

Digital Services Performance & Improvement Dashboard

Third Quarter 2018

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	95,872	↓ -2%	97,921	77,175	↑ 27%
Sessions	198,382	↓ -1%	200,859	189,187	↑ 6%
Sessions/Users	2.07	↑ 1%	2.05	2.451	↓ -16%
Bounce Rate	34.9%	0%	34.9	36.0%	0%
Page Views	469,807	↑ 5%	448,303	368,053	↑ 22%
Page Views/Sessions	2.37	↑ 6%	2.23	2.02	↑ 10%

When adjusted for closures, our over all site performance is about the same as last quarter and still significantly higher than the same quarter in the previous year.

Top 10 boulderlibrary.org Site Pages

Page	Description	pageviews
1 boulderlibrary.org/index.php	Site Home Page	177,275
2 https://calendar.boulderlibrary.org/calendar/events/?cid=3412&t=d&d=0000-00-00&cal=3412	Library Full Event Calendar	31,020
3 boulderlibrary.org/card/index.php	Your Library Account	13,907
4 calendar.boulderlibrary.org/spaces	Meeting Rooms	10,884
5 research.boulderlibrary.org/staff	Staff Resource page	8,765
6 research.boulderlibrary.org/research	Research Home	6,635
7 boulderlibrary.org/services/meeting-rooms/index.php	Meeting Room information	6,413
8 calendar.boulderlibrary.org	Calendar Homepage	6,190
9 boulderlibrary.org/locations	Locations Page	4,221
10 boulderlibrary.org/bldg61/bldg-61-calendar/index.php	BLDG 61 Calendar	4,058

We have revised the way this data is calculated to allow dynamic pages to be counted together. For example, in the past the system broke the Full Library Event Calendar page into several different pages. They are now being counted as one entry in the top 10.

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Library Catalog (boulder.flatironlibrary.org)

boulder.flatironlibrary.org Site Statistics	Current Quarter	Previous Quarter	Same Quarter of Last Year
Users	58563 ↑ 2%	57,691	54,776 ↑ 5%
Sessions	171,635 ↑ 2%	168,060	153,632 ↑ 9%
Sessions/Users	2.93 ↑ 1%	2.91	2.80 ↑ 4%
Bounce Rate	21.80% ↓ -1%	22.0%	23.6% ↓ -7%
Page Views	847,117 ↑ 1%	835,395	713,684 ↑ 17%
Page Views/Sessions	4.9 ↓ -1%	5.0	4.6 ↑ 7%

When adjusted for closures, our over all site performance is about the same as last quarter and still significantly higher than the same quarter in the previous year.

Top 10 Searches on	Total	% Search Exits	% Search Refinements
1 harry potter	235	25.33%	30.00%
2 educated	216	33.33%	41.75%
3 crazy rich asians	194	40.21%	36.36%
4 less	137	21.90%	47.88%
5 Educated	125	41.60%	23.23%
6 fear	121	39.67%	26.58%
7 little fires everywhere	120	21.67%	48.15%
8 big nate	117	6.84%	34.75%
9 Fear	115	37.39%	21.57%
10 dog man	108	7.41%	43.84%

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	6,534	↑ 4.53%	287,458	119	144.9

Boulder Public Library Published by Stella Fowler [?] · September 2 ·

Look what we found in George Reynolds Branch's Meeting Room...a love letter to the library. We love you, too, Book Nerd. #librarylove #booknerd

Dear Library:
 Thank you for always being a safe place for babies, and young kids and really everyone. I appreciate your work even if some people don't realize how much effort is put into programs and classes for all ages. Thanks to all staff and helpers, and don't forget the librarians! ...
 Sincerely,
 - Book Nerd

3,126 People Reached **339** Engagements **175** Clicks **Boost Again**

Boosted on Sep 10, 2018 By Lisa Holmberg Completed

People Reached **763** Post Engagement **111** [View Results](#)

👍❤️😄 Laura Quam, Kay Lowe-Wendling and 244 others 6 Comments 12 Shares

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/>

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Top 5 Facebook Post for the Quarter by Engagement

1	Best. Alphabet. Ever! #brightwildthingsbushplaygroup #read	https://www.facebook.com/boulderlibrary/posts/10156466089621827
2	#booksrock #bibliophile [illustration titled Benefits of Books]	https://www.facebook.com/boulderlibrary/posts/10156412612331827
3	The danger is real! [illustration with word bubble "The stack of books on his bedside table that he's been intending to read for years fell over and crushed him"]	https://www.facebook.com/boulderlibrary/posts/10156449370471827
4	#booksrockmyworld #patriciapolacco [image of woman and child reading on subway; Children don't hear us they imitate us]	https://www.facebook.com/boulderlibrary/posts/10156430988191827
5	When these Gold Hill women weren't changing diapers, cooking meals, and washing clothes, they were out playing a mean game of ball! Photo from the #museumofboulder collection at the Carnegie Library for Local History.	https://www.facebook.com/boulderlibrary/posts/10156505454841827

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Newsletters

Library Newsletter (every other week)	Current Quarter		Previous Quarter	Same Quarter Last Year	
mail list subscribers	41,183	↑ 3.53%	39,779	35,259	↑ 17%
% open it	19.69%	↓ -1.06%	19.90%	23.46%	↓ -16%
% click it	6.30%	↓ -0.16%	6.31%	4.81%	↑ 31%

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.