

Digital Services Performance & Improvement Dashboard

Fourth Quarter 2019

Boulderlibrary.org

Site Statistics Boulderlibrary.org	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	87,748	↑ 3%	85,604	97,628	↓ -10%
Sessions	189,120	↑ 3%	183,688	200,452	↓ -6%
Sessions/Users	2.16	↑ 0%	2.15	2.05	↑ 5%
Bounce Rate	29.41%	↓ -5%	31.10%	31.05%	↓ -5%
Page Views	478,689	↑ 2%	470,484	454,643	↑ 5%
Page Views/Sessions	2.53	↓ -1%	2.56	2.27	↑ 12%

Year to Year Statistics Boulderlibrary.org	2019	18vs17	2018	2017	19vs 17
Users	354,971	↓ -9%	390,322	323,233	↑ 10%
Sessions	768,555	↓ -4%	803,128	760,056	↑ 1%
Bounce Rate	30.14%	↓ -12%	34.27%	37.12%	↓ -19%
Page Views	1,966,934	↑ 11%	1,768,341	1,513,472	↑ 30%
Page Views/Sessions	2.56	↑ 16%	2.20	1.99	↑ 29%

Our website user and session stats are down this year. A combination of factors are the cause, including inconsistencies in how our new public computer stations were set up, the change to auto-renewal (3/1/2019) and an increase in app use for digital materials.

About 41% of our users find us with a search on Google, while 44% arrive on the site from a bookmark or typing in the URL. Slightly less than 1% come from social media. On average, our users stayed on the site for over a two and a half minutes and visit two to three pages. Two-thirds of our users returned for a second visit within the month of their first visit.

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Top 10 boulderlibrary.org Site Pages - Grouped by Page Title			
Page	Description	Pageviews	
1	boulderlibrary.org/index.php	Site Home Page	160,518
2	localhistory.boulderlibrary.org/islandora/search/index.php?q=	Search results Carnegie Library for Local History	47,616
3	calendar.boulderlibrary.org/calendar/events/index.php?cid=3426&t=d&d=0000-00-00&cal=3426,3412	Event Calendar - Library Calendar	31,255
4	calendar.boulderlibrary.org/spaces	Space Availability - Library Calendar	15,095
5	boulderlibrary.org/card/index.php	Your Library Account	11,964
6	research.boulderlibrary.org/staff	Staff Resource Page	6,892
7	boulderlibrary.org/services/meeting-rooms/index.php	Meeting Room Reservation	6,824
8	research.boulderlibrary.org/research	Research Home	6,089
9	localhistory.boulderlibrary.org	Carnegie Library for Local History Home	5,985
10	calendar.boulderlibrary.org	Calendar Home	5,598

The new Carnegie Local History website has pushed BLDG 61 off of the top 10 list.

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Library Catalog (boulder.flatironlibrary.org)

boulder.flatironlibrary.org Site Statistics	Current Quarter		Previous Quarter	Same Quarter of Last Year	
Users	51,987	↓ -11%	58,337	59,431	↓ -13%
Sessions	176,684	↓ -6%	188,774	174,267	↑ 1%
Sessions/Users	3.40	↑ 5%	3.24	2.93	↑ 16%
Bounce Rate	30.3%	↑ 11%	27.2%	22.3%	↑ 36%
Page Views	769,071	↓ -6%	815,941	842,937	↓ -9%
Page Views/Sessions	4.35	↑ 1%	4.32	4.84	↓ -10%

Year to Year Statistics boulder.flatironlibrary.org	2019	18vs17	2018	2017	19vs 17
Users	229,234	↓ -3%	235,682	215,272	↑ 6%
Sessions	721,978	↑ 5%	686,510	596,429	↑ 21%
Bounce Rate	30.14%	↑ 37%	21.97%	21.82%	↑ 38%
Page Views	3,272,835	↓ -3%	3,390,330	2,935,542	↑ 11%
Page Views/Sessions	4.53	↓ -8%	4.94	4.92	↓ -8%

The drop in use of the library catalog is tied to the launch of auto-renewals, March 1, 2019. There has been a 10% increase in views of Account's Holds page and a 24% drop in views of Checked Out page. Users are also staying longer when they visit the site.

About 58% of our users find the catalog through the main website or calendar, while 29% arrive on the site from a bookmark or typing in the URL. On average, our users stayed on the site for about five minutes and visit four to five pages. Almost three-fourths of our users returned for a second visit within the month of their first visit.

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	Top 10 Searches on boulder.flatironslibrary.org	Total Unique Searches	% Search Exits	% Search Refinements
1	where the crawdads sing	220	25.00%	40.88%
2	educated	183	26.78%	45.33%
3	the dutch house	157	28.03%	54.65%
4	harry potter	144	20.14%	34.78%
5	wings of fire	116	15.52%	44.90%
6	the overstory	113	25.66%	40.60%
7	dog man	110	2.73%	51.65%
8	olive again	94	29.79%	39.29%
9	guts	88	11.36%	61.02%
10	Educated	87	34.48%	22.94%

Carnegie Library for Local History (localhistory.boulderlibrary.org)

localhistory.boulderlibrary.org Site Statistics	4th Quarter		3rd Quarter	2nd Quarter	
Users	4,570	↑ 11%	4,108	3,474	↑ 32%
Sessions	6,600	↑ 3%	6,393	5,635	↑ 17%
Sessions/Users	1.44	↓ -7%	1.56	1.62	↓ -11%
Bounce Rate	3.5%	↑ 2%	3.5%	5.1%	↓ -31%
Page Views	115,410	↓ -5%	121,999	117,412	↓ -2%
Page Views/Sessions	17.49	↓ -8%	19.08	20.84	↓ -16%

Launched in February of 2019, our new local history website has been a great success. We have had use from around the country, including New York, Chicago, Ashburn, VA and the Colorado Front Range. Users most often find us through a Google search, although just over 5% of them came from Facebook. On average, users stayed on the site for almost seven minutes and visited about 20 pages. Over half the users returned for a second visit within the month of their first visit.

Shoutbomb

	Current Quarter	Previous Quarter	Same Quarter of Last Year
Users	974 ↑ 21%	806	281 ↑ 247%
Text Notices Sent	8746 ↑ 13%	7728	3126 ↑ 180%


Growth of the text service has tapered off some, although it still appears to be strong.

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Social Media

	Followers	Growth	Posts	Engagements per post
Facebook	7,674	↑ 2.58%	117	209.9
Instagram	1,180	↑ 27.16%	78	37.6
Twitter	4,621	↑ 1.29%	124	3.4





Boulder Public Library

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The interior of the Hotel Boulderado at 13th and Spruce. The elaborate stained glass ceiling in the lobby replaced the original, a portion of which crashed to the floor during a heavy snow storm in 1959. Learn more about the hotel's history at the Carnegie Library for Local History at 1125 Pine St. or visit us online LocalHistory.boulderlibrary.org #hotelboulderado #boulderlibrary #signsofboulderhistory #boulderlibrary #carnegiibraryforlocalhistory

10,737

People Reached

2,810

Engagements

[Boost Again](#)

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Post from the Carnegie Library continue to be a large draw on our social media pages. On our Facebook page, post about local history made up 7 of the quarter's top 10 posts.







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	We're sure you already know this, but...	https://www.facebook.com/boulderlibrary/posts/10157417302826827
2	The interior of the Hotel Boulderado	https://www.facebook.com/boulderlibrary/posts/10157412460526827
3	Things Book Lovers Do (graphic)	https://www.facebook.com/boulderlibrary/posts/10157514298181827:0
4	Flagstaff Star	https://www.facebook.com/boulderlibrary/posts/10157647643121827:0
5	Tico's Restaurant at 1101 Walnut in 1975	https://www.facebook.com/boulderlibrary/posts/10157585412621827:0

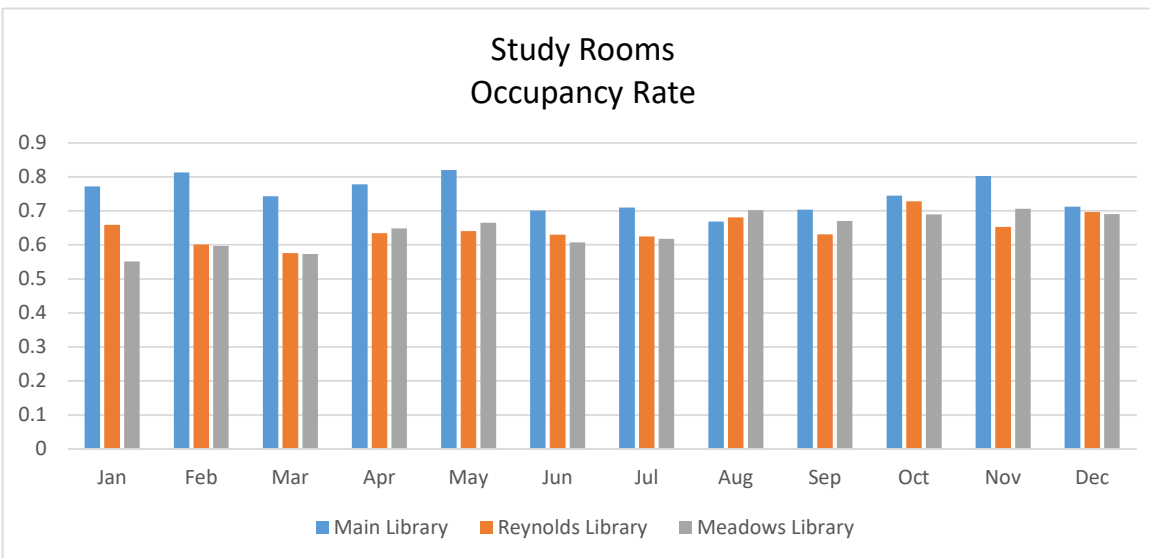
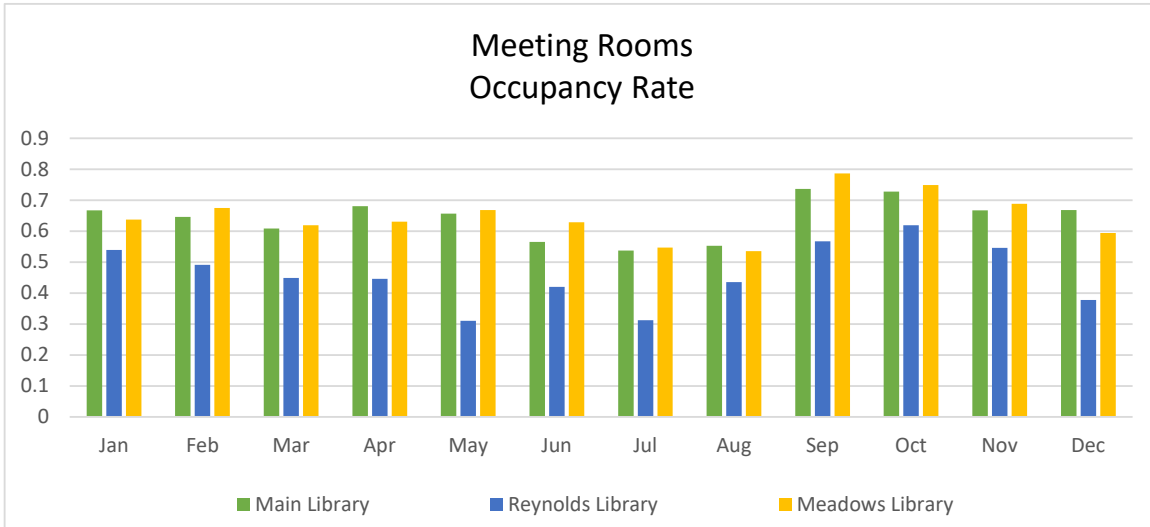
Newsletters

Library Newsletter (every other week)	Current Quarter	Previous Quarter	Same Quarter Last Year
mail list subscribers	46,421  1.69%	45,650	42,317  8%
% open it	18.80%  -0.42%	18.88%	19.03%  -1%
% click it	7.85%  14.26%	6.87%	6.77%  1%

Over 700 people were surveyed regarding the library newsletter. Results will influence a newsletter refresh in 2020. Over 75% said they were satisfied to very satisfied with 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. September has a higher occupancy than other months because of JLF. An increase to the number of hours a users can reserve a meeting room was implemented in January 2020.