

Digital Services Performance Dashboard Second Quarter 2019

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter	Previous Quarter	Same Quarter of Last Year
Users	84,763 ↓ -12%	96,856	97,921 ↓ -13%
Sessions	184,992 ↓ -12%	210,755	200,859 ↓ -8%
Sessions/Users	2.18 → 0%	2.18	2.05 ↑ 6%
Bounce Rate	33.04% ↑ 22%	27.00%	34.90% ↓ -5%
Page Views	485,270 ↓ -9%	532,491	448,303 ↑ 8%
Page Views/Sessions	2.62 ↑ 4%	2.53	2.23 ↑ 18%

Users and session stats have been slightly down since the end of last year. The browsers on our new public PC's did not include opening the library homepage in a second tab. This resulted in a drop of roughly 12,000 users in June. IT is working to restore this functionality on the public PC's.

Top 10 boulderlibrary.org Site Pages

Page	Description	Page Views
1 boulderlibrary.org/index.php	Site Home Page	161,296
2 localhistory.boulderlibrary.org/islandora/search/index.php	Carn. Local Hist. Search Results	47,832
3 calendar.boulderlibrary.org/calendar/events/index.php...	Event Cal Search or Browse	38,839
4 calendar.boulderlibrary.org/spaces...	Space Availability - Library Cal	15,914
5 boulderlibrary.org/card/index.php	Your Library Account	11,686
6 boulderlibrary.org/services/meeting-rooms/index.php	Meeting Rooms	7,356
7 boulderlibrary.org/summer	Summer of Discovery	6,013
8 research.boulderlibrary.org	Research Home	5,731
9 calendar.boulderlibrary.org	Library Calendar	5,731
10 localhistory.boulderlibrary.org/index.php	Carn. Library Home Page	5,029

The Summer of Discovery home page saw more page views in the beginning season than last year. Page views are also up for meeting rooms and the library calendar.

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Library Catalog (boulder.flatironslibrary.org)

boulder.flatironslibrary.org Site Statistics	Current Quarter	Previous Quarter	Same Quarter of Last Year
Users	59,096 ↓ -1%	59,814	57,691 ↑ 2%
Sessions	175,222 ↓ -3%	181,298	168,060 ↑ 4%
Sessions/Users	2.97 ↓ -2%	3.03	2.91 ↑ 2%
Bounce Rate	27.2% ↑ 23%	22.2%	22.0% ↑ 24%
Page Views	808,674 ↓ -8%	879,149	835,395 ↓ -3%
Page Views/Sessions	4.62 ↓ -5%	4.85	4.97 ↓ -7%

The library catalog page views are down. This is due to the auto-renewal service that we implemented beginning March 2019. This new service means that there is no longer a need for Users to login and renew books manually and therefore they are viewing the My Account Items Checked Out page less.

Top 10 Searches on boulder.flatironslibrary.org	Unique Searches	% Search Exits	% Search Refinements
1 where the crawdads sing	371	25.34%	36.18%
2 educated	300	26.00%	44.11%
3 harry potter	231	25.54%	38.21%
4 Educated	166	25.90%	26.43%
5 game of thrones	149	32.21%	23.68%
6 normal people	147	21.09%	56.63%
7 wings of fire	133	11.28%	49.57%
8 becoming	132	27.27%	45.86%
9 brene brown	124	27.42%	36.70%
10 the overstory	107	24.30%	41.41%

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

Filtered to remove staff data uploads	Current Quarter		Previous Quarter
Users	3,263	↑ 46%	2,232
Sessions	5,635	↑ 27%	4,440
Sessions/Users	1.73	↓ -43%	3.03
Bounce Rate	5.0%	↓ -21%	6.4%
Page Views	117,412	↑ 12%	105,126
Page Views/Sessions	20.84	↓ -12%	23.68

Continued growth in users and sessions are good signs that word is spreading about this new resource.

Text Notifications

Shoutbomb Service	Current Quarter		Previous Quarter
Users	624	↑ 51%	412
Text Notices Sent	6206	↑ 43%	4342

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

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Social Media

	Followers	Growth	Posts	Engagements per post
Facebook	7,160	↑ 4.94%	128	189.5
Instagram	516	new	91	29.7
Twitter	4,468	↑ 1.38%	154	2.6

In late April, library staff got the green light from the City of Boulder Communication Department to launch the Library Instagram account (@boulderlibrary). This account is a collaboration between Programs and Outreach, Youth Services and the Carnegie team. It is rapidly growing and has a high number of Boulder, CO followers.

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	Since it is 4/20, we thought we would bring y	https://www.facebook.com/boulderlibrary/posts/10156984653166827
2	Be happy. Read books.	https://www.facebook.com/boulderlibrary/posts/10156951894291827
3	Carnegie Library for Local History found this letter from Stephen King	https://www.facebook.com/boulderlibrary/posts/10157004969356827
4	#librarywin	https://www.facebook.com/boulderlibrary/posts/10157033826306827
5	#libraryproblems #bookproblems	https://www.facebook.com/boulderlibrary/posts/10157052323491827

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Newsletters

Library Newsletter (every other week)	Current Quarter		Previous Quarter	Same Quarter Last Year	
mail list subscribers	44,135	↑ 2.63%	43,006	39,779	↑ 11%
% open it	19.76%	↑ 1.13%	19.54%	19.90%	↓ -1%
% click it	7.13%	↑ 8.36%	6.58%	6.31%	↑ 13%

Cardholders are automatically subscribed to the newsletter.