

Digital Services Performance & Improvement Dashboard

First Quarter 2019

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	96,856	↓ -1%	97,628	84,654	↑ 14%
Sessions	210,755	↑ 5%	200,795	203,435	↑ 4%
Sessions/Users	2.18	↑ 6%	2.05	2.40	↓ -9%
Bounce Rate	27.00%	↓ -13%	31.05%	35.67%	↓ -24%
Page Views	532,491	↑ 17%	454,643	395,588	↑ 35%
Page Views/Sessions	2.53	↑ 11.40%	2.27	1.94	↑ 30%

Website use is up across the board. We are really experiencing an impressive period of growth, as our number of users is up 14%. All our numbers show that users are regularly using the site more than they had in the past.

Top 10 boulderlibrary.org Site Pages

Page	Description	pageviews
1 boulderlibrary.org/index.php	Site Home Page	183,697
2 localhistory.boulderlibrary.org/islandora/search/index.php?q=	Carn. Local Hist. Search Results	43,301
3 calendar.boulderlibrary.org/calendar/events/index.php...	Event Cal Search or Browse	29,925
4 boulderlibrary.org/card/index.php	Your Library Account	14,125
5 calendar.boulderlibrary.org/spaces...	Space Availability - Library Cal	13,372
6 research.boulderlibrary.org	Research Home	8,480
7 boulderlibrary.org/services/meeting-rooms/index.php	Meeting Rooms	7,495
8 calendar.boulderlibrary.org	Library Calendar Home Page	6,257
9 boulderlibrary.org/bldg61/calendar	Bldg61 calendar	5,269
10 localhistory.boulderlibrary.org/index.php	Carn. Library Home Page	5,029

The Carnegie Local History website continues its impressive debut. Eighty percent of the pageviews reported here for the Carnegie Local History Search Results page (#2) were viewed outside of the City of Boulder computer 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	59,814	↑ 1%	59,431	46,005	↑ 30%
Sessions	181,298	↑ 4%	174,267	172,548	↑ 5%
Sessions/Users	3.03	↑ 3%	2.93	3.75	↓ -19%
Bounce Rate	22.2%	↓ -1%	22.3%	21.8%	↑ 1%
Page Views	879,149	↑ 4%	842,937	864,881	↑ 2%
Page Views/Sessions	4.85	→ 0%	4.84	5.01	↓ -3%

No surprise here that with continued website visits and increased visitors we also have increased use of our library catalog.

Top 10 Searches on	Total	% Search Exits	% Search Refinements
1 where the crawdads sing	366	26.78%	38.94%
2 educated	364	35.99%	39.27%
3 becoming	242	33.88%	37.33%
4 harry potter	217	20.28%	33.49%
5 Educated	205	32.68%	24.47%
6 circe	138	20.29%	52.17%
7 wings of fire	133	13.53%	54.97%
8 dog man	131	6.87%	51.56%
9 bad blood	111	26.13%	49.24%
10 becoming michelle obama	110	24.55%	32.35%

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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localhistory.boulderlibrary.org

Site Statistics localhistory.boulderlibrary.org	Current Quarter		Previous Quarter	Data from old catalog site (1/2018 - 3/2018)			Data from old oral history site (1/2018 - 3/2018)		
Users	2,284	↑ 20%	1,898	604	↑ 278%	1633	↑ 40%		
Sessions	4,440	↑ 28%	3,478	2,109	↑ 111%	2406	↑ 85%		
Sessions/Users	1.94	↑ 6%	1.83	3.49	↓ -44%	1.47	↑ 32%		
Bounce Rate	6.40%	↓ -8%	6.96%	8.72%	↓ -27%	59.50%	↓ -89%		
Page Views	106,414	↑ 41%	75,290	44,308	↑ 140%	8746	↑ 1117%		
Page Views/Sessions	23.97	↑ 10.72%	21.65	21.01	↑ 14%	3.64	↑ 559%		

Brief Timeline of Carnegie Related Events Fall 2018

- Sep 4, 2018
Possible reduction of hours announced for Carnegie Library for Local History
- Oct 02, 2018
City Council restores funding
- Nov 05, 2018
Site soft launch kicked-off
- Nov 27, 2018
Site announced in Library Newsletter and other PR resources

These impressive site launch numbers speak to a strong interest in the Carnegie digital collection. In the 1st Quarter of 2019, eighty percent of the traffic to the new sites was from outside of the City of Boulder network. The Carnegie team has made some interface refinements based on user feedback that likely contributed to the continued growth.

Shoutbomb

	Current Quarter	Previous Quarter
Users	412 ↑ 47%	281
Text Notices Sent	4342 ↑ 39%	3126

We are seeing strong growth in users adopting this service. Staff has increased their efforts in sharing the service with our patrons. Additionally, we have developed some promotional materials that can be shared with patrons to help them sign up.

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Social Media

Library & Arts Facebook Account

	Followers	Growth	Total Post Views	Posts	Engagements per post
Library Facebook Account	6,823	↑ 2.40%	333,041	128	197.2

Boulder Public Library •
 Published by Melanie Borski-Howard [?] · January 16 · 🌐

#QuietCornerReads #thestruggleisreal

Marie Kondo on Books:

Ideally, keep less than 30 books

LIKE ON THE NIGHTSTAND?

51,766 People Reached 8,993 Engagements Boost Post

👍👎❤️ Clare Buhot, Brian Lynch and 600 others 87 Comments 354 Shares

Facebook stats can now be viewed in a more dynamic dashboard. Library humor was the theme for our popular posts this quarter.

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

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Top 5 Facebook Post for the Quarter by Engagement

1	#QuietCornerReads #thestruggleisreal	https://www.facebook.com/boulderlibrary/posts/10156778103911827
2	A little Saturday morning library humor!	https://www.facebook.com/boulderlibrary/posts/10156879574046827
3	#2019resolution	https://www.facebook.com/boulderlibrary/posts/10156747008091827
4	This had us laughing. #libraryhumor	https://www.facebook.com/boulderlibrary/posts/10156851209876827
5	Happy Spring!! ?? #equinox #itfeelslikespring	https://www.facebook.com/boulderlibrary/posts/10156919424391827

Newsletters

Library Newsletter (every other week)	Current Quarter	Previous Quarter	Same Quarter Last Year
mail list subscribers	43,006 1.63%	42317	31,987 34%
% open it	19.54% 2.68%	19.03%	24.81% -21%
% click it	6.58% -2.81%	6.77%	6.72% -2%

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