

Digital Services Performance & Improvement Dashboard

Second Quarter 2018

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	97,921	↓ -1%	98,901	75,051	↑ 30%
Sessions	200,859	↓ -1%	203,435	184,445	↑ 9%
Sessions/Users	2.05	↑ 0%	2.06	2.46	↓ -17%
Bounce Rate	34.9	0%	35.67%	35.67%	0%
Page Views	448,303	↑ 13%	395,588	373,339	↑ 20%
Page Views/Sessions	2.23	↑ 14.78%	1.94	2.02	↑ 10%

Although we are down slightly for Users and Sessions when compared to the first quarter of 2018, our numbers are strongly up when compared with last year.

Top 10 boulderlibrary.org Site Pages

Page	Description	pageviews
1 boulderlibrary.org/index.php	Site Home Page	178,994
2 boulderlibrary.org/card/index.php	Your Library Account	9,043
3 research.boulderlibrary.org/staff	Staff Links	8,614
4 research.boulderlibrary.org/research	Research Home	8,150
5 boulderlibrary.org/services/meeting-rooms/index.php	Meeting Rooms	7,800
6 calendar.boulderlibrary.org/index.php	Library Calendar Home	6,774
7 boulderlibrary.org/summer/index.php	Summer of Discovery Home	4,731
8 https://calendar.boulderlibrary.org/calendar/events/?cid=3412&t=d&d=0000-00-00&cal=3412	Full Event Calendar	4,250
9 boulderlibrary.org/bldg61/bldg-61-calendar/index.php	BLDG 61 Calendar	3,800
10 boulderlibrary.org/locations/main/index.php	Main Library	3,730

Library calendar traffic is up significantly, as well as, traffic to our research resources and our meeting rooms.

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Library Catalog (boulder.flatironslibrary.org)

boulder.flatironslibrary.org Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	57,691	↓ -4%	59,997	52,720	↑ 9%
Sessions	168,060	↓ -3%	172,548	144,248	↑ 17%
Sessions/Users	2.91	↑ 1%	2.88	2.74	↑ 6%
Bounce Rate	22.0%	↓ 1%	21.8%	23.1%	↓ -5%
Page Views	835,395	↓ -3%	864,881	713,684	↑ 17%
Page Views/Sessions	5.0	↓ -1%	5.0	4.9	↑ 0%

While we are down slightly from the first quarter, we are still up significantly from last year.

Top 10 Searches on	Total	% Search Exits	% Search Refinements
1 harry potter	206	31.07%	32.61%
2 educated	155	32.26%	39.46%
3 little fires everywhere	148	24.32%	50.58%
4 ready player one	120	28.33%	42.31%
5 big nate	118	11.02%	30.69%
6 less	107	25.23%	45.53%
7 black panther	95	22.11%	40.56%
8 Discovering REAL Business Require	88	96.59%	0.00%
9 pachinko	88	28.41%	43.75%
10 minecraft	87	5.75%	36.48%

Above are the top 10 words users entered into the catalog search. If the search results are useful, the percentage of search exits & refinements will be low.

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Social Media

Library & Arts Facebook Account

	Followers	Growth	Total Post Views	Posts	Engagements per post
Library Facebook Account	6,251	↑ 5.32%	173,108	123	97.8



Boulder Public Library
Published by Hannah Lackoff [?] · May 6 · 🌐

We had no idea little free libraries could be so controversial! What's your take on the issue? Have you ever used one, and is there one in your neighborhood?



THEATLANTIC.COM About this article

What's Wrong With a Little Free Library?
All over America, people have put small "give one, take one" book...

👤 4,935 people reached Boost Unavailable

👍 Like 💬 Comment ➦ Share

👤 You, Wendy Hall and 54 others Most Relevant

19 Shares 34 Comments

Write a comment...

 **Michelle Po** Wow. People will complain about anything. It's books! I love the lending libraries. I love seeing how much effort people put into them to make them inviting. We have much bigger issues at hand. Homelessness, lack of health Care, extreme poverty, lack... [See More](#)

Like · Reply · 9w 👍❤️ 16

↳ 2 Replies

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We continue to see strong interest in posts about boulder history, news about libraries and amusing stories about children. Facebook stats can now be viewed in a more dynamic dashboard.

<https://boulderlibrary.org/fb-stats/>

Top 5 Facebook Post for the Quarter by Engagement		
1	We had no idea little free libraries could be so controversial! What's your take ...	https://www.facebook.com/boulderlibrary/posts/10156170457621827
2	Here are three great photos of the Aristocrat Steakhouse at 2053 Broadway taken and donated by then-owner Jane Baryames...	https://www.facebook.com/boulderlibrary/posts/10156246010961827
3	Today at Musical Storytime: Storyteller, "What song do you want me to play on the guitar?" Four-year-old, "Do you know any Bob Marley?" #onlyinboulder	https://www.facebook.com/boulderlibrary/posts/10156192347756827
4	The Boulder County Poor Farm This site was originally homesteaded by George W. Chambers. In 1864, a group of farmers along Boulder Creek built Fort Chambers...	https://www.facebook.com/boulderlibrary/posts/10156134143486827
5	After Prohibition ended in Boulder, a Daily Camera headline dated May 1, 1968 read "First New Liquor License in 60 Years Is Issued". It was issued to "Liquor Mart...	https://www.facebook.com/boulderlibrary/posts/10156166589001827

Newsletters

Library Newsletter (every other week)	Current Quarter		Previous Quarter	Same Quarter Last Year	
mail list subscribers	39779	↑ 5.02%	37879	33,671	↑ 18%
% open it	19.90%	↓ -5.42%	21.04%	23.68%	↓ -16%
% click it	6.31%	↑ 23.97%	5.09%	4.69%	↓ 35%

Cardholders are automatically subscribed to the newsletter. This causes our subscriber list to increase steadily, but the percent open rate to be lower. Overall, we have between 7500 - 8000 readers of the bi-weekly newsletter.