

**Connecticut Digital Archive**  
**Guidelines for Visualizing Google Analytics Statistics**  
February 2016

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## INTRODUCTION

These guidelines intend to provide an outline of the types of statistics gathered and visualized by the Connecticut Digital Archive (CTDA). This document is based on the Digital Library Federation's "Best Practices for Google Analytics in Digital Libraries" white paper and the work done by the DLF Assessment working group (<https://wiki.diglib.org/Assessment:Analytics>). This document covers the following areas: end-user support and customer service, Google Analytics, metadata.

These guidelines cover:

- General summary of the types of statistics or reports gathered
- Summary of CTDA's Google Analytics Account
- Description of metrics being gathered for Tableau from Google Analytics

These guidelines do not cover:

- How to manage end user and customer ticketing system or how to generate reports
- How to manage the CTDA Google Analytics Account
- How to visualize data in Tableau or embed visualizations in web sites
- CTDA metadata guidelines
- CTDA harvesting guidelines

## End-User Support & Customer Service

### HelpSpot

End-user support and customer service is managed and tracked using HelpSpot. HelpSpot is a help desk software provided by the University of Connecticut Library Systems Information Technology Services unit. HelpSpot is a shared application where “workspaces” are assigned to coordinators responsible for a particular workflow. The CTDA has a workspace that is linked to the email [ctda@uconn.edu](mailto:ctda@uconn.edu). Emailing [ctda@uconn.edu](mailto:ctda@uconn.edu) will generate a ticket in CTDA’s HelpSpot workspace.

The HelpSpot is configured in the following way. Tickets can be generated either by going to <http://helpspot.uconn.edu> and clicking on create a ticket or by emailing [ctda@uconn.edu](mailto:ctda@uconn.edu). Once a ticket has been created, an automated response is sent to the person.

Thank you for contacting the Connecticut Digital Archive support help desk. Your inquiry has been received and we expect to be in contact with you within one business day. If you are contacting CTDA on a holiday or holiday weekend, please allow for two to three business days.

If you are reporting an issue, please ensure that you’ve included a description of what happened leading up to the error and when the error occurred. If necessary, also include a link. If you have not included these, simply reply to this email with that information. Having this will help us deal with your issue more effectively.

If you are submitting a development idea for CTDA’s technical infrastructure, remember to include use cases, mockups if applicable, workflow scenarios, requirements, and any other information to understand what you want to the CTDA to develop.

CTDA Support Desk  
<http://ctdigitalarchive.org>  
[ctda@uconn.edu](mailto:ctda@uconn.edu)

The CTDA workspace is coordinated by the Digital Repository manager. This means that all tickets arrive in that person’s queue. Tickets can be assigned to other staff members which appear in the drop down menu. If a staff member is not listed, a request to add this person is done through UConn Libraries ITS.

The data gathered on tickets include Reporting tags, metadata tag, institution, short description. Reporting tags are: metadata, partner question, general info, development request, islandora, review, change log.

- Metadata: involves metadata in the repository such as how to interpret CTDA Implementation guidelines, how to transform spreadsheets into MODS records, MODS xml, subject analysis, or data curation services.
- Partner Question: any tickets about how to become participants/partners, policies, reporting for partners, training, consultations concerning becoming participants.
- General Info: any tickets seeking information about CTDA and digital assets in the repository.
- Development request: any tickets submitting an idea for development of either software or hardware such as SIP tool
- Islandora: any tickets about Islandora including connection to the repository/Solr/other services, errors encountered by participants, configuration, user accounts, etc. This is a catch-all to any question for those working in stage or production environments that isn't about metadata or about how to become a partner.
- Review: any ticket that needs to be reviewed. This is primarily used by ITS.
- Change log: any ticket that documents actual changes in dev, stage or production environments such as new user account, namespace configuration, and new Solr configuration. This is documented for CTDA manage and presentation sites. For partner channels, it is documented only when the coordinator of the CTDA workspace does the work. It is hoped that partners document changes to their site.

HelpSpot provides built-in reports and the ability to customize them. This functionality is used to generate reports at the end of the year in December. These reports cover total number of tickets, requests over time, first response speed, first assign speed, replies by count, interactions over time, resolution speed. Results are visualized in HelpSpot. These visualizations are captured and saved to the yearly assessment and audit document. Data includes median, average, min, max, and sum statistics that are also recorded. Trends from one year to the next are summarized in the yearly assessment document.

Any requests that come by person, phone, or email are transferred to HelpSpot.

### **CTDA Alert Google Group**

The CTDA uses Google groups to manage the CTDA ALERT Google group list. Any participants working in production either in CTDA manage or their own channel are members of this group. This group is coordinated by the Digital Repository manager. Its primary focus is to send out announcements quickly to those working in production. Any participant is welcome to request membership. Any replies to alerts should be emailed to [ctda@uconn.edu](mailto:ctda@uconn.edu). This group email address is <https://groups.google.com/d/forum/ctda-alert>.

Reporting in Google groups is not evident. Currently, the CTDA Alert is used to push out information and not for statistics gathering. However, at times we can see certain trends in the type, frequency of

messages and when those messages were sent. This requires a visual inspection and is only used when nothing else is available.

## Site Alert Drupal Module

There is currently no Google group alert for those working in CTDA's sandbox site or <http://ctda-stage.lib.uconn.edu>. Instead, the Drupal module, site alert, was installed. This module has also been added to our core module pack. This can be configured with the start and end date, severity, timeout, and any content such as the example below.

**Start date for Alert (Default is now)**

02-29-2016	08:00AM
<small>E.g., 02-25-2016</small>	<small>E.g., 11:30AM</small>

**Expiration date for Alert \***

03-11-2016	05:15PM
<small>E.g., 02-25-2016</small>	<small>E.g., 11:30AM</small>

Dates are stored in the site's default timezone, currently America/New\_York

**Severity \***

Low Severity - Yellow ▼

**Timeout**

5 minutes ▼

Configure how frequently the alert is updated in the user's browser.

**Content \***

SYSTEM MAINTENANCE IN PROGRESS. DISRUPTIONS LIKELY.

Allowed tags are a, strong, and em

Save configuration

Content displays as a banner on all pages on the site.

## Metadata

The CTDA implements a variety of metadata standards. Some are hardware and software dependent, others are not. Review and analysis pertains to descriptive metadata according to the CTDA Implementation Guidelines of Metadata Object Description Schema (MODS) and Simple Dublin Core (DC). At this time, visualizations are not done for metadata analyses. Analyses are report based and include the generation of spreadsheets that document:

- Missing handle
- Missing ownership statement
- Inconsistencies

The handle and ownership statement are required for the Digital Public Library of America.

Inconsistencies are gathered and then sent to the participating institution for them to fix.

Inconsistencies refer to glaring metadata mistakes such as dates being enter as November 11, 1877 which can't be read by Solr, incorrect use of resource type controlled vocabulary, or spelling inaccuracies.

Visualizations for descriptive metadata for geographic place are in the works. However, only metadata that conforms to an agreed upon standard will be used. This standard is described in the CTDA MODS implementation guidelines.

## Google Analytics

The CTDA uses Google Analytics to gather statistics on each one of its sites. Data is gathered by Google and can be viewed through the Google Analytics website. CTDA visualizes these data with Tableau Professional. Using the Google Analytics API, Tableau reads the data coming from Google and refreshed on a monthly basis. These data have then been crafted into dashboards by our Data Visualization Librarian and can be viewed publically or embedded on a web site.

The dashboards are built according to the Digital Library Foundation Assessment working group white paper, “Best Practices for Google Analytics in Digital Libraries”. Dashboards have the following 3 broad categories:

- Content Use
- Audience Metrics
- Navigational Metrics

### Content Use

Content use measures the success of a site based on the number of counts. Counts refers to how much time users spend on a site, how many users visit a page, bounce rates, or the frequency of sites viewed.

For the CTDA, access is defined as: “access to a digital item means viewing either all of the content of the item or part of the content of an item.” Access does not include download of either the item or part of an item or viewing the metadata record with or without a thumbnail image. The reason for this is that our digital assets are displayed with a thumbnail and metadata details that can be expanded by the user. We are unable to track downloads as the url’s for this are all different presenting a real challenge to being able to track them.

CTDA visualizes sessions, pageviews, average visit duration, bounce rate, pages with the highest number of pageviews, most popular landing pages.

### Audience Metrics

Audience metrics measures the success of a site based on where users are accessing content and how they are accessing content in terms of browser and operating system.

The CTDA visualizes sessions by country, the operating system of users, devices used, and Internet service providers of users.

### Navigational Metrics

Navigational metrics measure the path users take to arrive at content. Google Analytics uses these terms: direct, organic, referral and social traffic.

- Direct traffic: visitors who arrive by typing the url in their browser or bookmark
- Organic traffic: visitors who arrive from a search engine
- Referral traffic: visitors who arrive from another website
- Social traffic: visitors who arrive from a social media network



Navigation also searches top terms used by users to reach the site. The Source is the original of the traffic and medium is the general category of source.