

# BCRDH Analytics Guide



THE UNIVERSITY OF BRITISH COLUMBIA

Library

Okanagan Campus

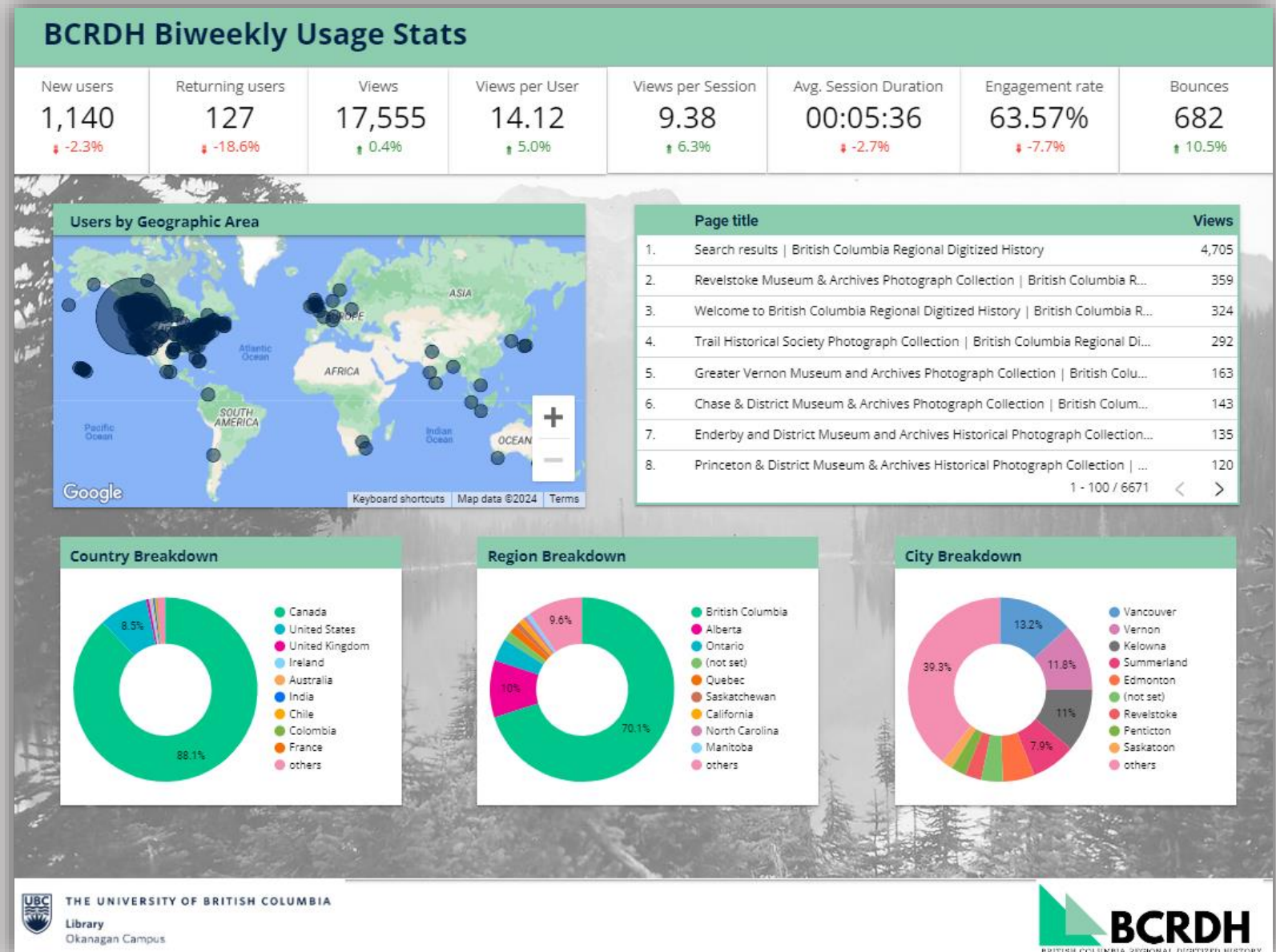


## Why track analytics?

Analytics reports can be used to inform future digitization decisions, prove a return on investment to your stakeholders, or apply to funding opportunities. If you have any questions about how best to employ your analytics reports please contact us.

BCRDH uses Google Analytics to measure and visualize de-personalized traffic to the BCRDH website.

All partners should receive a PDF report on January 1<sup>st</sup>, May 1<sup>st</sup>, and September 1<sup>st</sup> of each year via email. If you are not receiving your reports, contact us and we will verify up to date emails are being used.



## BCRDH Biweekly Usage Stats

New users	Returning users	Views	Views per User	Views per Session	Avg. Session Duration	Engagement rate	Bounces
1,140	127	17,555	14.12	9.38	00:05:36	63.57%	682
↓ -2.3%	↓ -18.6%	↑ 0.4%	↑ 5.0%	↑ 6.3%	↓ -2.7%	↓ -7.7%	↑ 10.5%

### New Users & Returning Users:

The total numbers of the categories of users for the period.

### Views, Views per User, & Views per Session:

The total number of times your content has been viewed for the period. Each view corresponds to a page associated with your institution, whether it is a collection page or object page. Views per user and session are averages.

### Average Session Duration:

The average length of time viewers spend engaging with your content.

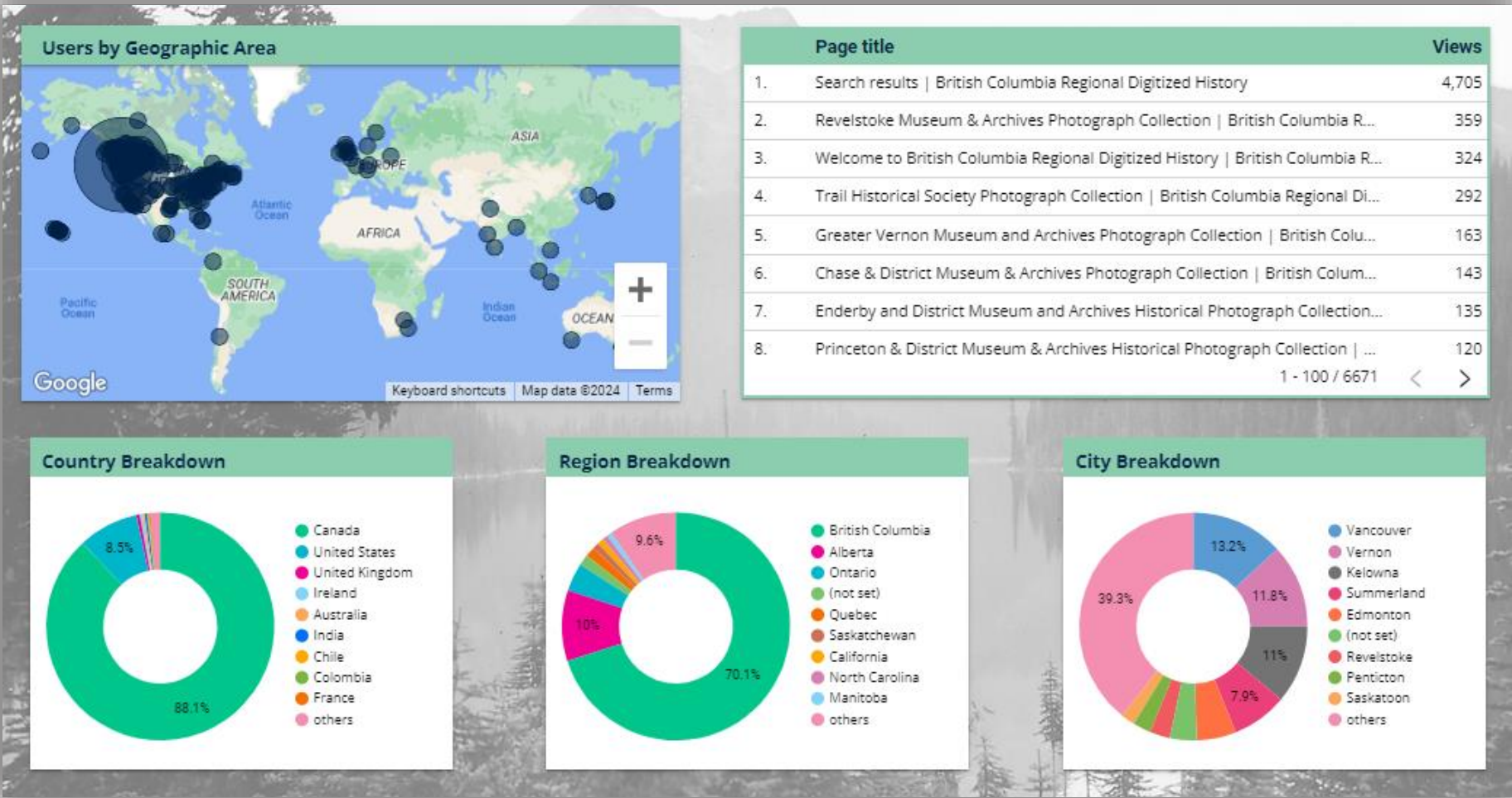
### Engagement Rate & Bounces:

An engaged session is a session that lasted longer than 10 seconds or had at least 2 page views. Bounces measure the number of times that users left the BCRDH site after viewing only one page associated with your repository.

### Previous Period Comparisons:

The green or red percentages underneath the current period analytics represent either increases or decreases for these metrics from the previous period.

**Users by Geographic Area:**  
A visualization of which regions of the world have accesses your repository’s content.



**Country, Region, and City Breakdown:**  
Pie charts showing the regions/top regions at various levels that have accessed your repository’s content.

**Page Title/Views:**  
This shows the top viewed pages associated with your repository and the number of times they were viewed. Unfortunately these reports are not interactive and you will not be able to scroll through the entire list. If you are interested in seeing more of the results please contact us.

Admin Skews:

BCRDH strives to block all internal traffic from analytics in order to represent reliable user traffic. Some admin traffic related to metadata maintance does slip through, however.

‘MODS Previous Versions’ may appear in your ‘Page Title’ graph, along with a number of views. These admin views will skew all of the graphs, so the data should be considered with that in mind. Admin traffic has been left visible so that its weight may be considered appropriately.

Admin views may be subtracted from the total in the score statistics if desired. In this example, OSC’s listed total annual views of 15,060 would actually be 10,831 after subtracting the admin generated views.

