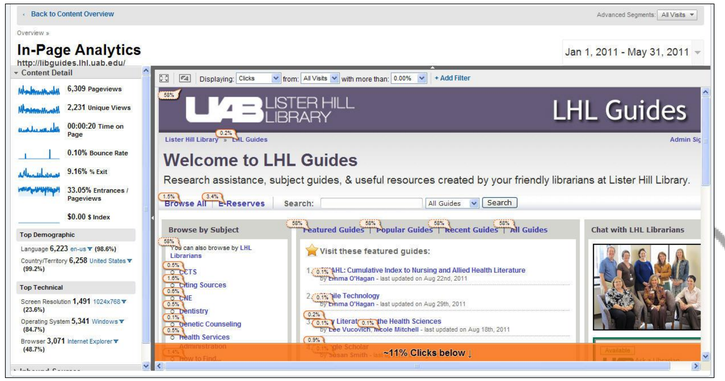
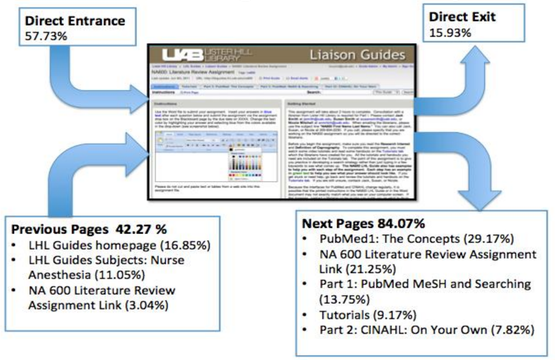
In-Page Analytics



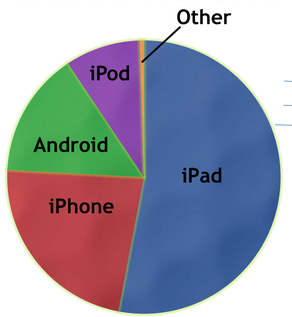
Purpose: To explore using Google Analytics to expand LibGuides' usage statistics

Popular Search Terms

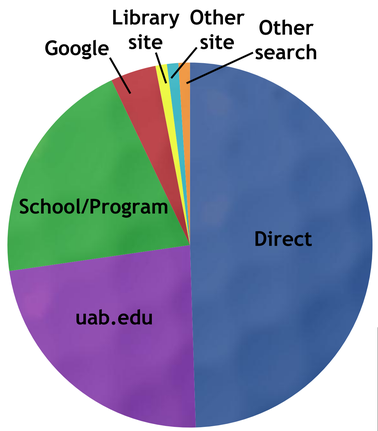
NA 600 Navigation Summary



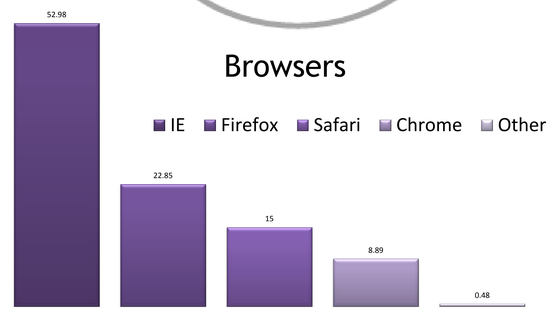
Mobile Devices Used



Entrance Paths



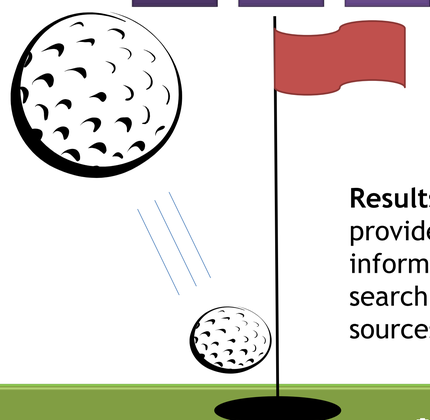
Browsers



Representative Usage Stats from Google Analytics Dashboard

Time frame: 1/1/2011-5/31/2011

LHL Guide	Visits	Bounce Rate	Page Views	Avg Time on Site
Citing Sources	36	0.00%	477	00:00:17
EndNote Web	603	0.10%	1892	00:00:56
Getting Started	281	0.36%	998	00:00:24
Health Services Admin	963	0.42%	2079	00:00:10
NA 600	209	0.48%	766	00:00:59
Public Health Liaison Page	780	0.00%	1904	00:00:40
LHL Guide Site	10,992	0.59%	80.393	00:03:41



Results: Google Analytics provides a wide range of information including search terms, entrance sources, & usage stats.

Using Google Analytics to Understand How People Use LibGuides

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UAB Lister Hill Library