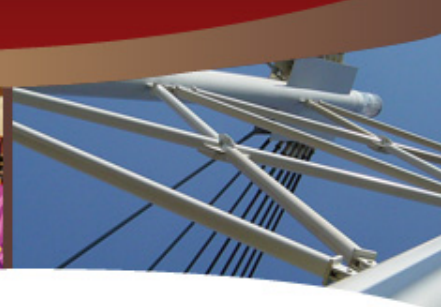


Tracking the usage of Unisa library Web products with Google Analytics

Thanyani Mpeiwa

Library Technology Application Specialist
Library Technology Services
mpeiwtl@unisa.ac.za



All Starred

Day Week Month Year

Website Profiles

+ Add new profile

Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://m.oasis.unisa.ac.za UA-21987848-2 + Add new profile								
★ AirPAC for Smartphone	View report	✓	228	00:04:46	32.02%	0	↑ 11.76%	Edit Delete
http://encore.unisa.ac.za/iii/encore UA-21987848-3 + Add new profile								
★ Encore	View report	✓	5,812	00:05:00	44.89%	0	↓ -7.89%	Edit Delete
http://millennium.unisa.ac.za/ UA-21987848-1 + Add new profile								
★ Millennium	View report	✓	56,594	00:09:30	24.08%	0	↓ -1.27%	Edit Delete

Find profile:

Show rows: 10 1 of 1


UNISA LIBRARY PROFILES : Millennium, Encore & AirPac for smart phones.
The presentation will be based on Millennium statistics.


Dashboard


Aug 1, 2011 - Aug 31, 2011




Site Usage

 **56,594** Visits

 **689,565** Pageviews

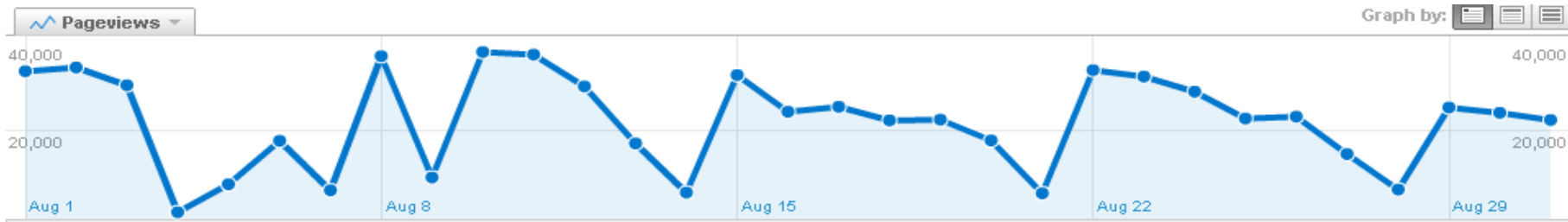
 **12.18** Pages/Visit

 **24.08%** Bounce Rate

 **00:09:31** Avg. Time on Site

 **44.00%** % New Visits

THE DASHBOARD: (August) - for a quick summary view of the statistics



312,192 pages were viewed a total of 689,565 times

Content Performance

Views: [Grid] [Line] [Bar]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1. /	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2. /search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3. /search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4. /llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5. /llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6. /patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7. /search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8. /patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9. /search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10. /search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing

Go Advanced Filter

Go to: 1

Show rows: 10

1 - 10 of 312,192

STATISTICS AT A GLANCE: Top Content / viewed pages (by URL). excludes the search screen.



312,192 pages were viewed a total of 689,565 times

Content Performance Views: [Icons]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [] Go [Advanced Filter](#) Go to: 1 Show rows: 10 1 - 10 of 312,192

PAGEVIEWS: clients who viewed the WebPages



312,192 pages were viewed a total of 689,565 times

Content Performance Views: [Icons]

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
689,565 % of Site Total: 100.00%	456,459 % of Site Total: 100.00%	00:00:51 Site Avg: 00:00:51 (0.00%)	24.08% Site Avg: 24.08% (0.00%)	8.21% Site Avg: 8.21% (0.00%)	\$0.00 Site Avg: \$0.00 (0.00%)

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [] Go [Advanced Filter] Go to: 1 Show rows: 10 1 - 10 of 312,192

UNIQUE PAGEVIEWS: clients who viewed the pages for the first time



312,192 pages were viewed a total of 689,565 times

Content Performance

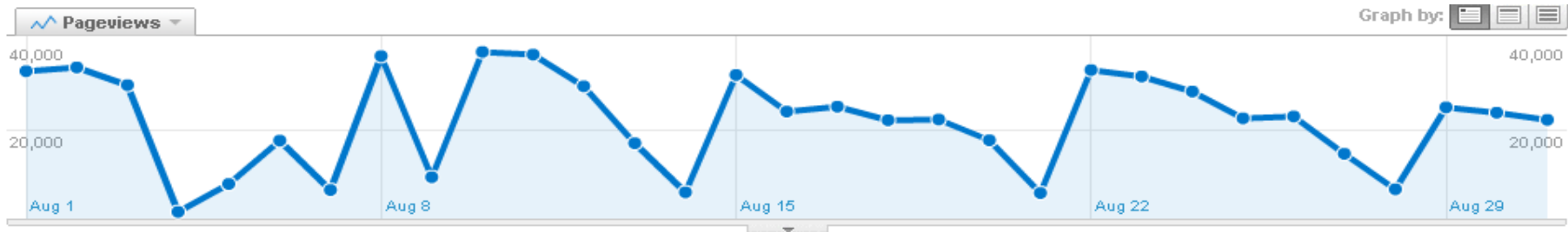
Views: [Table Icon] [List Icon] [Bar Icon] [Filter Icon] [Refresh Icon]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 10 of 312,192

AVG TIME OF PAGE: when clients leaves a page



312,192 pages were viewed a total of 689,565 times

Content Performance

Views: [Grid] [Line] [Bar] [Table] [List]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [] Go [Advanced Filter](#) Go to: 1 Show rows: 10 1 - 10 of 312,192

BOUNCE RATE: a client access a single page on your site and then leaves.



312,192 pages were viewed a total of 689,565 times

Content Performance Views: [Grid] [Line] [Bar] [Table] [List]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/llb	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/llj	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [] Go **Advanced Filter** Go to: 1 Show rows: 10 1 - 10 of 312,192

% EXIT: measures the percentage of clients leaving your site from a certain page (the last page before leaving the site).



312,192 pages were viewed a total of 689,565 times

Content Performance

Views: [Table Icon] [Line Icon] [List Icon] [Filter Icon] [Refresh Icon]

Pageviews 689,565 % of Site Total: 100.00%	Unique Pageviews 456,459 % of Site Total: 100.00%	Avg. Time on Page 00:00:51 Site Avg: 00:00:51 (0.00%)	Bounce Rate 24.08% Site Avg: 24.08% (0.00%)	% Exit 8.21% Site Avg: 8.21% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
---	--	--	--	---	---

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	/	62,566	35,710	00:01:38	25.14%	23.42%	\$0.00
2.	/search/r	26,504	14,966	00:00:41	18.61%	13.12%	\$0.00
3.	/search/t	11,200	4,490	00:00:44	13.66%	2.79%	\$0.00
4.	/lib	7,112	2,428	00:01:39	12.12%	10.07%	\$0.00
5.	/lib	4,149	1,283	00:01:29	21.43%	7.86%	\$0.00
6.	/patroninfo	3,930	703	00:00:50	9.86%	3.74%	\$0.00
7.	/search/a	3,860	2,055	00:00:28	16.36%	2.38%	\$0.00
8.	/patroninfo~S1	3,422	1,149	00:00:51	8.38%	6.98%	\$0.00
9.	/search~S1	3,406	1,835	00:01:09	27.64%	12.18%	\$0.00
10.	/search/q	3,383	1,697	00:00:51	26.92%	2.93%	\$0.00

Filter Page: containing [Go] **Advanced Filter** Go to: 1 Show rows: 10 1 - 10 of 312,192

FILTERS: you can also apply features to retrieve specific data, e.g. How often were title searches used? `searchtype=t/search/t/`

228 visits came from 14 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage

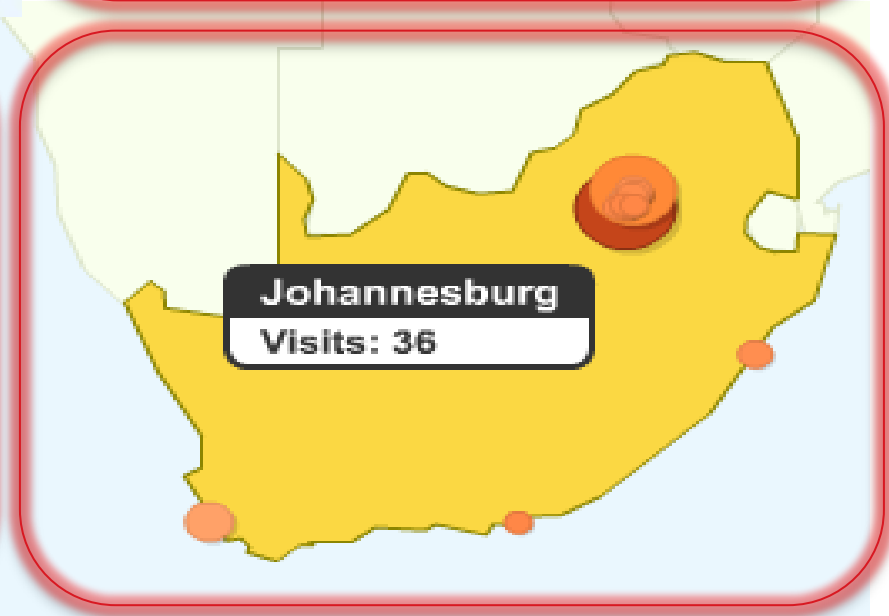
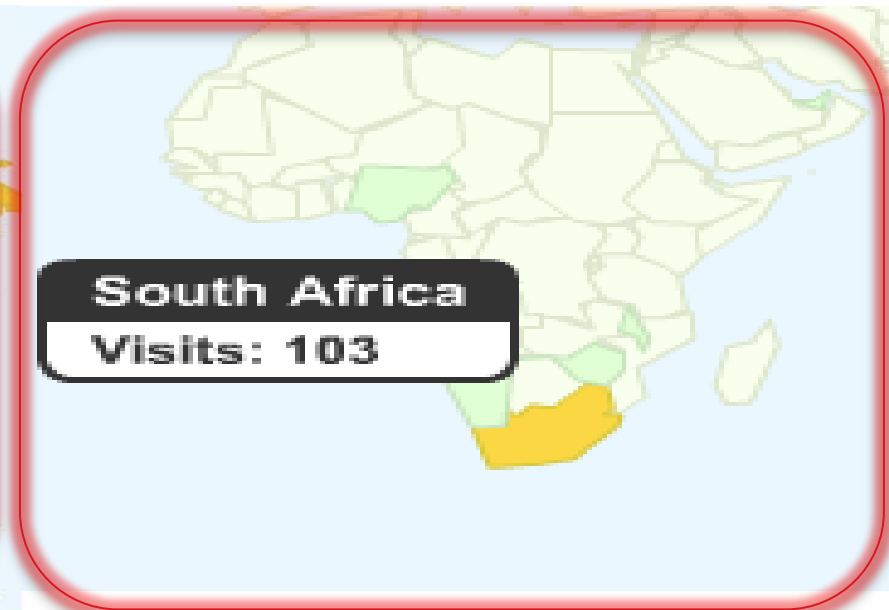
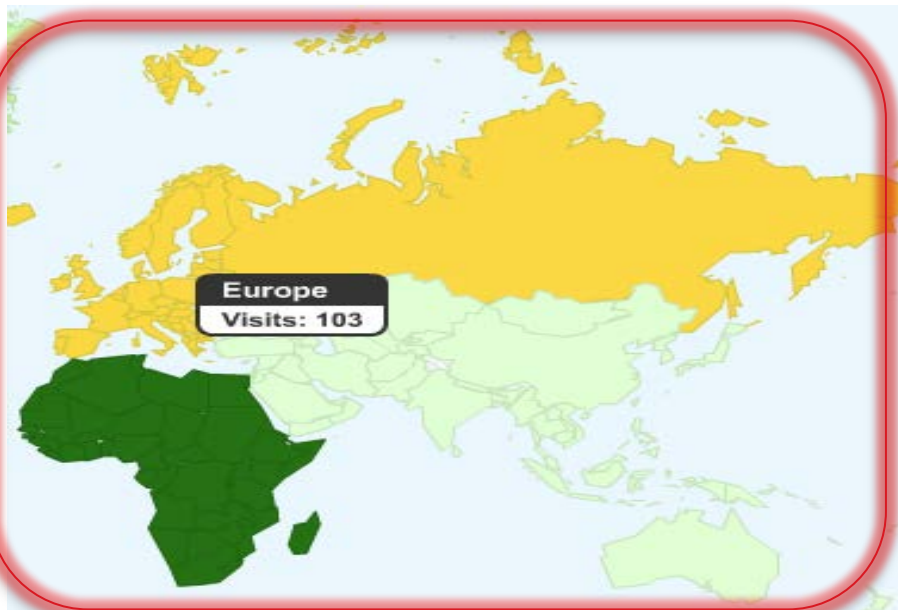
Goal Set 1

Views:

Visits 228 % of Site Total: 100.00%		Pages/Visit 5.61 Site Avg: 5.61 (0.00%)		Avg. Time on Site 00:04:47 Site Avg: 00:04:47 (0.00%)		% New Visits 60.96% Site Avg: 60.96% (0.00%)		Bounce Rate 32.02% Site Avg: 32.02% (0.00%)	
Detail Level:	Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate			
1.	South Africa	103	5.38	00:03:55	58.25%	31.07%			
2.	United Kingdom	102	5.90	00:05:41	62.75%	30.39%			
3.	United States	9	4.78	00:06:05	33.33%	44.44%			
4.	Canada	2	6.50	00:02:10	100.00%	50.00%			
5.	Brazil	2	1.00	00:00:00	0.00%	100.00%			
6.	Australia	2	1.00	00:00:00	100.00%	100.00%			
7.	Mauritius	1	2.00	00:00:27	100.00%	0.00%			
8.	Zimbabwe	1	2.00	00:02:57	100.00%	0.00%			
9.	United Arab Emirates	1	5.00	00:01:08	100.00%	0.00%			
10.	Malawi	1	5.00	00:01:40	100.00%	0.00%			

Filter Country/Territory: [containing](#) [Go](#) [Advanced Filter](#) Go to: Show rows: 1 - 10 of 14

VISITORS: know where your clients are coming from, i.e. location based on the continent, country and the city.



VISITORS: view locations in a map format .

Traffic Sources Overview

Aug 2, 2011 - Sep 1, 2011

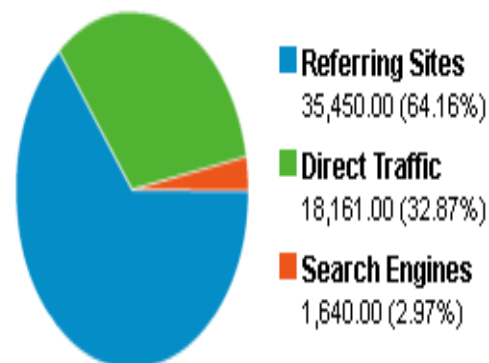


All traffic sources sent a total of 55,251 visits

32.87% Direct Traffic

64.16% Referring Sites

2.97% Search Engines



TRAFFIC SOURCES: overview of how clients land at your site.

All traffic sources sent 55,251 visits via 94 sources and mediums

Aug 2, 2011 - Sep 1, 2011

Show: **Source Medium**

Site Usage **Goal Set 1**

Views:    

Visits 55,251 % of Site Total: 100.00%	Pages/Visit 12.23 Site Avg: 12.23 (0.00%)	Avg. Time on Site 00:09:34 Site Avg: 00:09:34 (0.00%)	% New Visits 43.96% Site Avg: 43.94% (0.07%)	Bounce Rate 23.98% Site Avg: 23.98% (0.00%)
---	--	--	---	--

Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. unisa.ac.za / referral	24,303	15.27	00:11:39	31.16%	19.07%
2. (direct) / (none)	18,161	8.74	00:06:53	66.08%	31.53%
3. cas.unisa.ac.za / referral	8,127	11.11	00:08:55	34.39%	19.79%
4. google / organic	1,440	9.78	00:07:32	34.65%	33.96%
5. oasis.unisa.ac.za / referral	1,388	17.71	00:15:47	44.24%	11.10%
6. encore.unisa.ac.za / referral	550	8.21	00:09:03	57.45%	32.91%
7. library.unisa.ac.za / referral	243	13.66	00:10:03	30.86%	27.57%
8. my.unisa.ac.za / referral	209	8.10	00:08:09	39.71%	27.75%
9. bing / organic	154	16.16	00:15:02	36.36%	22.08%
10. worldcat.org / referral	84	3.04	00:02:04	65.48%	44.05%

Filter Source/Medium: **containing** **Advanced Filter** Go to: Show rows: 1 - 10 of 94

TRAFFIC SOURCES: break down of the sources sending traffic to your site

Keywords

Aug 1, 2011 - Aug 31, 2011



Search sent 1,671 total visits via 319 keywords

Show: non-paid | total | paid

Site Usage Goal Set 1 Views:

Visits 1,671 % of Site Total: 2.95%	Pages/Visit 10.54 Site Avg: 12.18 (-13.46%)	Avg. Time on Site 00:08:33 Site Avg: 00:09:31 (-10.04%)	% New Visits 35.37% Site Avg: 44.00% (-19.61%)	Bounce Rate 32.38% Site Avg: 24.08% (34.45%)
--	--	--	---	---

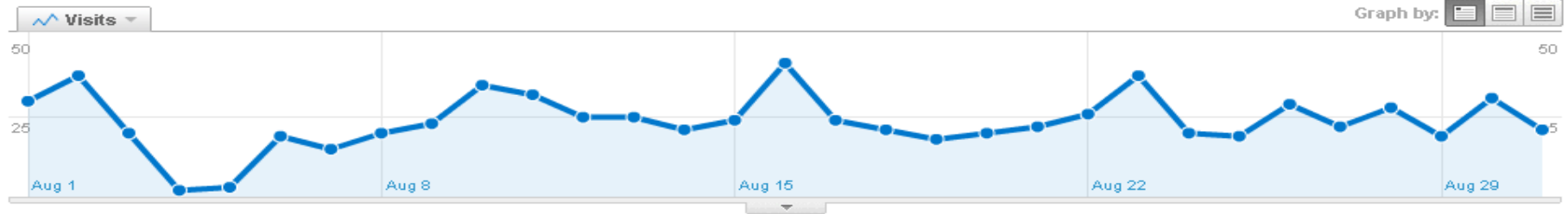
Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. unisa library	287	15.27	00:09:34	34.49%	27.53%
2. unisa library catalogue	261	11.69	00:09:21	31.42%	29.12%
3. unisa oasis	94	9.17	00:06:57	26.60%	31.91%
4. www.unisa.ac.za	69	8.33	00:06:04	66.67%	42.03%
5. oasis.unisa.ac.za	68	11.59	00:12:07	22.06%	26.47%
6. oasis library	57	5.07	00:07:44	24.56%	31.58%
7. oasis unisa	42	6.19	00:04:04	30.95%	30.95%
8. http://oasis.unisa.ac.za	39	15.59	00:15:52	28.21%	20.51%
9. unisa catalogue	37	9.51	00:06:30	18.92%	35.14%
10. unisa oasis library catalogue	23	7.87	00:04:51	43.48%	30.43%

Filter Keyword: containing Go Advanced Filter Go to: 1 Show rows: 10 1 - 10 of 319

KEYWORDS: view keywords directing clients to your site.

Mobile Devices

Aug 1, 2011 - Aug 31, 2011



These mobile devices sent 732 visits via 10 operating systems

Site Usage Goal Set 1

Views:

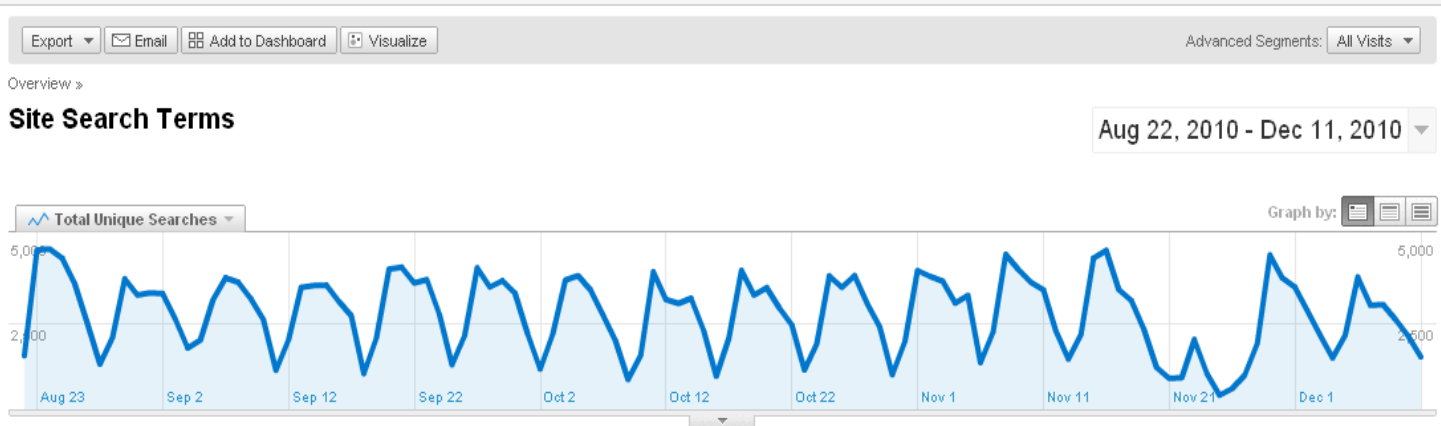
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
732 % of Site Total: 1.29%	5.03 Site Avg: 12.18 (-58.68%)	00:07:51 Site Avg: 00:09:31 (-17.41%)	82.79% Site Avg: 44.00% (88.16%)	34.97% Site Avg: 24.08% (45.23%)

Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. SymbianOS	303	4.56	00:10:25	100.00%	36.63%
2. BlackBerry	160	4.78	00:06:52	61.25%	31.87%
3. Nokia	78	3.38	00:05:47	97.44%	44.87%
4. iPad	63	7.62	00:05:39	57.14%	23.81%
5. Android	53	7.55	00:07:06	73.58%	28.30%
6. iPhone	45	6.84	00:04:23	64.44%	33.33%
7. Samsung	22	2.00	00:02:57	86.36%	63.64%
8. Windows	6	5.33	00:06:40	66.67%	0.00%
9. Sony	1	3.00	00:02:03	100.00%	0.00%
10. iPod	1	6.00	00:05:18	100.00%	0.00%

Filter Operating System: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 10 of 10

MOBILE DEVICES: useful for *AirPac* - view the devices, OS, browsers, network service providers etc, used by clients.

- Dashboard
- Intelligence *Beta*
- Visitors
- Traffic Sources
- Content**
 - Overview
 - Top Content
 - Content by Title
 - Content Drilldown
 - Top Landing Pages
 - Top Exit Pages
 - In-Page Analytics *Beta*
- Site Search
 - Overview
 - Usage
 - Search Terms**
 - Start Pages
 - Destination Pages
 - Categories
 - Trending
- Event Tracking
- Goals
- Custom Reporting
- My Customizations
 - Custom Reports
 - Advanced Segments
 - Intelligence *Beta*
 - Email
- Help Resources
 - About this Report
 - Conversion University



There were 312,934 unique searches via 223,853 search terms

Site Search Usage | Goal Set 1 | Views: [Grid] [Table] [List] [Chart]

Total Unique Searches 312,934 % of Site Total: 100.00%	Results Pageviews/Search 1.33 Site Avg: 1.33 (0.00%)	% Search Exits 21.95% Site Avg: 21.95% (0.00%)	% Search Refinements 47.03% Site Avg: 47.03% (0.00%)	Time after Search 00:02:21 Site Avg: 00:02:21 (0.00%)	Search Depth 1.28 Site Avg: 1.28 (0.00%)
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Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1. web of science	431	1.18	32.71%	7.07%	00:01:45	1.28
2. pubmed	366	1.11	45.36%	8.09%	00:01:33	0.74
3. Stephen Jay Gould	292	2.05	5.82%	51.92%	00:03:46	1.20
4. jstor	283	1.22	47.00%	17.68%	00:02:06	0.70
5. compendex	266	1.32	31.58%	21.94%	00:03:36	1.39
6. psycinfo	247	1.29	53.04%	8.18%	00:01:58	0.85
7. fermentation	241	1.85	19.50%	26.74%	00:03:35	2.98
8. academic search complete	237	1.26	26.16%	18.79%	00:03:26	1.05
9. ott	222	1.84	62.16%	6.62%	00:07:20	1.13
10. harry potter	200	1.47	25.00%	31.63%	00:01:45	2.06

Filter Search Term: containing [] Go Advanced Filter | Go to: 1 | Show rows: 10 | 1 - 10 of 223,853

SITE SEARCH: view the search terms entered. *Not yet set up—(Virginia Tech Libraries example)*

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

- AK: Page Efficiency Analysis Report
- Landing pages and referrers
- Landing page with keyword**
- Keywords with sources
- [Manage Custom Reports](#)

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Visualize | [edit this report](#) Advanced Segments: All Visits

Overview »

Landing page with keyword Feb 15, 2011 - Mar 17, 2011

Pageviews

This custom dimension resulted in 279,503 Pageviews via 26,695 landing pages

New tab Views: [Grid] [Table] [List] [Full]

Pageviews 279,503 % of Site Total: 100.00%	Entrances 50,196 % of Site Total: 100.00%	Bounces 13,791 % of Site Total: 100.00%	% New Visits 40.03% Site Avg: 40.00% (0.08%)	Avg. Time on Page 00:01:03 Site Avg: 00:01:03 (0.00%)
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Landing Page	Pageviews ↓	Entrances	Bounces	% New Visits	Avg. Time on Page
1. /	64,899	10,501	3,270	51.51%	00:00:54
2. /patroninfo~S1	22,908	4,413	290	37.25%	00:00:37
3. /patroninfo	3,949	630	77	24.92%	00:00:55
4. /search/0	2,077	74	5	17.57%	00:00:38
5. /screens/help_index.html	864	150	25	42.67%	00:00:53
6. /search/Y?sid=libxvt	484	98	0	69.39%	00:00:43
7. /search~S1?/tlist*bib157,1,0,44/mode=2	475	93	39	25.81%	00:00:56
8. /search/c?E886_M48 1994=&sid=libxvt	425	1	0	100.00%	00:00:37
9. /search/a?searchtype=t&searcharg=acp+journal+club	418	5	0	20.00%	00:00:49
10. /search~S1?/tlist*bib92,1,0,2696/mode=2	369	48	8	52.08%	00:00:43

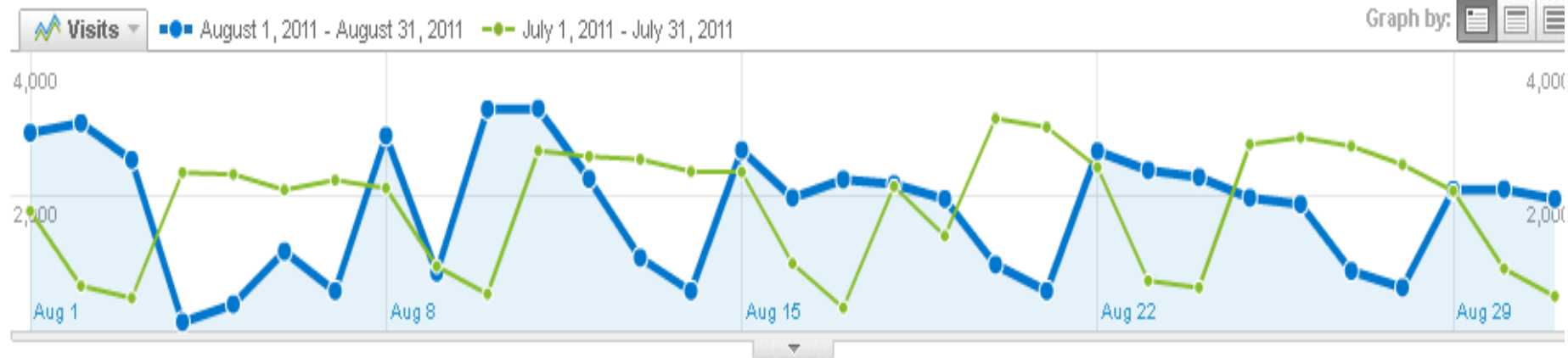
Filter Landing Page: containing [] Go [Advanced Filter](#) Go to: 1 Show rows: 10 1 - 10 of 26,695

CUSTOM REPORTING: Landing page with keyword search; view the search engine keywords driving traffic to our WebPages? Not yet set up—(Virginia Tech Libraries example)

Dashboard

Aug 1, 2011 - Aug 31, 2011

Comparing to: Jul 1, 2011 - Jul 31, 2011



Site Usage



56,594 Visits

Previous: 57,324 (-1.27%)



689,565 Pageviews

Previous: 676,806 (+1.89%)



12.18 Pages/Visit

Previous: 11.81 (+3.20%)



24.08% Bounce Rate

Previous: 25.70% (-6.30%)



00:09:31 Avg. Time on Site

Previous: 00:08:17 (+14.71%)



44.00% % New Visits

Previous: 43.63% (+0.84%)

DATA COMPARISONS : You can compare between 2 different date range reports (*text/graph*) i.e. last month's data with the current month's.

- All reports are available @ the intranet statistics page; <http://www.unisa.ac.za/cmsys/staff/default.asp?Cmd=ViewContent&ContentID=6722>
Can also be made available in various formats.
- Staff can also request to be included in the mailing list or inquire about the reports; Lib-help@unisa.ac.za

Want to view all these reports?

- Send your request to library help;
Lib-help@unisa.ac.za

Have a specific report request?

**THANK
YOU**