Data for Data's Sake?
Creating a web analytics strategy for GLAM sector institutions

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“Look into web analytics”
Talking Points

• Why web analytics is important
• Strategy development process
• Web analytics tools
• Examples
• Using web analytics in your data eco system
Slido

1. Please take out your devices and connect to the WiFi
2. Open the web browser
3. Go to www.slido.com
4. Enter the event code: #D213
NUMBER OF WEBSITE VISITS

Website Visits


31% ↑
What does this really mean?

Why should we care?
Where does the data you’ve collected go?

1. Straight to the Data Graveyard
2. Some report that someone might read?
3. Data-informed decision making
Reasons to persuade you (or your boss)

- Use time & resources wisely
- No fumbling around in the dark
- Keep on top of trends
- Develop transferrable skills

Avoid collecting data for data’s sake
Define website goals

- Purpose of your website
- Organisational goals
- Audiences & stakeholders
- Find out how and what to measure
## Create a template

<table>
<thead>
<tr>
<th>Website objectives (WHY)</th>
<th>Measurement Action (how to measure)</th>
<th>KPIs (what to measure)</th>
<th>Performance Target (what does success look like?)</th>
<th>Library strategic objectives</th>
<th>2025 Objective</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect Users with Library resources (Library collection)</td>
<td>a. Site Search</td>
<td>a. % of sessions with searches; Total searches; Top search terms monthly</td>
<td>a. % of sessions with searches increase compared with same time last year</td>
<td>C. Maximize and simplify access to information</td>
<td>Academic Excellence</td>
<td></td>
</tr>
</tbody>
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<tr>
<td>Provide &amp; Promote up to date information about Library services</td>
<td>a. Link clicks; what are the most and least clicked links in the webpages</td>
<td>a. Least used links - remove or change position of least viewed links. Increase link clicks</td>
<td>D. Develop and support students' information seeking and management skills</td>
<td>Educational Excellence</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Banner clicks / Widget clicks (views) are the banner advertisements having a positive impact on the service being advertised?</td>
<td>b. Monitor behaviour of banner clicks and campaigns</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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</thead>
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<tr>
<td>Access to information anytime, anywhere, any device</td>
<td>a. Device &amp; Browser usage, segment mobile vs desktop</td>
<td>a. % of mobile device increase, mobile user retention increase*</td>
<td>a.</td>
<td>G. Ensure that the Library’s physical and</td>
<td>Global Impact – International</td>
<td>Webserv</td>
</tr>
</tbody>
</table>
Tools

Co-opt tools from the commercial world:

- Occam’s Razor by Avinash Kaushik [https://www.kaushik.net/avinash/](https://www.kaushik.net/avinash/)
  - Digital marketing and measurement model
- Croll, A., & Yoskovitz, B. (2013). *Lean analytics: Use data to build a better startup faster*
- Topics of: digital marketing, content strategy, build-measure-learn (lean startup)

Tools for the Information professionals:

How?

The practical implementation
Engagement and momentum

1. Define website objectives, decide how best to measure

2. Produce *visually interesting* monthly/quarterly reports & ad hoc reports (self-serve)

3. Discovery survey to increase stakeholder input

4. With analytical information in mind, review website as well as “reports”
Stakeholder survey

- Why we are conducting the survey
- What the results show
- Clarify responses
- Create sample reports

Stakeholder survey example:
https://goo.gl/forms/ZGNWV4xhp2zhQH7p1

“It could help to inform our decisions about future developments”

“It would be easier to say what I want once I know what can be reported.”

“...philosophies that the Library doesn't need a website...”
Presenting the data

<table>
<thead>
<tr>
<th>Website Monthly Report</th>
<th>Website Objective Two</th>
<th>Data From Google Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>Pageviews</td>
<td>Users</td>
</tr>
<tr>
<td>161,751</td>
<td>438,192</td>
<td>72.6K</td>
</tr>
<tr>
<td>New Users</td>
<td></td>
<td>53.1K</td>
</tr>
</tbody>
</table>

**Website Banner and Widget Views**

How many views website advertisements are getting

*Banner Views*

How many times a Banner has been clicked

<table>
<thead>
<tr>
<th>Banner Name</th>
<th>Total Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELISE quiz Informing your studies Complete the quiz by Week 5</td>
<td>84</td>
</tr>
<tr>
<td>ELISE quiz Informing your studies Complete the quiz by Week 5</td>
<td>40</td>
</tr>
</tbody>
</table>

Example Data Studio report: [https://datastudio.google.com/open/10I3_yrKwv1uD62DBSjP2m1fJa8OgPAF](https://datastudio.google.com/open/10I3_yrKwv1uD62DBSjP2m1fJa8OgPAF)
Definition of the Library’s online space

The Library’s online space includes all points at which clients (including current and potential clients) will discover and connect with the UNSW Library, including but not limited to the website, social media, mobile apps, discovery services, automated notifications/emails and external presentation of our data and services where we have a level of control.
Use tools readily available

• In-built analytics available in your site/system
• Logs and log analysis tools
• Social media ratings & Google knowledge panel
• Excel power
• Google suite – Analytics, Tag Manager and Data Studio
• Office 365 applications and Power BI
Examples
Examples

• Harnessing the power of data-based evidence
• Offering content at point of need
• Finding creative solutions to track enquiries
• Keeping on top of trends for collection development
Data-based evidence with Google Search
Offering content at point of need

✔ Connecting users with Library resources
✔ Providing and promoting up-to-date information about Library services
✔ Access to information anytime & anywhere
✔ Encouraging self service
Offering content at point of need??
Enquiry tracking...now
Enquiry tracking...in 1999 (or, pre-2018)

<table>
<thead>
<tr>
<th>Date</th>
<th>Monitor/IT</th>
<th>Daily Total</th>
<th>Entered by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Monthly Total:**

- **Sunday, 2 July 2017:** 12, 2, 6, 48
- **Monday, 3 July 2017:** 2, 17, 14, 48
- **Tuesday, 4 July 2017:** 4, 30, 6, 38
- **Wednesday, 5 July 2017:** 14, 18, 4, 29
- **Thursday, 6 July 2017:** 12
- **Friday, 7 July 2017:**
How does the online clicker work?
### Montage Search Terms

<table>
<thead>
<tr>
<th>SEARCH TERMS - Montage</th>
<th>Total Unique Searches</th>
<th>% ▲</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HARRY POTTER</td>
<td>259</td>
<td>7.9% ▲</td>
</tr>
<tr>
<td>2. RENEW</td>
<td>220</td>
<td>10.0% ▲</td>
</tr>
<tr>
<td>3. BAREFOOT INVESTOR</td>
<td>211</td>
<td>28.7% ▲</td>
</tr>
<tr>
<td>4. MICHELLE OBAMA</td>
<td>158</td>
<td>3,650.0% ▲</td>
</tr>
<tr>
<td>5. GAME OF THRONES</td>
<td>158</td>
<td>20.6% ▲</td>
</tr>
<tr>
<td>6. LJANE MORTIARTY</td>
<td>156</td>
<td>35.7% ▲</td>
</tr>
<tr>
<td>7. JULIAN MAY</td>
<td>151</td>
<td>109.7% ▲</td>
</tr>
<tr>
<td>8. CRAZY RICH ASIANS</td>
<td>151</td>
<td>-26.3% ▲</td>
</tr>
<tr>
<td>9. MILKMAN</td>
<td>150</td>
<td>837.5% ▲</td>
</tr>
<tr>
<td>10. JANE HARPER</td>
<td>140</td>
<td>145.6% ▲</td>
</tr>
</tbody>
</table>

**Grand total**

|          | 134,591 | 0.2% ▲ |

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Basic analytics become stories

• Housekeeping – review events and documentation
• Continuous improvement – reports
• Align to changing organisational goals
• Incorporating other data sources
• Website roadmap
• Incremental changes
Still data for data’s sake?

- Better understand website client behaviour
- Improve website performance
- Monitor website usage
- Foster mindset for ongoing optimisation

- Start small
- Slowly adapt
- When comfortable, advance skills and utilisation
- Continuously review momentum and engagement

Data stories are only limited by your imagination
Questions?
Contact

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