

Digital Services Performance & Improvement Dashboard

Third Quarter 2019

Boulderlibrary.org

Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Boulderlibrary.org					
Users	85,604	↑ 1%	84,763	95,872	↓ -12%
Sessions	183,688	↓ -1%	184,992	198,382	↓ -7%
Sessions/Users	2.15	↓ -2%	2.18	2.07	↑ 5%
Bounce Rate	31.1%	→ 0%	33.04%	34.9%	→ 0%
Page Views	470,484	↓ -3%	485,270	469,807	↑ 3%
Page Views/Sessions	2.56	↓ -2%	2.62	2.37	↑ 11%

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 10,000 users in July. IT has restored this functionality on the public PC's on Aug. 6.

Top 10 boulderlibrary.org Site Pages

Page	Description	Page Views
1 boulderlibrary.org/index.php	Site Home Page	152,059
2 localhistory.boulderlibrary.org/islandora/search/index.php	Carn. Local Hist. Search Results	50,001
3 calendar.boulderlibrary.org/calendar/events/index.php...	Event Calendar Search or Browse Page	36,089
4 calendar.boulderlibrary.org/spaces...	Space Availability - Library Calendar	16,062
5 boulderlibrary.org/card/index.php	Your Library Account	12,820
6 boulderlibrary.org/services/meeting-rooms/index.php	Meeting Rooms	7,210
7 localhistory.boulderlibrary.org/index.php	Carnegie Library for Local History	6,086
8 calendar.boulderlibrary.org	Library Calendar	5,561
9 research.boulderlibrary.org	Research Home	5,131
10 boulderlibrary.org/youth/storytimes/	Storytimes Horas de cuento	4,460

This is the first time we are seeing the storytimes page in the top 10. A redesign of the page in December of 2018 has resulted in a near doubling of pageviews.

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Library Catalog (boulder.flatironlibrary.org)

boulder.flatironlibrary.org Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	58,337	↓ -1%	59,096	58,563	↑ 1%
Sessions	188,774	↑ 8%	175,222	171,635	↑ 2%
Sessions/Users	3.24	↑ 9%	2.97	2.93	↑ 1%
Bounce Rate	31.30%	↑ 15%	27.2%	21.80%	↑ 25%
Page Views	815,941	↑ 1%	808,674	847,117	↓ -5%
Page Views/Sessions	4.32	↓ -6%	4.62	4.9	↓ -6%

The auto-renewal service we implemented beginning March 2019 has caused a slight drop in our use numbers. 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	Total	% Search Exits	% Search Refinements
1 where the crawdads sing	324	33.02%	36.64%
2 educated	245	25.31%	46.45%
3 dog man	168	7.74%	37.65%
4 wings of fire	164	14.63%	44.85%
5 harry potter	162	25.31%	37.93%
6 Educated	152	35.53%	24.62%
7 city of girls	127	22.05%	51.61%
8 the overstory	124	34.68%	37.82%
9 three women	104	27.88%	49.57%
10 big nate	101	9.90%	39.13%

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

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research.boulderlibrary.org

research.boulderlibrary.org Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
	Value	% Change		Value	% Change
Users	7,232	↓ -5%	7,597	7,420	↑ 2%
Sessions	17,105	↓ -6%	18,149	17,801	↑ 2%
Sessions/Users	2.37	↓ -1%	2.39	2.40	↓ -0.4%
Bounce Rate	18.9%	↑ 6%	17.8%	15.6%	↑ 14%
Page Views	30,743	↓ -6%	32,835	32,369	↑ 1%
Page Views/Sessions	1.80	↓ -1%	1.81	1.82	↓ -1%

The drop in use seems to be primarily caused by less use of the eCollection pages. However, Gina Scioscia reports that there has not been a drop in use of those resources. Furthermore, she noted that apps on devices are being used more often and this may explain the drop in pageviews for eCollections.

Text Notifications

Shoutbomb Service	Current Quarter		Previous Quarter	Same Quarter of Last Year	
	Value	% Change		Value	% Change
Users	806	↑ 29%	627	177	↑ 355%
Text Notices Sent	7728	↑ 25%	6206	2123	↑ 264%


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	7,481	↑ 4.48%	127	305.1
Instagram	928	↑ 79.50%	93	34.9
Twitter	4,562	↑ 2.10%	181	2.6




Boulder Public Library ✓

Published by Wendy Hall [?] · August 2 · 🌐

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Did you ever shop at these stores or restaurants on Pearl Street in the 1950s? - View looking west of the north side of the 1200 block of Pearl Street with crowds lined up along the street. Business signs in view: Potter's Drug, Mercantile Bank, Colorado Hotel, Florsheim Shoes and Pat's Booterie, Brooks Fauber (1235 Pearl Street), Public Drug Company and Fashion Bar. Photo from the Carnegie Library for Local History, Museum of Boulder collection. #carnegielibraryforlocalhistory #boulderlibrary #historicphotographs #pearlstreetmall #preservationmatters



7,801
People Reached

2,253
Engagements

[Boost Again](#)

Boosted on Aug 7, 2019 Completed
By Lisa Holmberg

<p>People Reached 1.3K</p>	<p>Post Engagement 210</p>
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[View Results](#)

👍👎👤 180

41 Comments 26 Shares

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Social Media continued







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	#readingtogetherocks	https://www.facebook.com/boulderlibrary/posts/10157257954751827:0
2	Timeline Photos	https://www.facebook.com/boulderlibrary/posts/10157257954751827:0
3	Wow! #bannedbooksweek	https://www.facebook.com/boulderlibrary/posts/10157389250941827
4	#booksrockmyworld	https://www.facebook.com/boulderlibrary/posts/10157228050756827:0
5	Did you ever shop at these stores or restaura	https://www.facebook.com/boulderlibrary/posts/10157250894861827:0

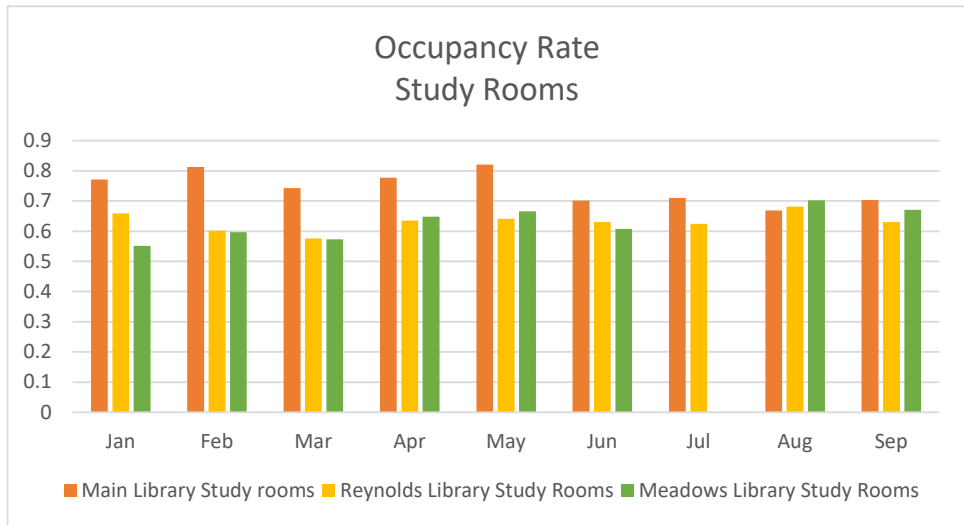
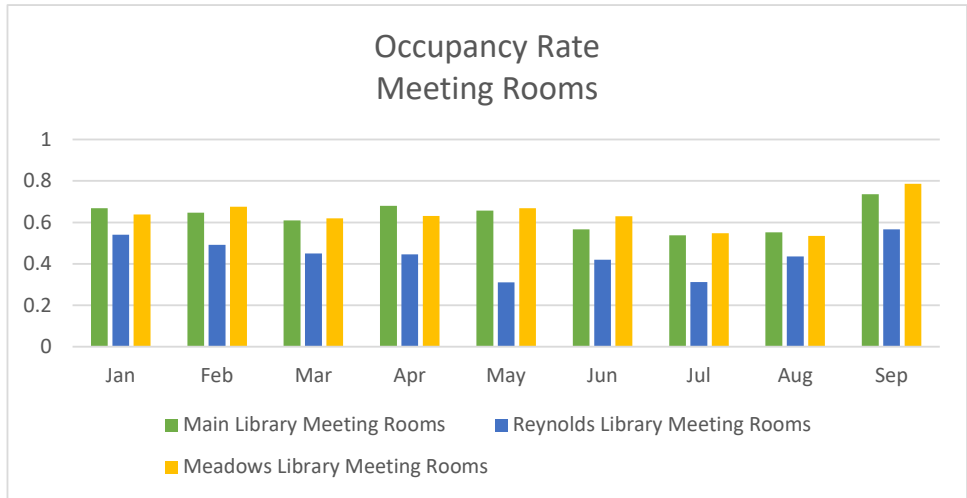
Newsletters

Library Newsletter (every other week)	Current Quarter	Previous Quarter	Same Quarter Last Year
mail list subscribers	45,650  3.43%	44,135	41,183  11%
% open it	18.88%  -4.45%	19.76%	19.69%  -4%
% click it	6.87%  -3.65%	7.13%	6.30%  9%

Cardholders are automatically subscribed to the newsletter.

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Occupancy Rate for Meeting and Study Rooms



Our meeting rooms and study room use is following the general trend of previous years.