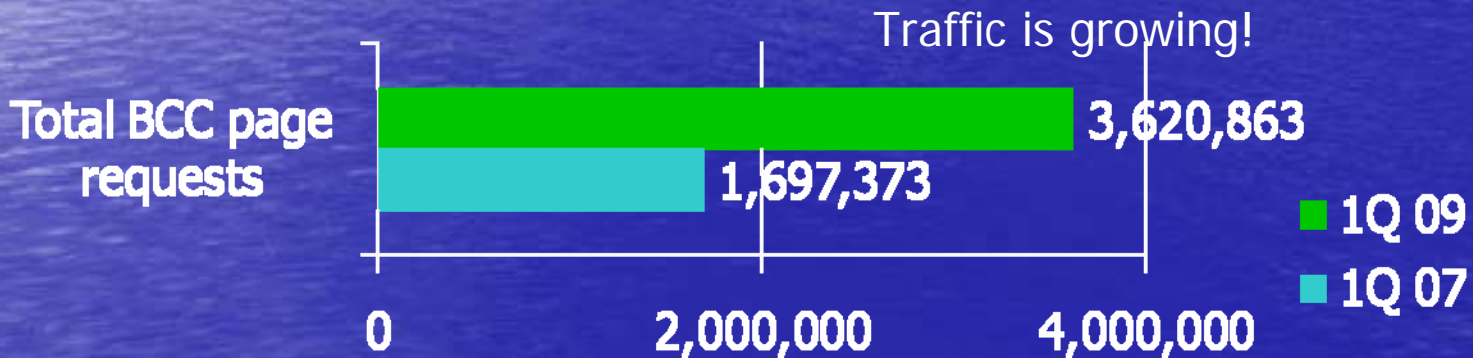
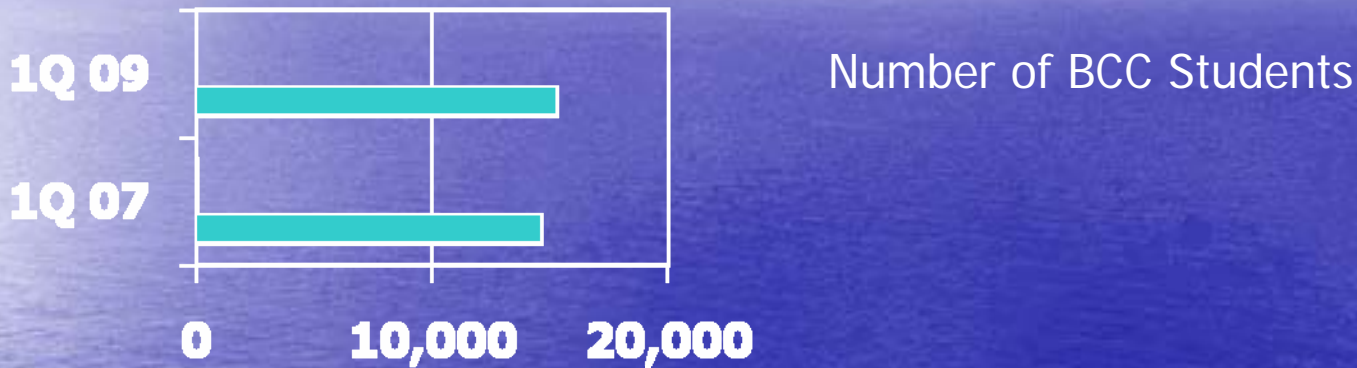


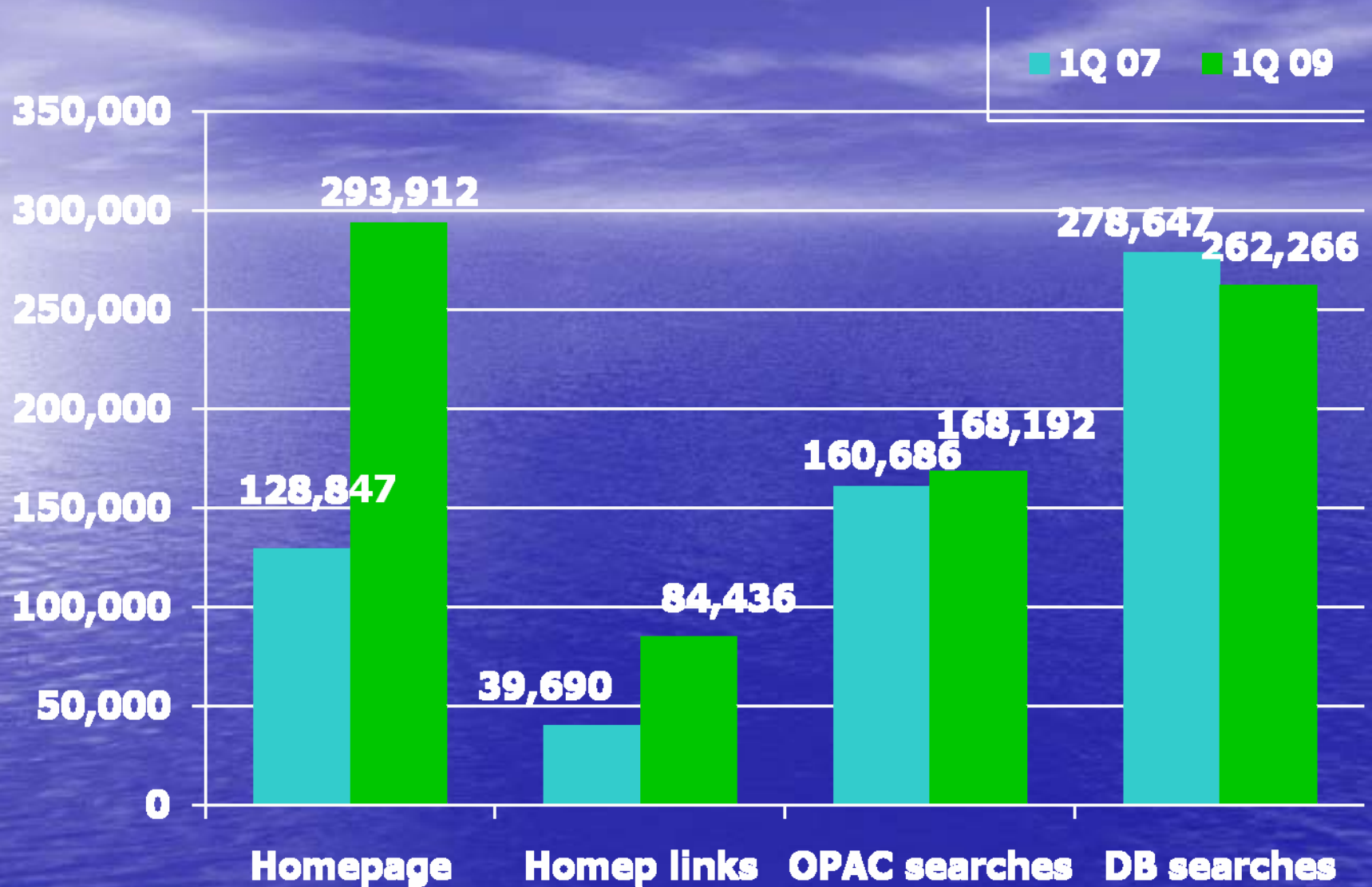
Is BCC's Library Website Working?

By Mark Thompson, 4/20/2009.

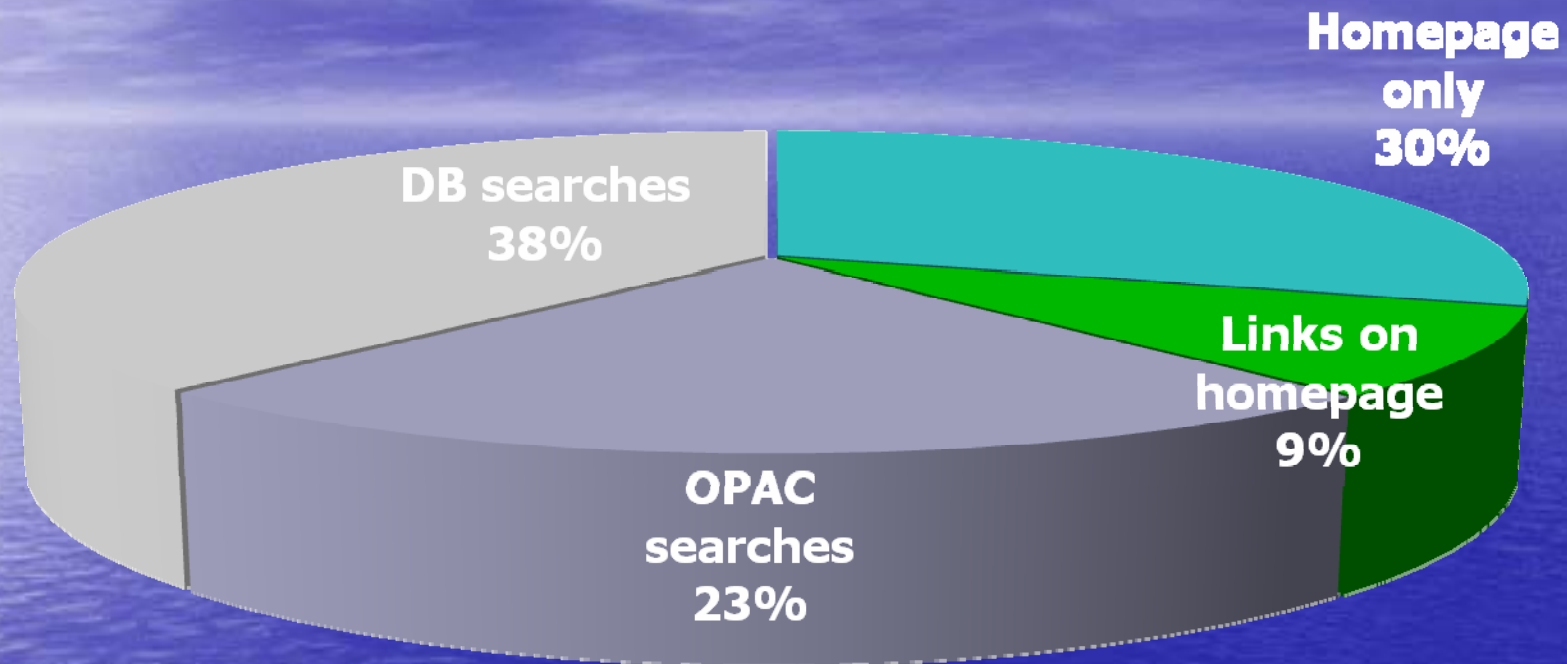


Source: Data from BCC's Urchin Stats (Google Analytics) for 1st quarters: 2007 vs. 2009.

How Much Traffic Does Library Website Generate?



Library Only= Mostly OPAC and database searching



Key Findings

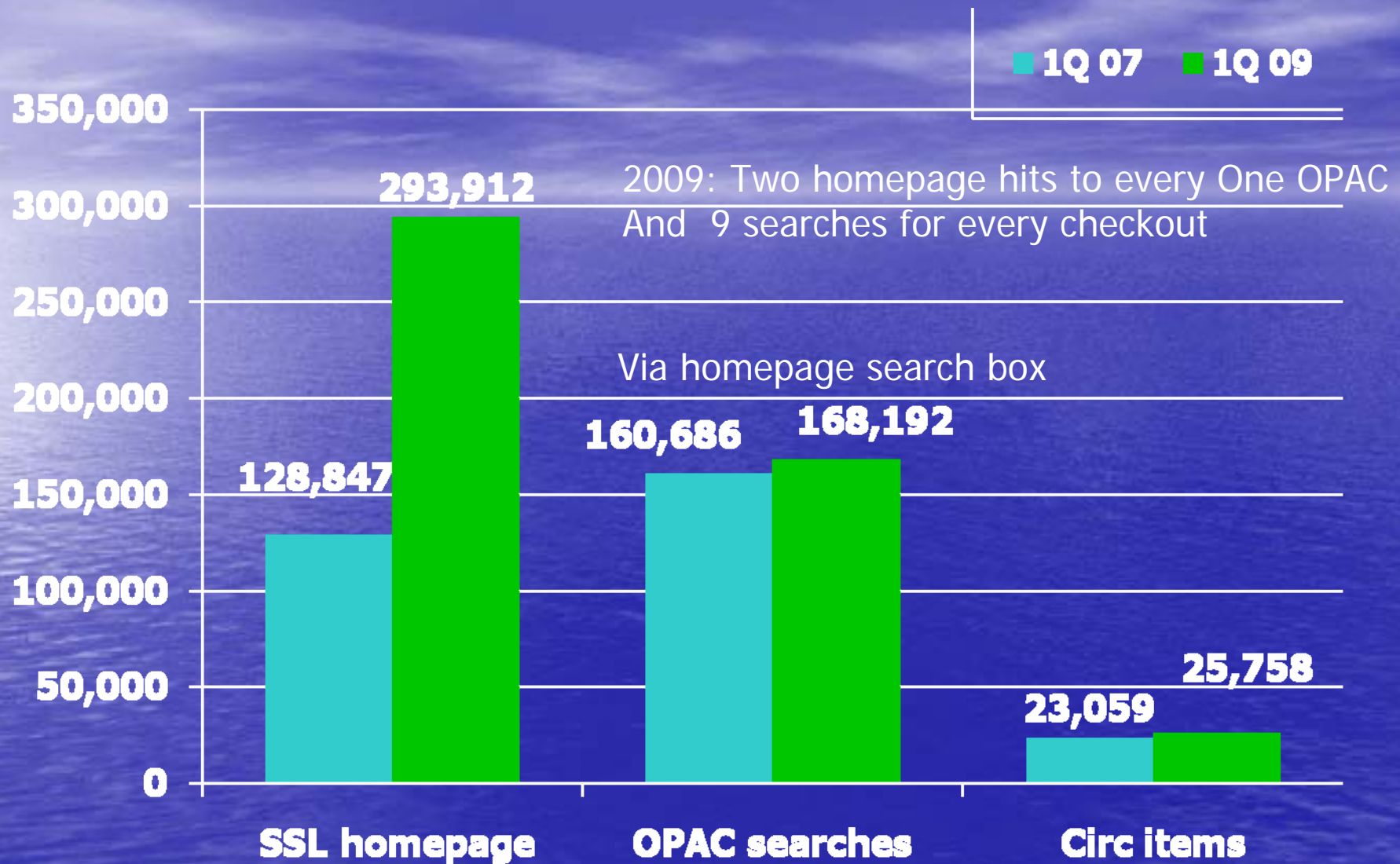
The Library's homepage comprises 8% of total campus page requests.

Clicks on Library homepage links comprise only 2.3% of total campus traffic. Only 1 in 4 Library homepage visits results in a click on a link.

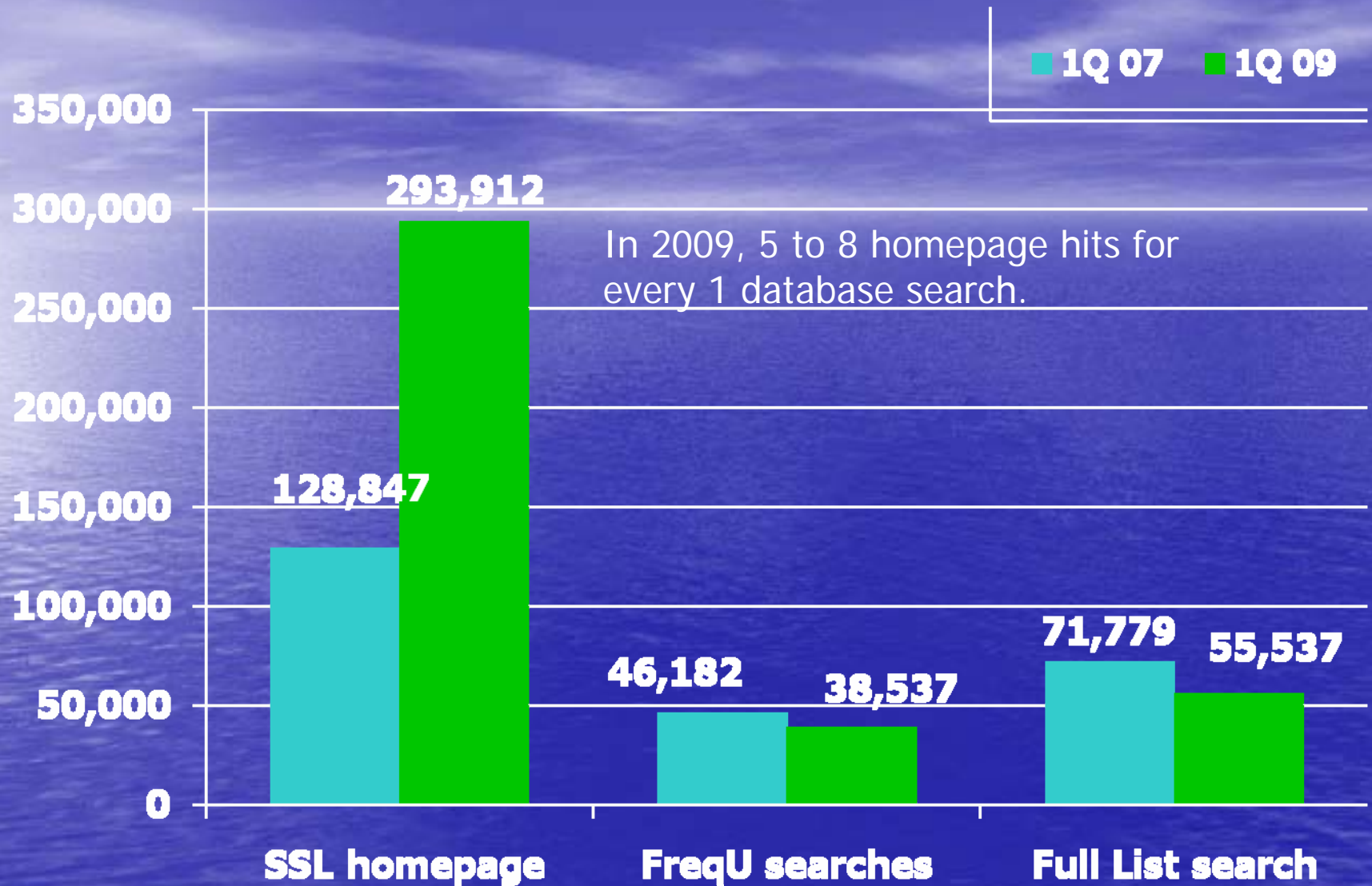
However, by including searching (OPAC, FreqUsed and Full List of Databases) page counts increase by 70%.

Searches generated over 250,000 searches during the quarter, accounting for 87.5% of total 2007 and 75.6% of total 2009 Library website content usage.

Books/Media/Reserves search box hits



Database Searches (hits on db title links)



* Source: 1st Q stats from our database usage charts (SharePoint)

Database Usage

FY 2008, total searches were 334,000:

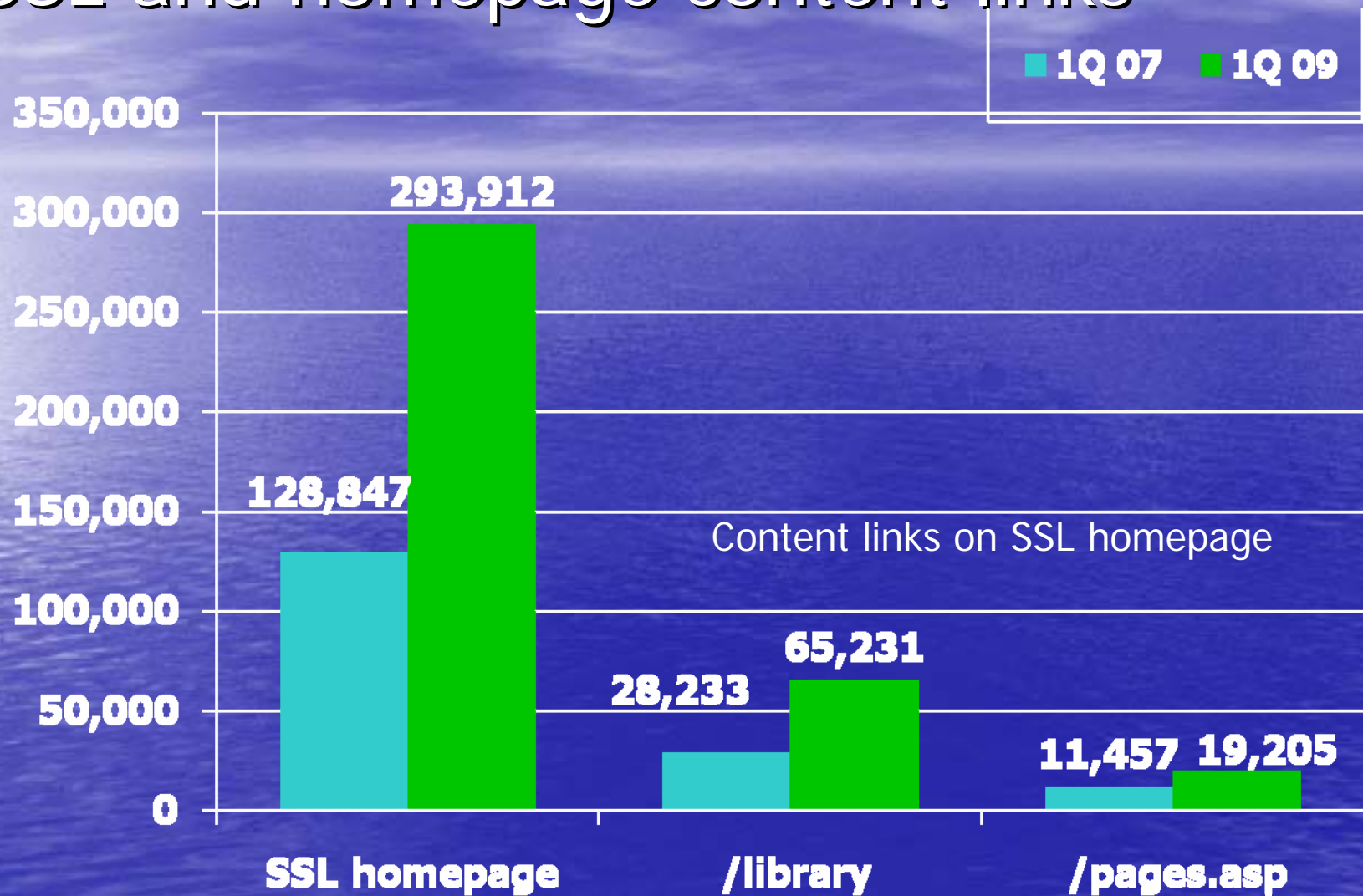
- 57% from Frequently Used Databases, mostly from:
 - ProQuest
 - Academic Search Premier
- 18% from social science and history databases
- 7% from literature databases.

Library Homepage Links

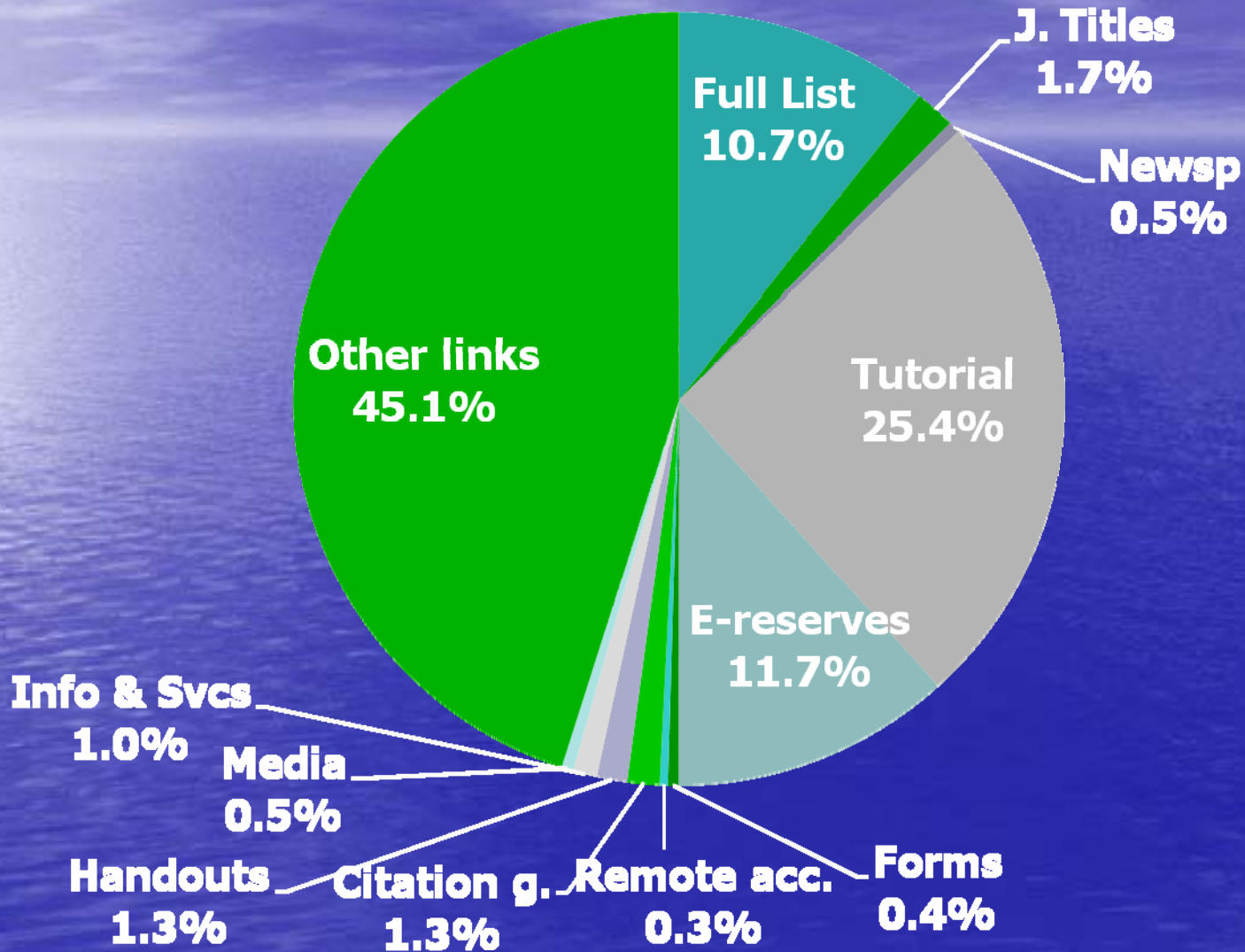
Total traffic from non-search links is low and usage is concentrated -- only 3 of the 24 homepage links receive any significant # of hits:

1. E-reserve – scanned in .pdfs
2. Sidney Tutorial link – to various modules
3. Full List of Databases link – to the full set of research database links

SSL and homepage content links



Percentage of volume related to Library homepage links, 1Q, 2009



Library Homepage Links

Relative to total homepage visits, clicks on library links continue to fall in volume.

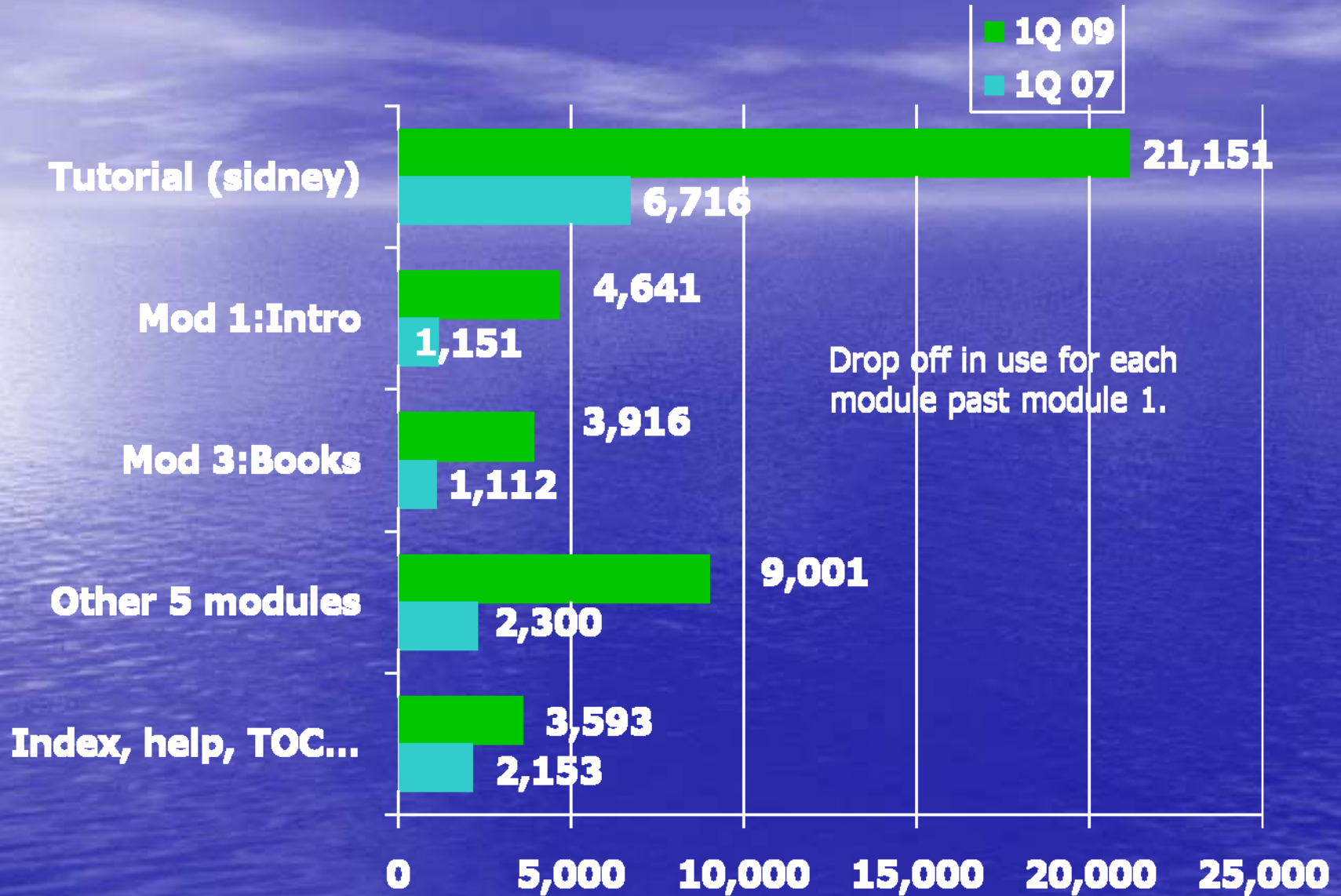
The majority of usage comes from:

Tutorial: But users start Sidney and drop out after 1 or 2 modules. 31% just look at help or table of contents.

Full List of Databases table: 9K, and users then do 71K searches

E-Reserves: As many hits as Full List database table. This means some 9,000 .pdf e-reserve articles are viewed!

Tutorial: 1st Q 2007 vs 2009



Library Homepage Links

The other information links receive very little usage, in rank order:

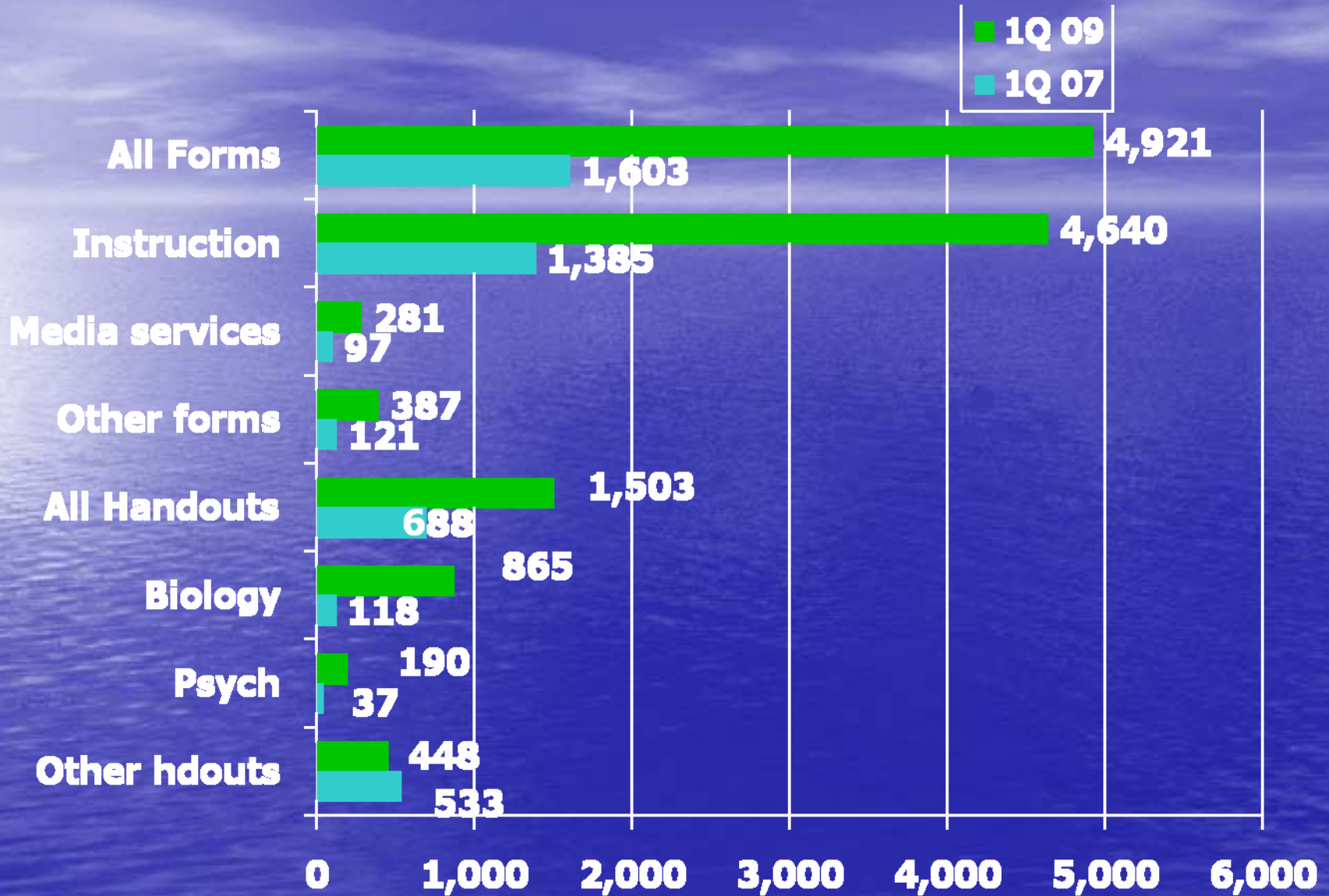
Forms: Library Instruction requests accounts for 90+% of forms used;

Hours & Contacts: 1,436 for 1st Q, 2009

Citation Guides: and 1,118

Handouts: and 1,054 -- Only biology and psych are used among the handouts.

Forms and handouts: 1st Q 2007 vs 2009



Conclusions

1. Searching the OPAC and our databases remains the major focus for our users.
 1. Reflects previous usability studies
2. Relative to the overall increase of page requests, library link clicks have decreased.
3. Usage of links is concentrated among only three of twenty-four links.
4. Database searches decreased but users generated more full-text printing.

Next Steps

1. Facilitate searching from the homepage itself.
 1. Create greater clarity and transparency.
 2. Promote course reserve searching as a separate search box on the homepage.
2. Reduce the number of links to a few essentials.
 1. Spend less time on content and help links.
3. Rebuild the tutorial by doing usability studies; since the current version is failing.
4. Rebuild the instruction links.
 1. Review the BI form (wording, position). There are many more hits than requests coming through.
5. Link the handouts directly to the database subjects.