

More than a million independent sellers from everywhere are right here



Buy safely and securely

Etsy handles and protects every transaction, so shop with confidence

“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.

▶ PLAY

+ MY LIST

Popular on Netflix



Trending Now



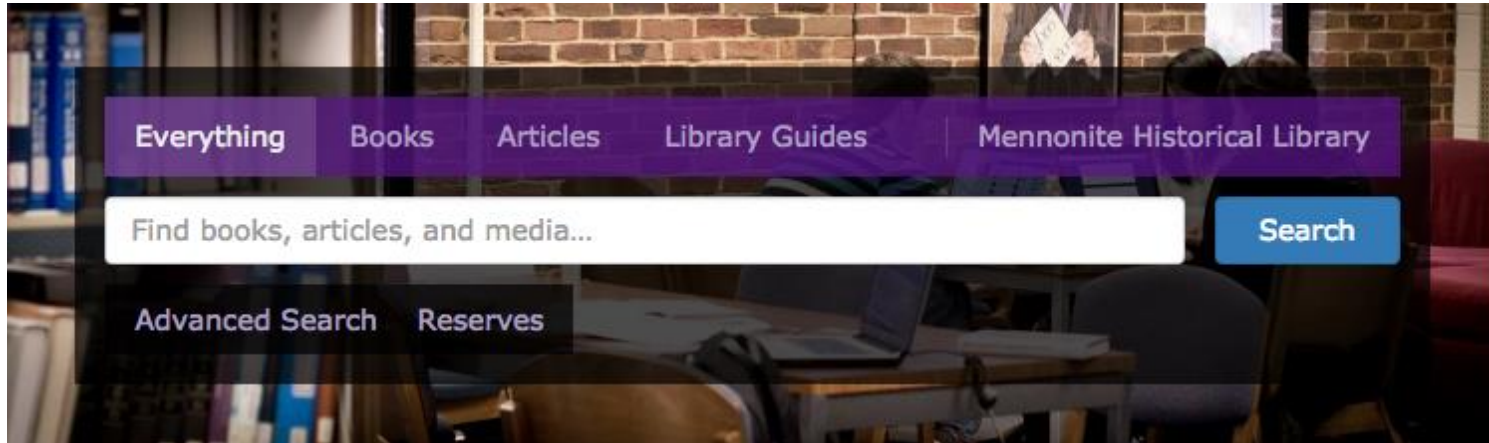
Top Picks for Cathy



EMERGING TRENDS & PATTERNS

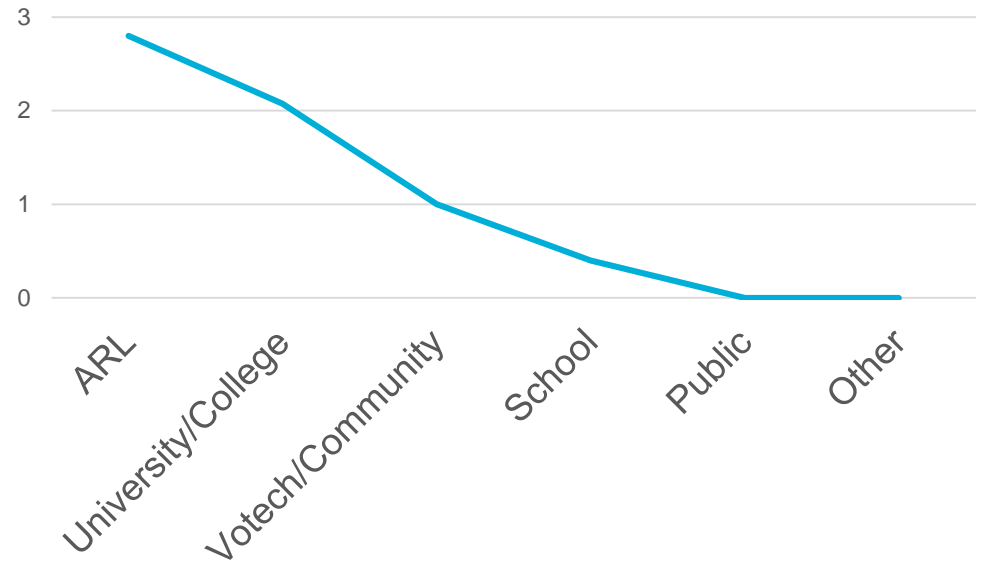
Library website patterns

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

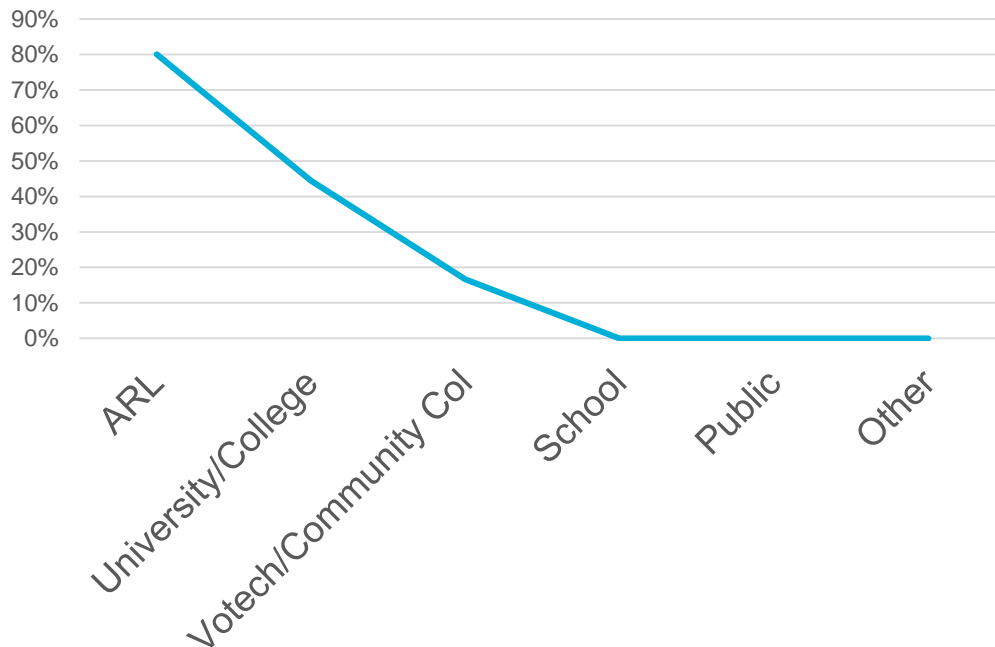


“Rule of thumb for UX: More options more problems.”

– [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 - 06:00PM

Hours ▾

My Accounts ▾

Ask Us! ▾

Search UMD Libraries website



Get Started

Databases

WorldCat UBBorrow Classic Catalog

Find books, journals, articles, media & more

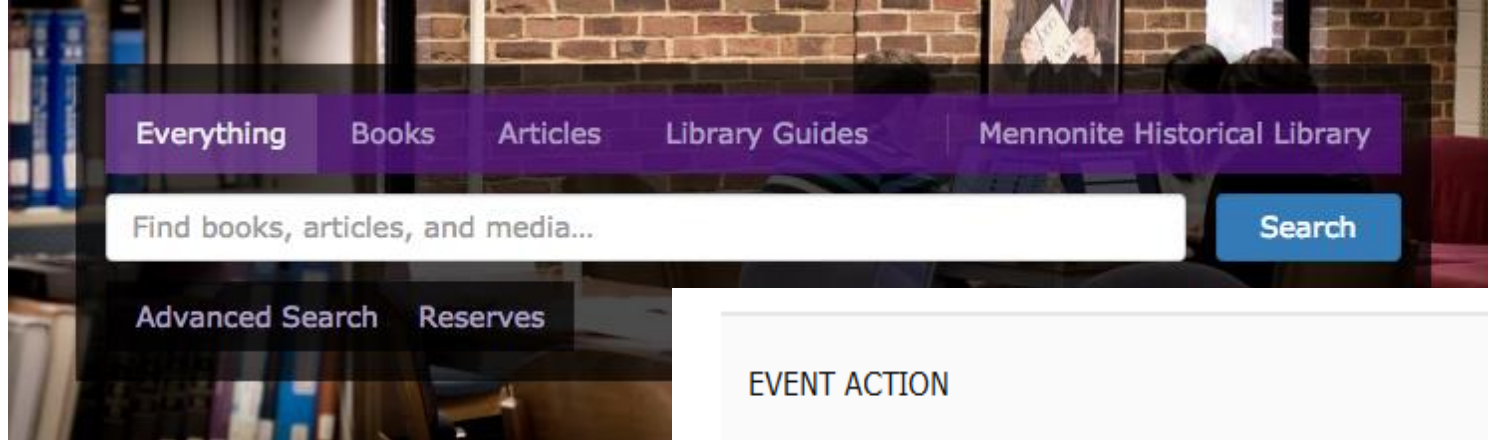
Search

What is this searching?

[Advanced Search](#)  WorldCat

RESEARCH PORT  [Where's Research Port?](#)

Give Now



**Remove
unused
options**

EVENT ACTION	▼ TOTAL EVENTS
Search Discovery (everything)	2,230
Search Discovery (books)	459
Search Discovery (articles)	252
Search Discovery (Mennonite Historical Library)	40
Search Library Guides	24



FIND

SPACES

SERVICES

COLLECTIONS

ABOUT

ASK

BUTLER UNIVERSITY LIBRARIES


ALL



WorldCat Discovery

SEARCH

[Advanced Search](#)

powered by  WorldCat

QUICK LINKS

[Library Hours](#)

[Journals A-Z](#)

[Study Rooms](#)

[LibGuides](#)

[Databases A-Z](#)

[ILLiad \(Interlibrary Loan\)](#)



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 >](#)

[Search](#)

- > [Subject Portals](#)
- > [eJournals](#)
- > [Databases a-z](#)

TU Delft Library

[Collections](#)


[Borrowing](#)

[Support](#)

[Visitor info](#)

Search

keyword, title, author, ISBN

Search 

Search in collection

Info about services



ES

Search in IE Library and beyond

Limit Full Text

SEARCH

ADVANCED SEARCH

EXPERT SEARCH



Smart Libraries...
24/7 everywhere
IExplore, IExchange & IEntrepreneur



My IE
Library
Account

CENTER FOR EUROPEAN STUDIES

E-BIBLIOGRAPHY

The Library 

Resources 

Services

Multimedia

FAQ

Search

Advanced Search

Multiple Sources

Search Multiple Sources



★ Popular Resources

 Classic Catalog

 Databases

 Journals

 Research Guides

Today's Hours

Howard Tilton Memorial Library

Main Building

8:00am - 5:00pm

Interession Hours

Events

Tue

May-17

Cervantes International Guitar
Festival Exhibition Opening
Reception

May 17 2016 - 5:00pm to 7:00pm

6th floor, Freret St. seating area

Contact

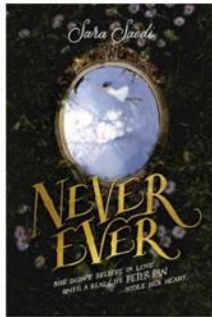
 Chat is **offline**

 Research Help Desk: (504) 865-5606

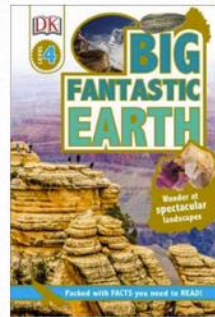
 Check-Out Desk: (504) 865-5689

📖 New Books

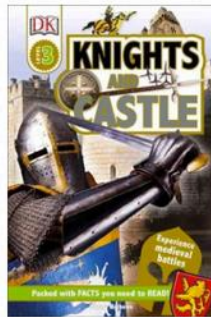
[View More](#)



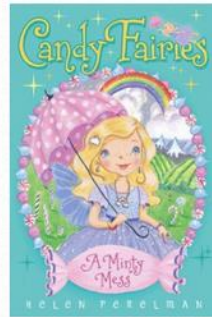
Never ever / by Sara Saedi.
by Sara Saedi.



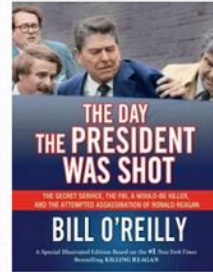
Big fantastic Earth / by Jen Green.
by Jen Green.



Knights and castles / by Rupert Matthews.
by Rupert Matthews.



A minty mess / Helen Perelman.
Helen Perelman ; illustrated by...



The day the president was shot / Bill O'Reilly.
Bill O'Reilly.



The vanishing throne / Elizabeth May.
Elizabeth May.



▶ New & Notable Movies

[View More](#)



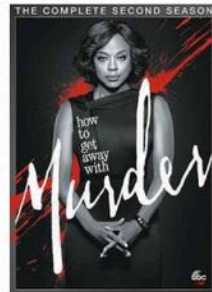
Kung fu panda 3 / [presented by] Dreamworks An...



My big fat Greek wedding 2 / Universal Pictures and Gold C...



Midnight special / directed by Jeff Nichols.
directed by Jeff Nichols.



How to get away with murder: The complete second season / ABC Studios ; ShondaLand ; N...



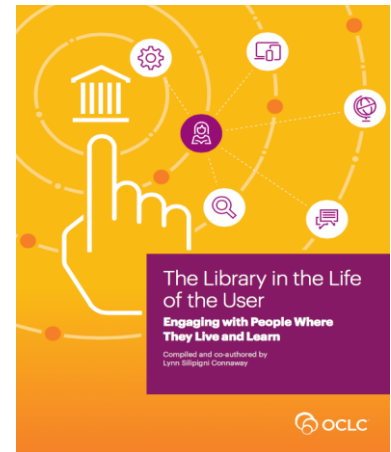
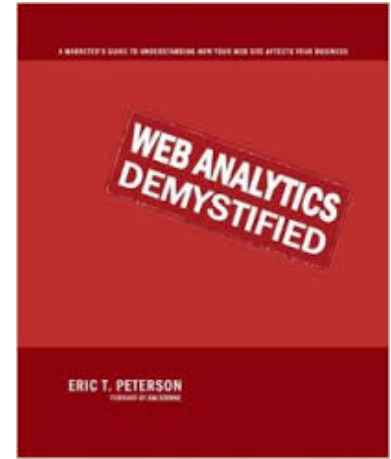
Quackerz / directed by Victor Lakisov ; pro...



Super why! : Goldilocks and the three bears

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

**Because
what is
known must
be shared.®**