

Analytics for library Web sites and blogs: who's reading us?

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Presented at Texas STEM Librarians Conference, Austin, Texas, USA, 26 July 2013

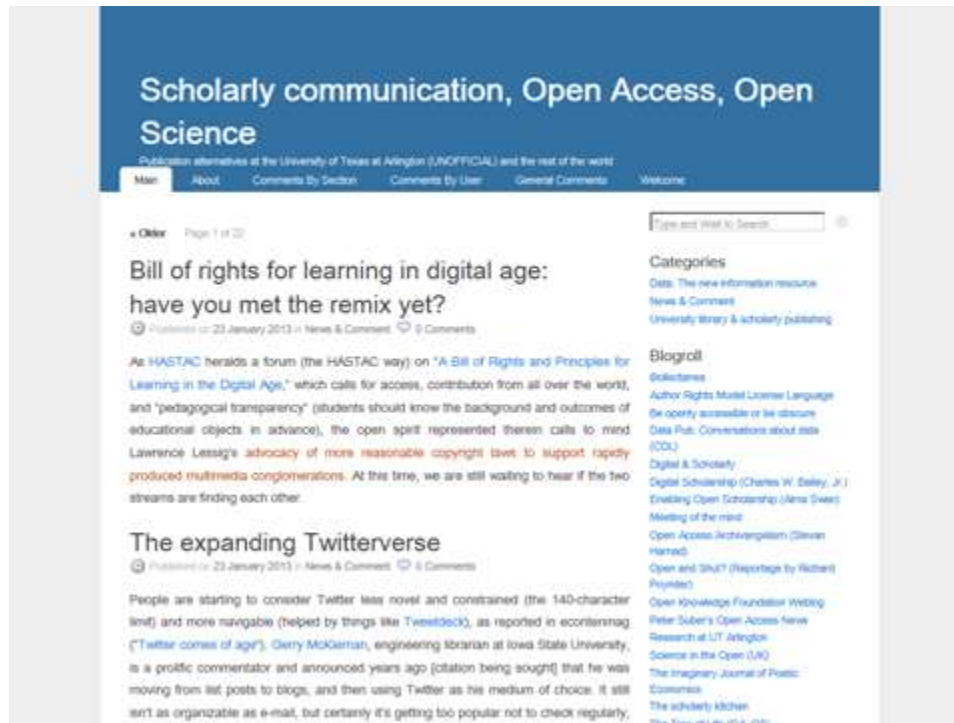
As Open Access has caught on, and in the scientific disciplines we also have Open Science and arXiv.org and open data and such, good, usable content is starting to be available in non-traditional venues—social media for scholars. We are, of course, also creating social media presences for our libraries. In scholarship arises the question of how you approximate the gold standard of peer review; there's an interesting controversy over so-called "peer review by mob rule," but I'm just going to show you some tools to explore your stats, and you can use them either as an enterprising scholar or just as a librarian assessing your services.

There are a couple of ways to get usage, or readership, statistics for blogs (or even regular Web pages) you own or have administrative privileges for, as well as some social media you may be putting stuff up on; and I'm going to show you a few examples. At the end of this paper is a handout which gives you the details on how to set up or embed some of these statistics modules.

Analytics, or usage statistics, from



After I created this blog on a university platform



(having discovered that the copy of Wordpress software they licensed did not include the admin module with usage statistics), the library digital group introduced Google Analytics. Google Analytics is a tracking system (and it's free) that has you embedding a bit of JavaScript into any HTML page you own, including a blog created with other software such as WordPress or Movable Type. Here's an excerpt from my blog that has it:

```

1 <html xmlns="http://www.w3.org/1999/xhtml" dir="ltr"><head profile="http://gmpg.org/xdn/1.1">
2 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
3 <meta name="template" content="K2 1.0-RC8">
4
5 <title> Scholarly communication, Open Access, Open Science</title>
6
7 <link rel="stylesheet" type="text/css" media="screen" href="http://blog.uta.edu/~bradley/wp-content/themes/k2/style.css">
8
9
10 <link rel="alternate" type="application/rss+xml" title="Scholarly communication, Open Access, Open Science RSS Feed" href="http://blog.uta.edu/~bradley/
11 <link rel="alternate" type="application/atom+xml" title="Scholarly communication, Open Access, Open Science Atom Feed" href="http://blog.uta.edu/~bradley/
12
13
14
15
16 <script src="http://www.google-analytics.com/ga.js" async="" type="text/javascript"></script><script type="text/javascript">
17 // Google Analytics for WordPress by Yoast v4.0.6 | http://yoast.com/wordpress/google-analytics/
18 var _gaq = _gaq || [];
19 _gaq.push(['_setAccount', 'UA-29767633-1']);
20 _gaq.push(['_trackPageview']);
21 (function() {
22   var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
23   ga.src = (https == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
24   var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
25 })();
26 // End of Google Analytics for WordPress by Yoast v4.0
27 //]]></script>
28
29 <link rel="stylesheet" id="wp_sidebar_login_css_styles-css" href="http://blog.uta.edu/~bradley/wp-content/themes/k2/sidebar/login/style.css?ver=2.9.2" type="text/css">
30 <script type="text/javascript" src="http://blog.uta.edu/~bradley/wp-includes/js/jquery/jquery.js?ver=1.9.2"></script>
31 <script type="text/javascript" src="http://blog.uta.edu/~bradley/wp-content/themes/k2/js/k2/functions.js?ver=1.0-RC8"></script>
32 <link rel="EditURI" type="application/rsd+xml" title="RSD" href="http://blog.uta.edu/~bradley/xmlrpc.php?rsd">
33 <link rel="wmanifest" type="application/wmanifest+xml" href="http://blog.uta.edu/~bradley/wp-includes/wmanifest.xml">
34 <link rel="index" title="Scholarly communication, Open Access, Open Science" href="http://blog.uta.edu/~bradley">
35 <meta name="generator" content="WordPress 2.9.2">
36 <style type="text/css">
37   #header {
38     background-image: url("http://blog.uta.edu/~bradley/wp-content/themes/k2/images/headers/");

```

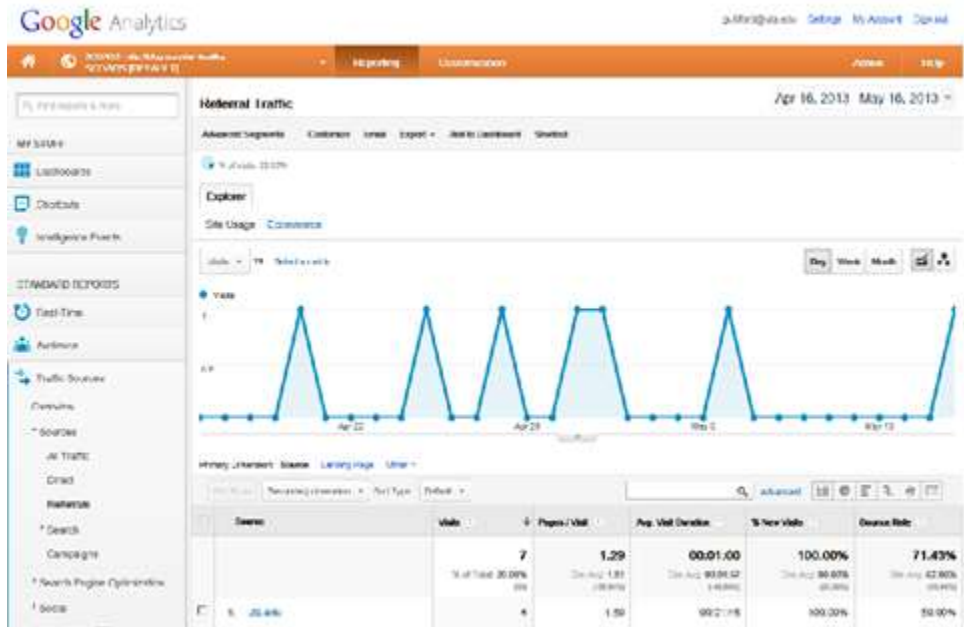
This enables Google to retrieve your particular page information (from everything they're already collecting about us).

This is what you get—hit count, session measurements such as time on page, whether they click right off of it (that's the “bounce rate”)

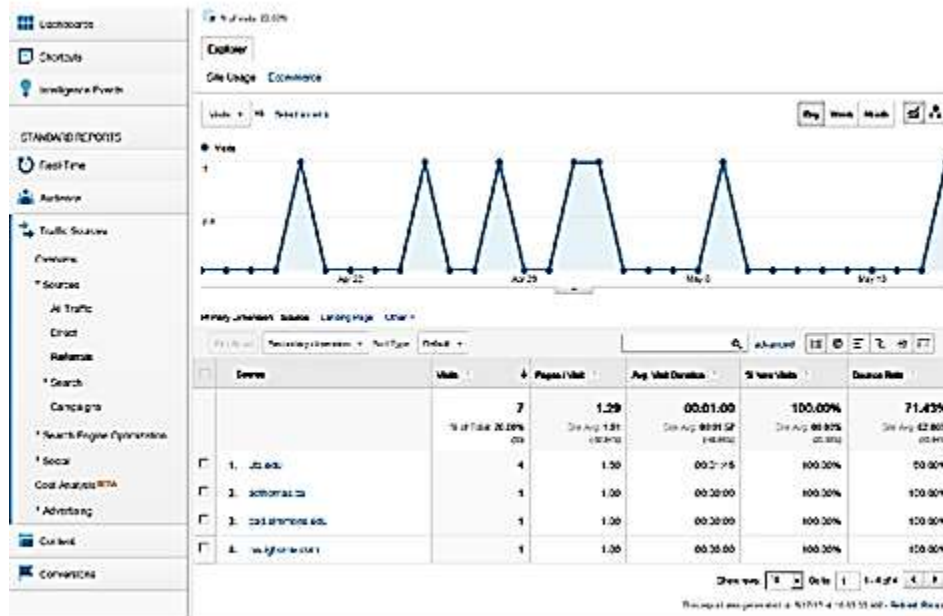




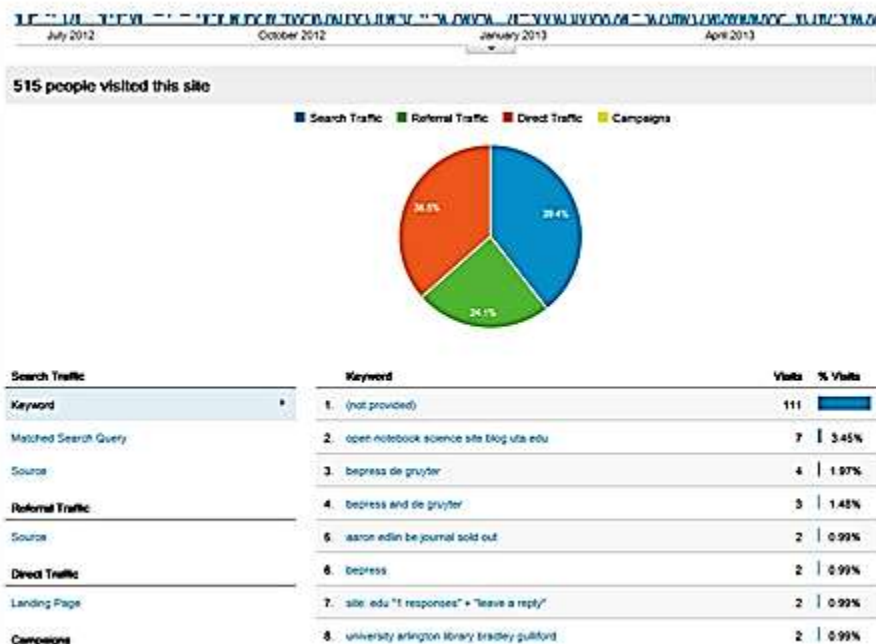
Traffic from links to your page



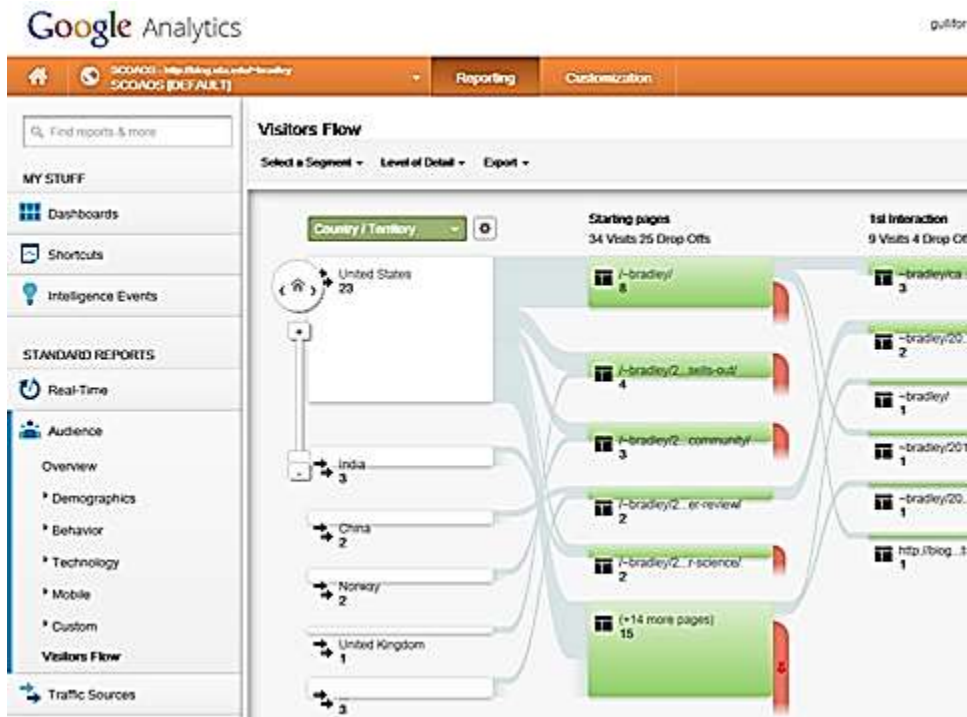
Referring domains



Search engine terms or phrases used to find your page



Google Analytics is the most in-depth of these statistical tools, and is oriented more towards the common use of these tools you'll run into, i.e., business use. They're concerned with user experience, how quickly users are guided to product displays, how soon a "conversion" occurs, that is, a buying commitment is made. Many of these tools offer many options that we will never use.

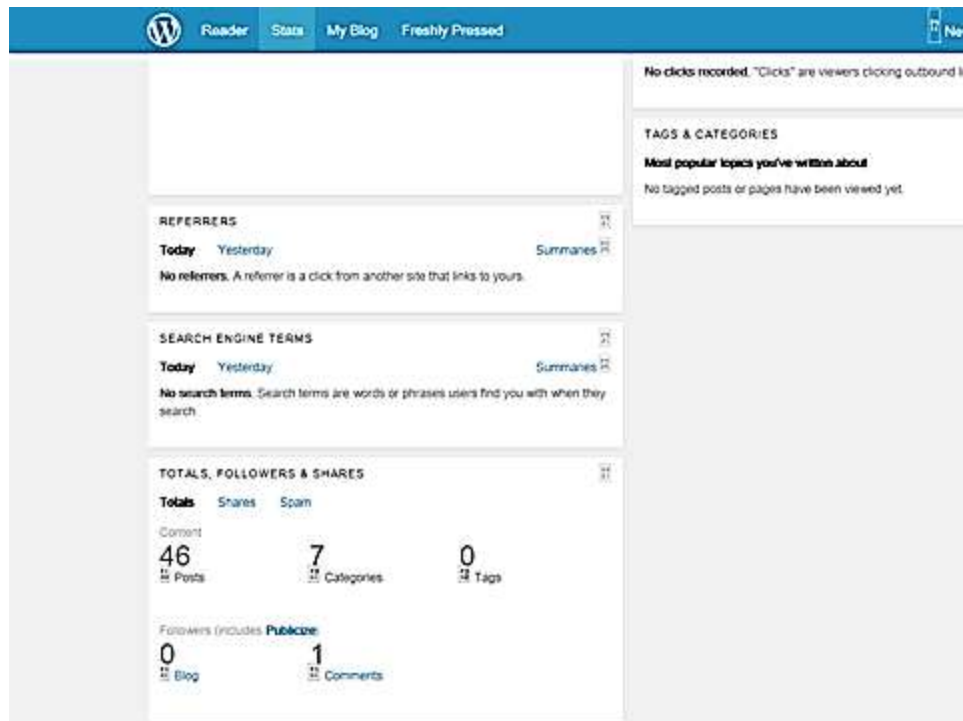


There are a couple of table displays of viewers' countries, or most viewed pages; but the most interesting, if also most ungainly to manipulate on the screen (to say nothing of creating a PowerPoint slide of it), is the Visitors Flow display. Not only is this pretty and graphic, it condenses page counts and gives you succinct information about what readers are looking at. This is, of course, a static screen shot, but on your actual browser screen when you're logged in to Google Analytics, you can hover over these bars with the abbreviated URLs and see a pop-up of more complete page information (although it'll still be by file name or URL of the post (but abbreviated), and might not mean that much to you unless you have your whole site memorized).

Now, as I said, Google Analytics is very in-depth and "featureful," and also is an external device placed on any Web page; and you might wonder, if you're working with a blog, what would statistics taken from the originating blog platform offer, that would be able to draw on the actual server log.

My first blog was on Wordpress, and as one of the early blog software and hosting providers, they've had the time to work on a solid product of their own.





They have a slightly less snazzy display, but it tabulates what you probably need and want the most—total hit rates per day or time period, countries visiting, most popular pages, and search engine terms used to find your page, as well as pages or domains your blog was clicked on from.

Moving beyond blogs, we get into actual social networking platform, and what analytics they have.

Facebook, while they obviously scrutinize your words to tailor ads, doesn't give you access to particularly sophisticated tools—in fact, I'm not aware of much beyond counting your Friends or getting set up to have Followers instead of Friends—unless you own a page.

Then you can use Facebook Insights, an app that gives you charts as informative as Google Analytics, although the metrics they show are somewhat different. "Reach" is hit count; "Talking about this" is number of shares and likes. Are shares and likes good enough for tenure committees? Probably not, but see the essay, "[Facebook 'likes' are not vanity metrics](#)" in [econtentmag](#).



facebook Hi Brad, what do you need help with?

Desktop Help • Pages • Managing a Page • Page Insights

About Page Insights

Page Post Metrics

Getting Started & General Page Metrics

Likes, Reach & Engagement

Back

Page Post Metrics

What metrics are available on Page posts?

You can see how many people your post reached, how many people engaged with people talked about it with their friends. Learn more about:

- Reach
- Engaged Users
- Talking About This
- Virality

You can find these metrics in the **Page Posts** section of Page Insights.

Was this answer helpful? Yes No

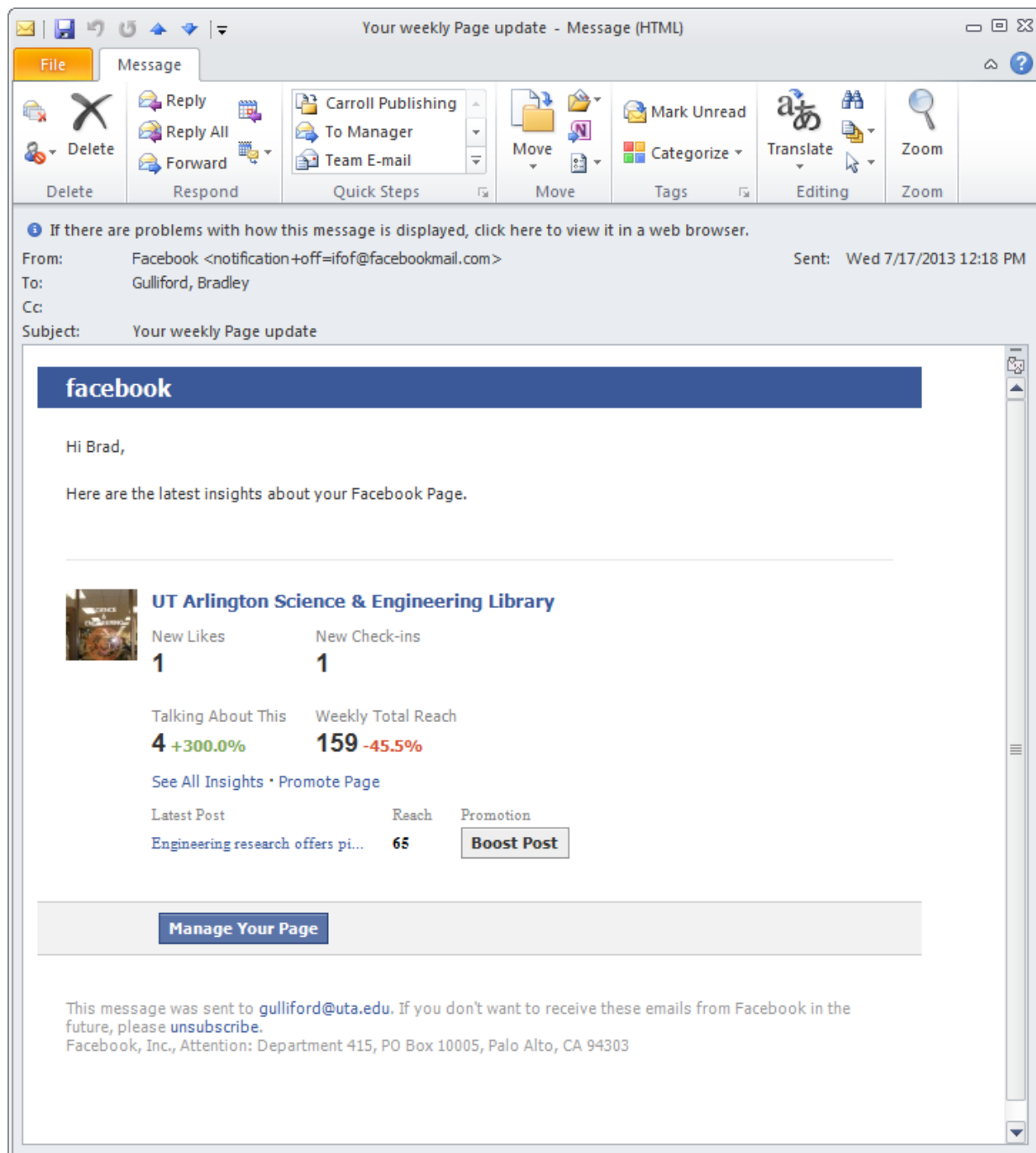
How is reach defined for each of my Page posts?

How is Engaged Users defined for each of my Page posts?

How is People Talking About This defined for each of my Page posts?

How is virality defined for each of my Page posts?

You also get an e-mail update--



LinkedIn doesn't give you much, and neither does Mendeley, other than simple counts (which you could trend-analyze or something on your own).

Twitter also doesn't offer much to individual users either, although it does give you number of followers, number of people you're following, number of tweets you've posted, and you can download an archive of everything you've done on Twitter, which you could then sort or mine on your own. It has, however,

recently launched Twitter Analytics, which is designed mostly to show how many of your tweets led to your Web site. Not only is it designed very much for advertisers, it also costs money (I'm not sure how much), based on what they call "promoted" tweets or accounts. It's a very new service and not much information is available yet.

What to measure

Different campaign goals mean different success metrics. Use the analytics in Twitter Ads to help you measure your progress. Consider other ways to track your success, such as:

- **Follower quality:** What types of users interact with your account?
- **Traffic:** Have you seen an increase in visits to your store or site?
- **Conversion:** Have you seen an increase in signups for your service or sales?

How to measure it

Promoted Tweets: Monitor impressions, clicks and click rate in real time with the Promoted Tweets dashboard.

IMPRESSIONS: 73,900 By: By: Twitter	73.9K	1.92%	1,422	\$714.96
	impressions	clicks	cost	cpa
Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: Twitter Twitter: 				

Note:

- Impressions are the number of times your Promoted Tweet was served to your target audience (does not include organic impressions).
- Clicks refer to the number of clicks on a Promoted Tweet, including @replies, retweets and favorites.

Promoted Accounts: Track all of the new followers you've gained, both through Promoted Accounts and on your own (unpaid), with the follower growth chart.

I got most of what I've just told you from an [article in Slate](#).

But, not to end on a down note: looking for a new form of citation counts for the new forms of scholarly communication such as blogs, Tweets, and comment or collection tools such as CiteULike (I don't think they do reddit),

Brad Hemminger at the University of North Carolina initiated an effort to bring together, analyze, and improve ways to gather and analyze statistics for these alternative forms. It's called altMetrics,

about

altmetrics is the creation and study of new metrics based on the Social Web for analyzing, and informing scholarship.

Our vision is summarized in:

J. Priem, D. Taraborelli, P. Groth, C. Neylon (2010), *Altmetrics: A manifesto*, (v1.0), 26 October 2010. <http://altmetrics.org/manifesto>

You can follow the ongoing discussion on Twitter via the #altmetrics tag or via the respective groups on Mendeley, Google Groups, FriendFeed or LinkedIn.

Tools

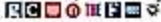
Browse a directory of noteworthy altmetrics apps.

Media

Watch videos of altmetrics presentations.

Press

Media and press coverage can be found on this page.



about

What's altmetrics?

Tools

Media

Press

[Tweet Altmetrics](#)

call for papers

The Altmetrics Collection

A PLOS One Collection

workshop

altmetrics12 workshop

An ACM Web Science Conference 2012 Workshop

Evanson, IL • 21 June 2012

and it seemed to have been taken up by Jason Priem, one of his protégés. Jason is joined by Heather Piwowar, whom you may know from the open data community.

Jason's project, ImpactStory,

Share the full story of your research impact.

ImpactStory is your impact profile on the web: we reveal the diverse impacts of your articles, datasets, software, and more.

[Make my impact profile](#)

or, show me a sample profile

View metrics in seconds

Point us to your slides, code, datasets, and articles. In a few seconds, you'll have a report detailing your impacts: citations, bookmarks,

Embed them anywhere

Drop ImpactStory's embeddable Javascript widget into your own online CV or website to show the impacts of your projects.

Open data, open source.

Our data, like our source code, is wide open. As a non-profit, we're around supporting open tools to nurture Web-native scholarship.

includes some curbs on misinterpreting altMetrics, but still basically finds links to your articles from social network type sites, so it's actually an inversion of what I've been talking about; but it's still another measure of your span in social media or professional networking.

Now what you may find is that you see one or two of your posts get high hit counts apparently because they mention a hot word or phrase, or because of a Google search of something common or popular. I wrote basically a news story about bepress being bought by deGruyter. It got more hits than my other gems of wisdom (you know, the ones I actually put some thought and professional background into). I had included a few mildly editorializing words, but I don't know if people were valuing those, or just looking for facts on the buyout.



Detail from *The temptation of St. Anthony* (Hieronymus Bosch)

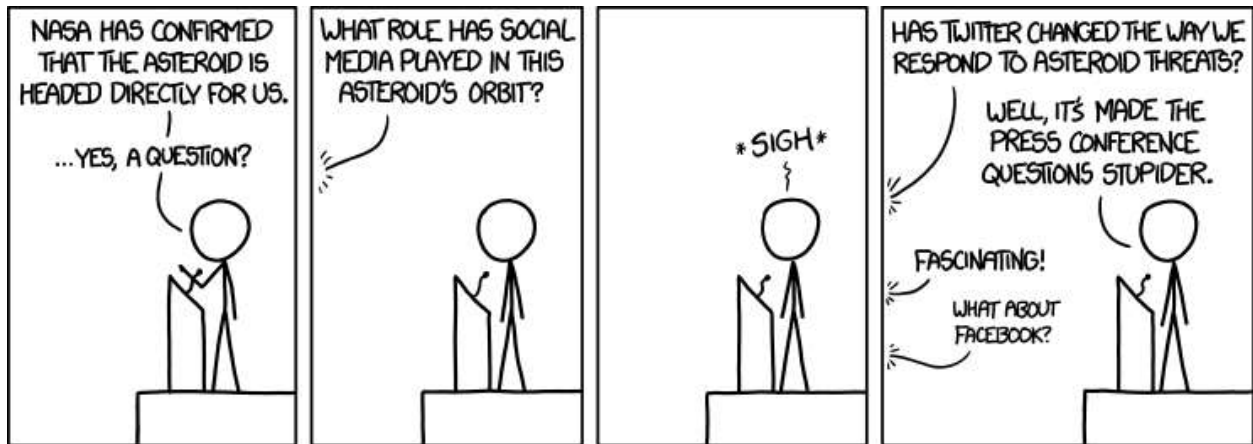
So, there it is. I started these with no emotional commitment, and I felt the pulls towards pride or worry without intending to take that risk; so the lesson learned is that seeing your own statistics may open doors to thought territories you didn't anticipate.

But the main thing I wanted to share with you is just awareness of these audience measurement tools, so you could enhance your work in these venues, or manage that enhancement.

Thanks to

- *Fireshot, the screen capture program that just does what I want it to*
- *C.D. Walter, for extensive investigation of Facebook Insights, and who is about to receive her MLS*
- *David Flaxbart, for patient support*

Contact me at gulliford@uta.edu.



Randall Munroe, at <http://www.xkcd.com>, offers his timely insight in a CC-BY-NC license.

Getting started with analytics/usage statistics modules

Google Analytics

Go to <http://www.google.com/analytics> . Sign in with your Google ID (if you don't have one, there is a link to create an account. You can access more than one page or blog with your account.) The steps are

Start analyzing your site's traffic in 3 steps



Once you sign up, you fill out a form with your specifics, and at the bottom,

Get Tracking ID

Click on the Get Tracking ID button and you'll get the script code and instructions.

Wordpress


Sign in to <http://wordpress.com/> with your usual userid/password.

Click on "Stats" at the top of the screen.

Facebook

Log into Facebook as usual. Navigate to your page.

To access Page Insights:

1. Open the  menu below your Page's cover photo
2. Select **View Insights**

You can access your Insights data through the dashboard, or export it using the **Export** button in the top right corner.

If you decide to export it, a dialog box will allow you to specify:

- The date range for which you want to get data
- Whether you would like to get the data as an Excel file or as a CSV (comma separated values) file
- Whether you want to see data at the Page level, or for each individual Page post

Twitter

Go to <http://analytics.twitter.com/> . Log in with your Twitter userid/password. You will be presented with a step-by-step menu.

Brad Gulliford, UT Arlington 2013