

Understanding BCRDH Analytics Reports



THE UNIVERSITY OF BRITISH COLUMBIA

Library

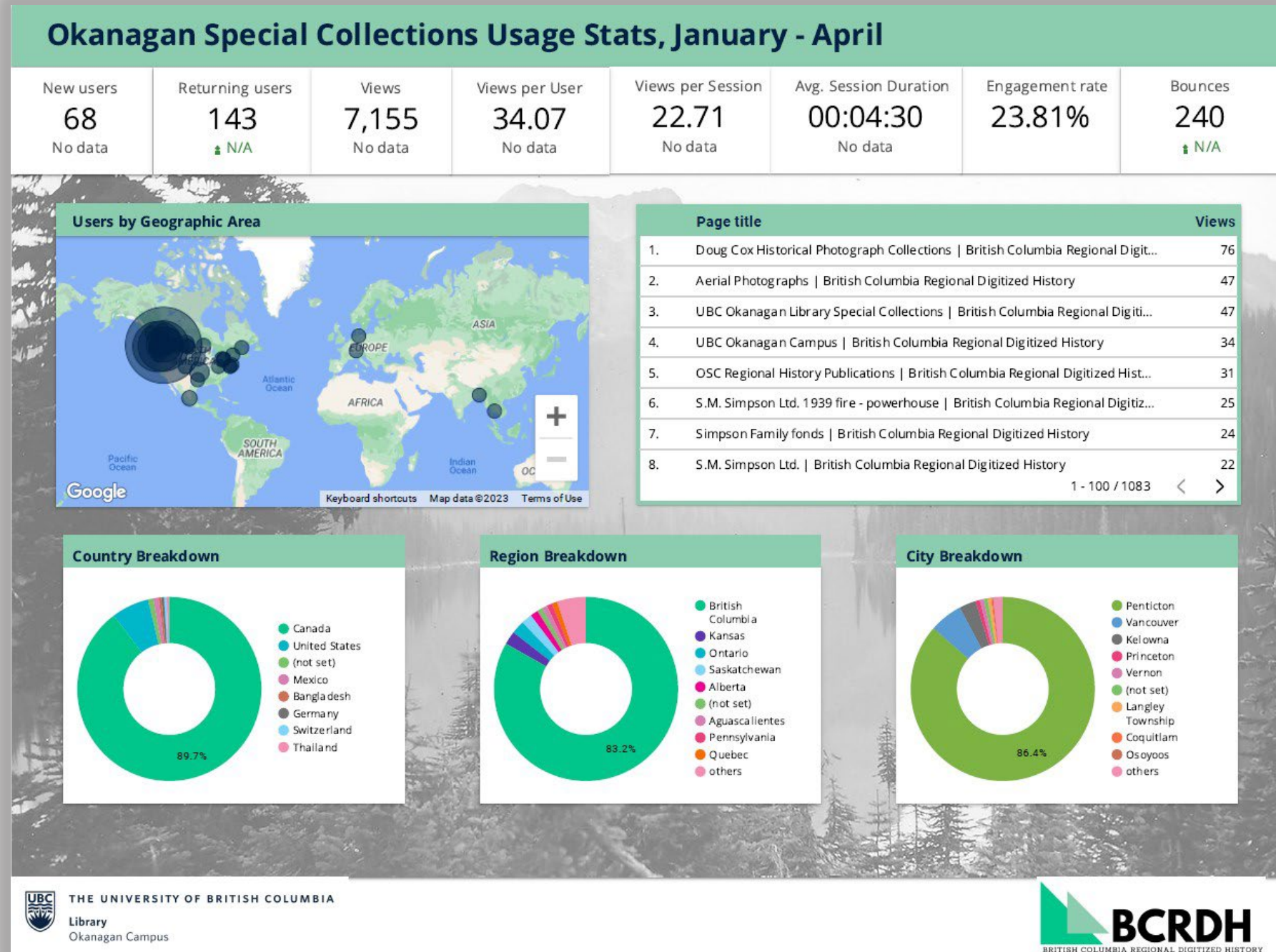
Okanagan Campus



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

All partners should receive a PDF report on January 1st, May 1st, and September 1st 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.

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.



Okanagan Special Collections Usage Stats, January - April

New users 68 No data	Returning users 143 ↑ N/A	Views 7,155 No data	Views per User 34.07 No data	Views per Session 22.71 No data	Avg. Session Duration 00:04:30 No data	Engagement rate 23.81%	Bounces 240 ↑ N/A
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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:

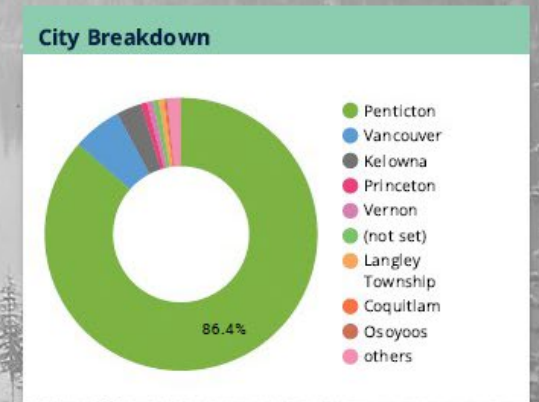
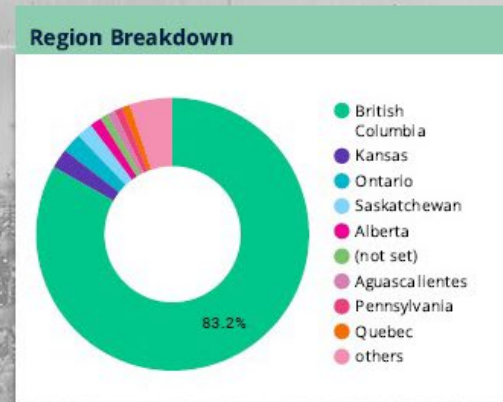
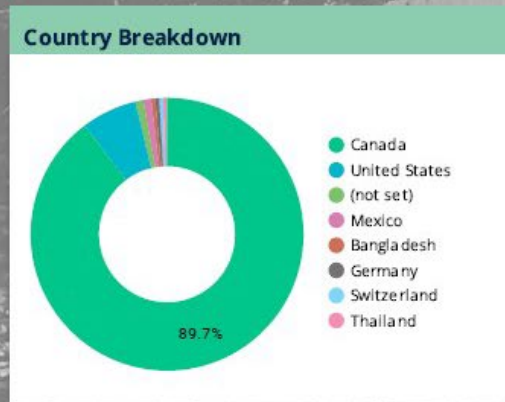
The green or red percentages underneath the current period analytics represent either increases or decreases for these metrics from the previous period.

*** Because the analytics is new there is no previous period for comparison, resulting in the appearance of "No data." Once a period has passed this document will be updated and comparison rates will be visible.

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
1.	Doug Cox Historical Photograph Collections British Columbia Regional Digit...	76
2.	Aerial Photographs British Columbia Regional Digitized History	47
3.	UBC Okanagan Library Special Collections British Columbia Regional Digiti...	47
4.	UBC Okanagan Campus British Columbia Regional Digitized History	34
5.	OSC Regional History Publications British Columbia Regional Digitized Hist...	31
6.	S.M. Simpson Ltd. 1939 fire - powerhouse British Columbia Regional Digitiz...	25
7.	Simpson Family fonds British Columbia Regional Digitized History	24
8.	S.M. Simpson Ltd. British Columbia Regional Digitized History	22

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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.