

Digital Services Performance & Improvement Dashboard

Fourth Quarter 2018

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	97,628	2%	95,872	91,097	7%
Sessions	200,452	1%	198,382	193,428	4%
Sessions/Users	2.05	-1%	2.069	2.12	-3%
Bounce Rate	31.05%	-11%	34.91%	36.60%	-15%
Page Views	454,643	-3%	469,807	374,467	21%
Page Views/Sessions	2.27	12%	2.02	1.94	17%
Year to Year Statistics Boulderlibrary.org	2018	18vs17	2017	2016	18vs 16
Bounce Rate	34.27%	-8%	37.12%	42.99%	-20%
Page Views/Sessions	2.20	11%	1.99	1.92	15%

2018 - good performance. 2016 session numbers are inflated compared to 2018 because of the changes in stat tracking

Top 10 boulderlibrary.org Site Pages - Grouped by Page Title

Page	Description	Pageviews	
1	boulderlibrary.org/index.php	Site Home Page	175,665
2	calendar.boulderlibrary.org/calendar/events/index.php?cid=3426&t=d&d=0000-00-00&cal=3426,3412	Event Calendar - Library Calendar	34,981
3	localhistory.boulderlibrary.org/islandora/search/index.php?q=	Search results Carnegie Library for Local History	28,803
4	calendar.boulderlibrary.org/spaces	Space Availability - Library Calendar	11,897
5	boulderlibrary.org/card/index.php	Your Library Account	11,411
6	boulderlibrary.org/card/index.php	Research Home	8,510
7	research.boulderlibrary.org/staff	Home - Staff Links	7,874
8	research.boulderlibrary.org/research	Library Calendar	6,281
9	boulderlibrary.org/services/meeting-rooms/index.php	Meeting Room Reservation	5,867
10	localhistory.boulderlibrary.org	Carnegie Library for Local History Home	4,589

Carnegie's new system debuts in the number 3 spot with almost 30,000 pageviews of the search results page. Over 1/2 of those views are from outside of the City of Boulder network.

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Library Catalog (boulder.flatironslibrary.org)

boulder.flatironslibrary.org Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	59,431	1%	58,563	57,505	3%
Sessions	174,267	2%	171,635	160,959	8%
Sessions/Users	2.93	0%	2.93	2.80	5%
Bounce Rate	22.3%	2%	21.8%	22.74%	-2%
Page Views	842,937	0%	847,117	789,047	7%
Page Views/Sessions	4.84	-2%	4.94	4.90	-1%

The library catalog is showing steady increased use. Often when you have increased visits, you see more bounces or a decrease in Pageviews per session, however that is not the case for us. These are extremely good numbers.

Top 10 Searches on	Total	% Search Exits	% Search Refinements
1 educated	280	31.07%	42.94%
2 becoming	211	31.28%	39.91%
3 harry potter	191	21.47%	36.06%
4 Educated	161	36.02%	27.23%
5 crazy rich asians	150	30.67%	40.54%
6 Becoming	128	32.03%	27.27%
7 dog man	125	8.80%	50.46%
8 where the crowdads sing	125	26.40%	43.42%
9 there there	105	20.00%	56.78%
10 nine perfect strangers	100	17.00%	50.41%

Shoutbomb

	Current Quarter	Previous Quarter
Users	281	177
Text Notices Sent	3126	2123

Because there has been some issues with Gmail not delivering hold notices, etc. staff have been encouraging users to try out our Text Notification Service, Shoutbomb. Still Longmont & Loveland have had even more user adoption and we will be speaking with them to see if we can apply any of their promotions to our community.

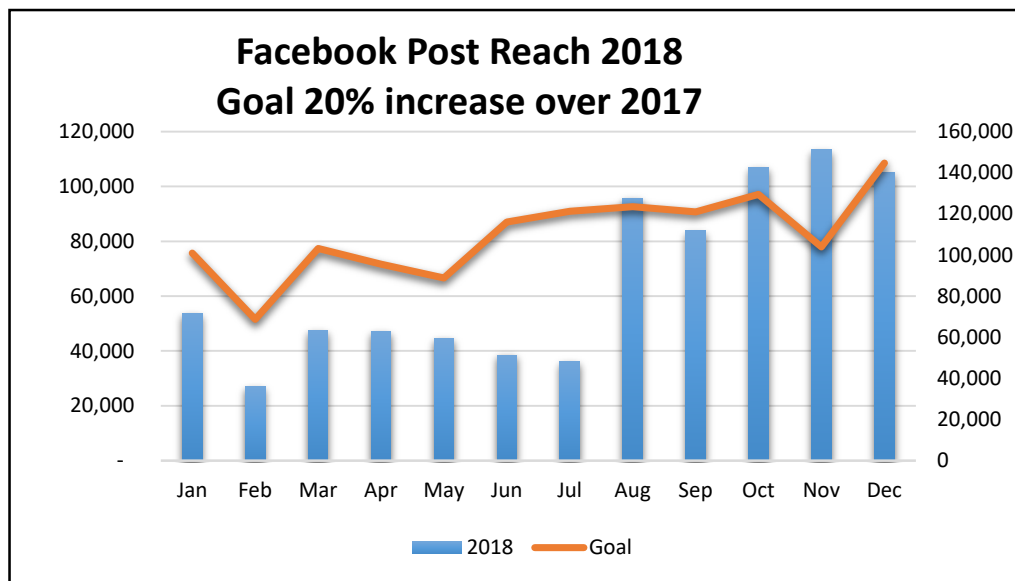
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Social Media

Library & Arts Facebook Account

	Followers	Growth	Total Post Views	Posts	Engagements per post
Library Facebook Account	6,663	1.97%	433,763	230	129.6



Our goal was to increase Facebook post reach by 20% over last year. The above chart shows the Library social media team increased post reach an average of 29% over the previous year.

In the Spring of 2018, we weren't able to get a Social Media intern from CU and you can see that our numbers really took a beating. Fortunately, we got one in the Fall and have one for the Spring semester as well.

Top 5 Facebook Post for the Quarter

1	We hope that you, too, have your citizenship in the land of knowledge. #librarylove #librarycard	https://www.facebook.com/boulderlibrary/posts/10156739908586827
2	3-day weekend getaway cartoon #booksrockmyworld #isitfridayyet?	https://www.facebook.com/boulderlibrary/posts/10156682046066827
3	Did you ever own a pair of Lange Ski boots?... Photo from the #MuseumofBoulder collection at the Carnegie Library for Local History. #boulderhistory #skiing #skiboosts	https://www.facebook.com/boulderlibrary/posts/10156539973111827
4	self-checkout picture #libraryhumor	https://www.facebook.com/boulderlibrary/posts/10156585509221827
5	Humpty Dumpty had a great fall cartoon	https://www.facebook.com/boulderlibrary/posts/10156617104786827

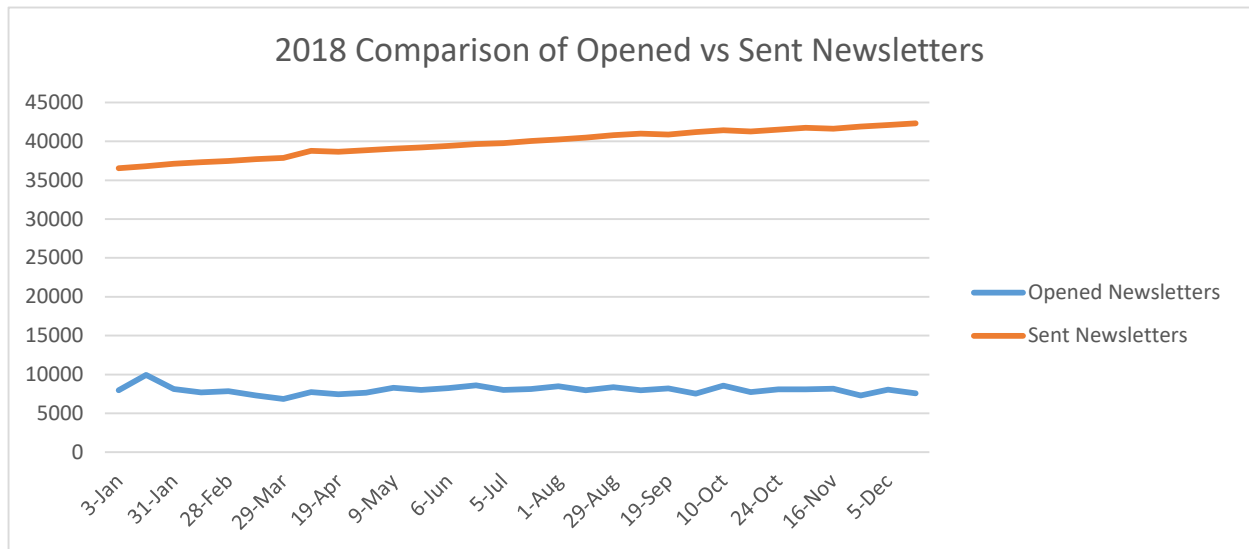
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Newsletters

Library Newsletter (every other week)	Current Quarter		Previous Quarter	Same Quarter Last Year	
mail list subscribers	42,317	2.75%	41,183	36,355	16%
% open it	19.03%	-3.35%	19.69%	22.44%	-15%
% click it	6.77%	7.46%	6.30%	4.09%	66%

Cardholders are automatically subscribed to the newsletter. This causes our subscriber list to increase steadily, but the percent open rate to be lower.



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Meeting Rooms Summary 2018 (rooms opened Mar 15, 2016)

Public Meeting Rooms	Unique Users	Percent Occupied 2018	Percent Occupied 2017	Percent Occupied 2016 (3/15 - 12/31)
Arapahoe Room	672	64%	57%	62%
Boulder Creek Room	688	67%	63%	66%
Flagstaff Room	674	64%	58%	57%
Flatirons Room	681	64%	53%	54%
Meadows Branch Room*	466	59%	53%	42%
Reynolds Branch Room	408	44%	45%	37%
Total	3,589	60.7%	54.8%	53.5%

*2016 Meadows closed 4/25 - 5/31

2018 Reynolds closed 7/11 and late open 7/12

Study Rooms Summary 2018 (rooms opened Nov 1, 2016)

	Percent Occupied 2018	Percent Occupied 2017
Main Lib Study Rooms (2 rooms)	72%	71%
Meadows Study Rooms (4 rooms)	59%	64%
Reynolds Study Rooms (2 rooms)	53%	54%