

Google Analytics

With How-To Directions

Karen Niemla

Cyndy Robertson

ULM Library

LLA 2014, Lafayette, LA

Why should you care about Analysis?

- Usage statistics are a part of library assessment





CPANEL 11

Notices

Find

Frequently Accessed Areas

- File Manager
- MySQL® Databases
- Addon Domains
- phpMyAdmin
- Subdomains

Stats

Your Name Servers

- ns1.byethost34.org
- ns2.byethost34.org

Main Domain **bambam.info**

Home Directory /home/bambamin

Last login from 75.66.151.125

CPU Usage 0 / 100 %

Entry Processes 0 / 22

I/O Usage 0 / 2 MB/s

Disk Space Usage 2,931.33 / ∞

Monthly Bandwidth Transfer 3,144.37 / 250 GB

Email Accounts 1 / 100

Subdomains 7 / 20

Parked Domains 0 / 20

Addon Domains 5 / 20

Preferences

- Getting Started Wizard
- Video Tutorials
- Change Password
- Update Contact Info
- Change Style
- Change Language
- Shortcuts

Files

- Backups
- Backup Wizard
- File Manager
- Legacy File Manager
- Disk Space Usage
- FTP Accounts
- FTP Session Control

SEO and Marketing Tools

- Get In Google
- SEO Tools
- Increase Website Traffic
- One-Click Sitemap
- Link Building
- SEO Tips
- Google Website Services

Mail

- Email Accounts
- Webmail
- SpamAssassin Apache SpamAssassin™
- Forwarders
- Auto Responders
- Default Address
- Mailing Lists
- Account Level Filtering
- User Level Filtering
- Email Trace
- Import Addresses/ Forwarders
- Email Authentication
- MX Entry
- Email Archiving

Logs

- Latest Visitors
- Bandwidth
- Webalizer
- Webalizer FTP
- Raw Access Logs
- Analog Stats
- Error Log
- Choose Log Programs
- Awstats
- Resource Usage

Security

- File Manager
- Key
- Lock
- Database
- SSL
- SSL
- SSL

Info

ambamin

1.125

%

/s

/ 00

/ 250 GB



Email Accounts



Webmail



Apache SpamAssassin™



Forwarders



Auto Responders



Default Address



Mailing Lists



Account Level Filtering



User Level Filtering



Email Trace



Import Addresses/Forwarders



Email Authentication



MX Entry



Email Archiving

Logs



Latest Visitors



Bandwidth



Webalizer



Webalizer FTP



Raw Access Logs



Analog Stats



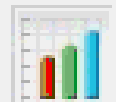
Error Log



Choose Log Programs



Awstats



Resource Usage

Security



Password Protect Directories



SiteLock



Web Security Manager



IP Deny Manager



SSL/TLS Manager



HotLink Protection



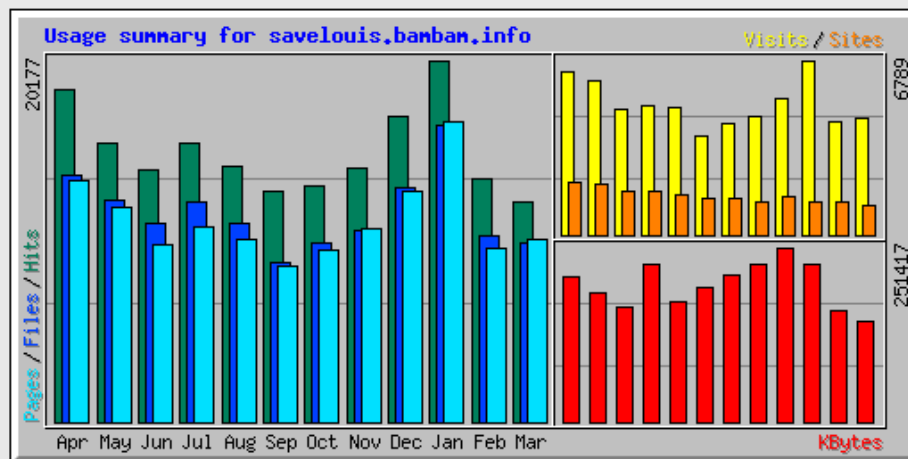
Leech Protect



Usage Statistics for savelouis.bambam.info

Summary by Month

Generated 20-Mar-2014 05:28 EDT



Summary by Month

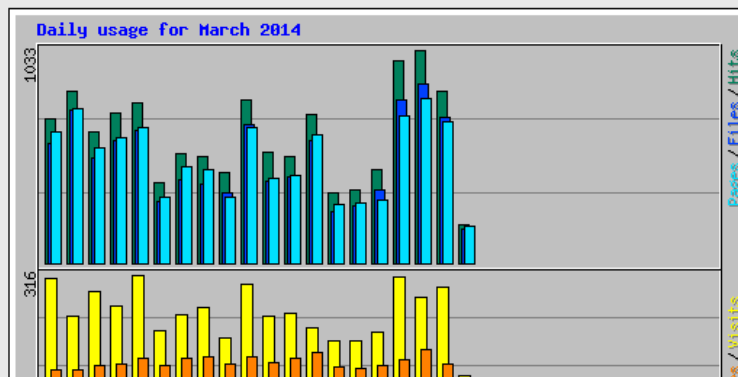
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Mar 2014	614	499	506	226	1148	145623	4530	10139	9987	12291
Feb 2014	486	370	346	155	1291	160533	4366	9711	10369	13612
Jan 2014	650	534	540	219	1287	226936	6789	16743	16562	20177
Dec 2013	551	421	414	170	1455	251417	5295	12855	13070	17087
Nov 2013	472	355	360	153	1248	227231	4607	10817	10650	14174
Oct 2013	424	320	307	140	1413	211763	4356	9545	9943	13152
Sep 2013	428	298	290	128	1423	193970	3868	8728	8940	12845
Aug 2013	458	357	329	160	1526	173424	4972	10208	11093	14215
Jul 2013	502	396	352	161	1730	226001	4996	10915	12288	15582
Jun 2013	469	370	329	162	1722	166719	4889	9872	11100	14085
May 2013	502	398	387	194	1977	185439	6025	12002	12352	15581
Apr 2013	617	457	450	211	2064	210054	6344	13510	13718	18537
Totals						2379110	61037	135045	140072	181338

Usage Statistics for savelouis.bambam.info

Summary Period: March 2014
Generated 20-Mar-2014 05:28 EDT

[\[Daily Statistics\]](#) [\[Hourly Statistics\]](#) [\[URLs\]](#) [\[Entry\]](#) [\[Exit\]](#) [\[Sites\]](#) [\[Referrers\]](#) [\[Search\]](#) [\[Agents\]](#) [\[Countries\]](#)

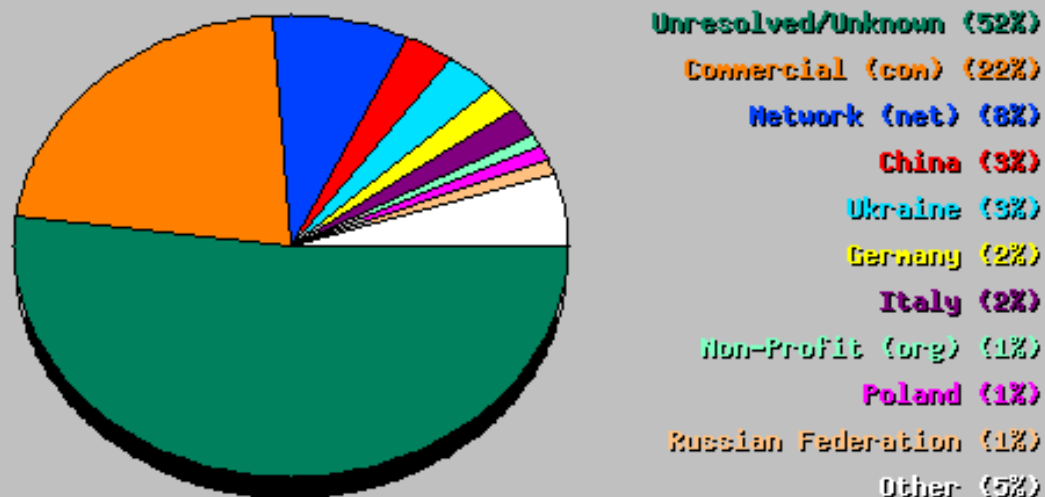
Monthly Statistics for March 2014		
Total Hits	12291	
Total Files	9987	
Total Pages	10139	
Total Visits	4530	
Total KBytes	145623	
Total Unique Sites	1148	
Total Unique URLs	236	
Total Unique Referrers	165	
Total Unique User Agents	360	
	Avg	Max
Hits per Hour	25	307
Hits per Day	614	1033
Files per Day	499	870
Pages per Day	506	796
Sites per Day	57	139
Visits per Day	226	316
KBytes per Day	7281	12191
Hits by Response Code		
Code 200 - OK	81.25%	9987
Code 206 - Partial Content	0.03%	4
Code 302 - Found	0.02%	3
Code 403 - Forbidden	13.09%	1609
Code 404 - Not Found	5.58%	686
Code 500 - Internal Server Error	0.02%	2



Top 30 of 236 Total URLs

#	Hits		KBytes		URL
1	1782	14.50%	16755	11.51%	/user
2	840	6.83%	22473	15.43%	/
3	759	6.18%	7129	4.90%	/node/1
4	665	5.41%	1014	0.70%	/robots.txt
5	575	4.68%	6161	4.23%	/node/48
6	471	3.83%	5012	3.44%	/node/48/
7	266	2.16%	7177	4.93%	/node
8	198	1.61%	2199	1.51%	/node/58
9	197	1.60%	2030	1.39%	/node/59
10	192	1.56%	1897	1.30%	/node/56
11	192	1.56%	2253	1.55%	/node/57
12	190	1.55%	2227	1.53%	/node/55
13	188	1.53%	6006	4.12%	/rss.xml
14	87	0.71%	2233	1.53%	/taxonomy/term/3
15	76	0.62%	2041	1.40%	/node/
16	74	0.60%	1705	1.17%	/taxonomy/term/5
17	66	0.54%	1513	1.04%	/taxonomy/term/29
18	65	0.53%	979	0.67%	/node/53
19	63	0.51%	1658	1.14%	/taxonomy/term/33
20	59	0.48%	541	0.37%	/howtohelp
21	55	0.45%	1447	0.99%	/taxonomy/term/4
22	52	0.42%	530	0.36%	/node/54
23	50	0.41%	821	0.56%	/taxonomy/term/28
24	44	0.36%	536	0.37%	/taxonomy/term/42
25	41	0.33%	413	0.28%	/about

Usage by Country for March 2014



Top 30 of 37 Total Countries

#	Hits		Files		KBytes		Country
1	6409	52.14%	5437	54.44%	73356	50.37%	Unresolved/Unknown
2	2706	22.02%	2109	21.12%	31407	21.57%	Commercial (com)
3	1030	8.38%	800	8.01%	13687	9.40%	Network (net)
4	316	2.57%	251	2.51%	4126	2.83%	China
5	313	2.55%	269	2.69%	5726	3.93%	Ukraine
6	207	1.68%	193	1.93%	2796	1.92%	Germany
7	197	1.60%	149	1.49%	2645	1.82%	Italy
8	138	1.12%	116	1.16%	1118	0.77%	Non-Profit (org)
9	135	1.10%	53	0.53%	1388	0.95%	Poland
10	118	0.96%	95	0.95%	1331	0.91%	Russian Federation
11	112	0.91%	107	1.07%	1588	1.09%	India
12	106	0.86%	82	0.82%	975	0.67%	Brazil



- All this is for *one month*
- There's *lots* of data, but no way to summarize it easily, combine date ranges, or create custom graphs and reports
- Can't export to different formats
- It's free (with my hosting fees)

What is Google Analytics?

- A Traffic Monitoring and Analysis Tool
- Tracks your page views
 - Data usage
 - traffic
 - traffic *sources*
 - User behavior
- Provides data in a single interface with data export options
- *It's free!*

The logo for Google Analytics, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, green, red) followed by the word "Analytics" in a plain, grey, sans-serif font. The entire logo is set against a dark blue background with a subtle glow effect.

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Spring Hours:

Sun 12pm - 2am**Mon-Thurs** 7:30 am - 2 am**Fri** 7:30 am - 4:30pm**Sat** 10am - 4pm[Full Schedule & Hours](#)

Contact:

Reference (318) 342-1071**Circulation** (318) 342-1063**Email** reference@ulm.edu

Need help?  **Ask!**

Library Policies & Statements

[Collection Policy \(.PDF\)](#)[University Library Policies](#) in ULM's Policy Database

Privacy and Legal Statements

Please read the following carefully before accessing or using the ULM University Library Web Site.

The content of the [ULM University Library Website](#) provides a wide variety of information about the University of Louisiana at Monroe, the University Library, and the materials in the University Library's collections as a service to the University community and to the public. While every effort is made to maintain complete, up-to-date, and accurate information, no assurances or representations regarding its accuracy are made. The University Library accepts no responsibility for and excludes all liability in connection with browsing this website, use of information or downloading any materials from it, including but not limited to any liability for errors, inaccuracies, omissions or misleading or defamatory statements. All information is provided "AS IS." The University Library assumes no liability for any loss or damage, consequential or otherwise, incurred in reliance on the material in these pages. The information on this site is for information purposes only and is not intended as advice of any kind.

The University Library reserves the right to change the content of its site, including the products and services described therein, at any time without notice.

The University Library does not warrant that the website or the server that hosts the website is free of computer "viruses."

Links to external sites are provided as a convenience to patrons; the University Library does not control the contents of sites outside of the University Library's website. Therefore, the University Library cannot be held responsible for any wrong or harmful information present on any linked sites. Links taken to other sites are done so at your own risk. Any link from the University Library's website to an external website does not imply or mean that the University Library endorses or accepts responsibility for the content or the use of such website or the information, products, or services offered therein.

The University Library offers a range of instructional opportunities designed to help students and faculty maximize their effectiveness in accessing, evaluating, and using information critically for a specific purpose.

The University Library and The University of Louisiana at Monroe are also using Google Analytics to collect statistical data on web traffic. Google Analytics collects this information anonymously. [Visit the Google Analytics website to learn more.](#)

Your subject librarian, or liaison, has expertise in the resources of your discipline and is able to tailor instruction to fit specific course needs. You can direct any question you might have about the ULM Library or library research to your subject liaison. Contact a [reference librarian](#) to discuss your course instruction needs.

ULM Library Statements of Confidentiality

The ULM University Library follows the [Policy On Confidentiality Of Library Records](#) established by the Council of the American Library Association.

How does GA work?

- You put a small snippet of code inside your pages. It “sends visitor activity to your Google Analytics account.”



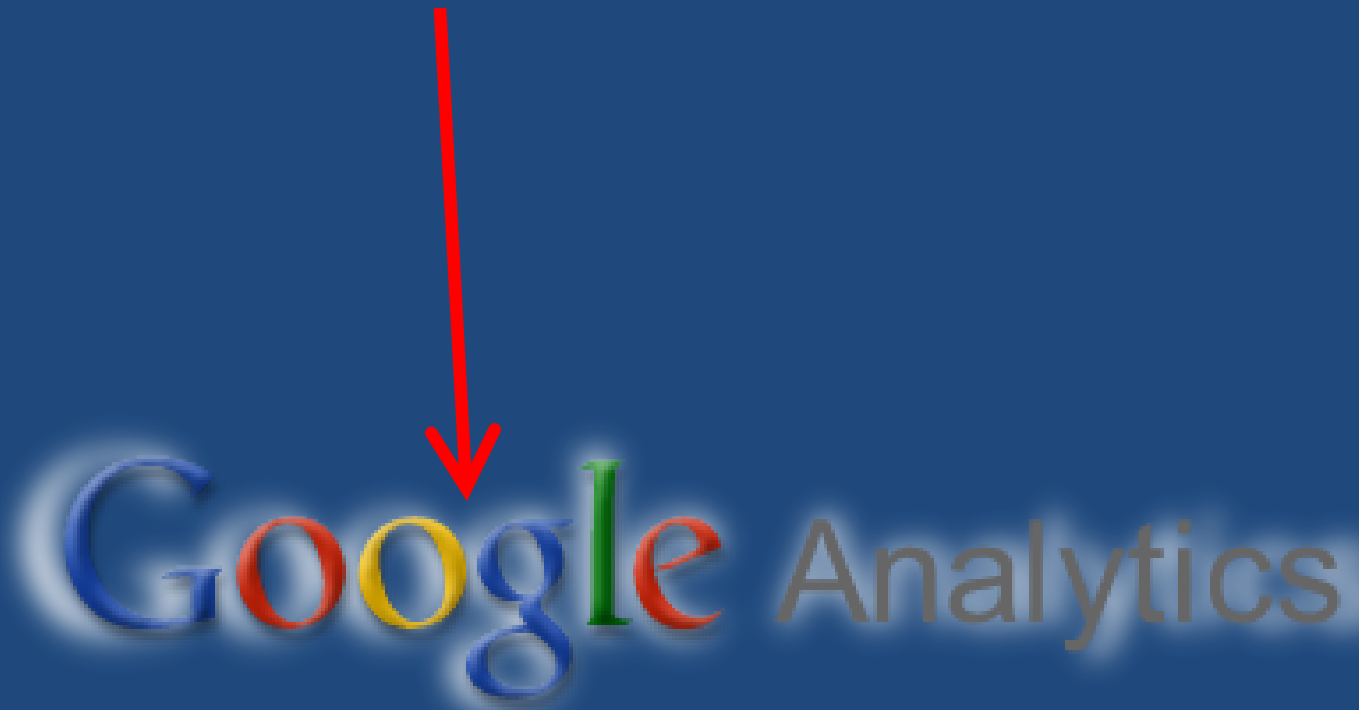
How does GA work?

- You *do not* need to know JavaScript to use GA.
- Your server does not need anything special to run the GA script.



How does GA work?

- But you'll need a Google account to start



Setting up the account

- google.com/analytics

Google Analytics

Features

Resources ▾

[Sign in or create an account](#)

[Home](#) [Why Google Analytics](#) [Mobile App Analytics](#) [Grow with Premium](#)

Turning data insights into action

“Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements.”

Mariam Naficy, CEO Minted

[Learn more](#)

Create your Google Account

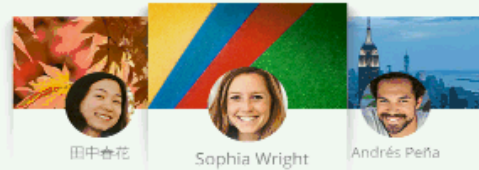
One account is all you need

A single username and password gets you into everything Google.



Make Google yours

Set up your profile and preferences just the way you like.



Name

Choose your username

 @gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday

Gender

Use your own account, or make a new account for library use

Take it all with you

Switch between devices, and pick up where you left off



Prove you're not a robot

- Skip this verification (phone verification may be required)

Create your Google

One account is all you need

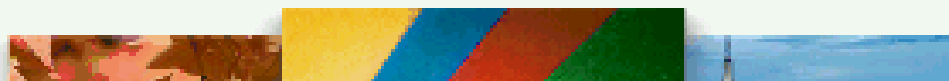
A single username and password gets you into everything Google.



**Of course there are other
Google benefits.**

Make Google yours

Set up your profile and preferences just the way you like.



Setting up the account

- google.com/analytics

Google Analytics

Features

Resources ▾

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Mariam Naficy, CEO Minted

[Learn more](#)

Start analyzing your site's traffic in 3 steps

- 1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

- 2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

- 3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

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**Google already has the steps laid out for you.
It looks easy in just three steps.**

Find reports & more

Content Drilldown

Feb 17, 2014 - Mar 19, 2014

Customize Email Export Add to Dashboard Shortcut

ANALYTICS EDUCATION

- 1 Introduction
- 2 Diagnose landing pages
- 3 See popular content
- 4 See which pages drive revenue
- 5 Analytics Academy

Use this section to explore how people find and interact with your content.

This section of Google Analytics is focused on your site or app -- its content, performance, searchability, and interactivity. To see basic metrics for each page and area of your site/app, go to [Site Content > All Pages](#).

All Visits
100.00%

Explorer

Pageviews

Google will help you by offering tips when you're new or new changes have been made to GA.

- KeyWords
- Cost Analysis **BETA**
- AdWords
- Social
- Search Engine Optimization
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown**
 - Landing Pages
 - Exit Pages
- Site Speed
- Site Search

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Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

Still have questions? [Help Center](#)

New Account

What would you like to track?

Website Mobile app

Select a tracking method

Features	<input checked="" type="radio"/> Universal Analytics <small>BETA</small>	<input type="radio"/> Classic Analytics
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (DFA, Remarketing)	Coming soon	✓



Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Web site Name

GA's in flux right now. Start with the newer one, since it'll be permanent soon.

New Account

What would you like to track?

Website Mobile app



You can also configure the mobile app if you use those, but it's not required.

Select a tracking method

Features	<input checked="" type="radio"/> Universal Analytics <small>BETA</small>	<input type="radio"/> Classic
Basic GA features (Visitor acquisition, behavior, and conversion data)	✓	✓
Event tracking	✓	✓
AdWords account linking	✓	✓
Custom variables	Upgrade to custom dimensions & metrics	✓
Custom dimensions & metrics	✓	
Online/offline data sync	✓	
Multi-platform tracking	✓	
Simplified configuration controls	✓	
Select new feature releases	✓	
Advanced advertisement tools (DFA, Remarketing)	Coming soon	✓

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website URL required

http://

Industry Category ?

Select One

Reporting Time Zone

United States

(GMT-08:00) Pacific Time

Data Sharing Settings ?

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

With other Google products only

Enable enhanced ad features, and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services, and develop better Google services by sharing non-personal data. *Only Google services (no third parties) will be able to access your data.* [Show example](#)

Anonymously with Google and others

Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

Account specialists

Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics [safeguards your data](#).

[Get Tracking ID](#)

[Cancel](#)

Administration

RQsspeciallist / Savelouis



PROPERTY

Savelouis

Tracking ID

UA-49252500-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

Property Settings

User Management

Tracking Info

Tracking Code

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Remarketing

Custom Definitions

Data Import

Social Settings

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-49252500-1', 'savelouis.org');
ga('send', 'pageview');

</script>
```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page.

Administration

RQsspeciallist / Savelouis



PROPERTY

Savelouis

Property Settings

User Management

Tracking Info

Tracking Code

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Organic Search Sources

Referral Exclusion List

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Tracking ID

UA-49252500-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-49252500-1', 'savelouis.org');
ga('send', 'pageview');

</script>
```

**Copypasta.**PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page.

```
ga('create', 'UA-49252500-1', 'savelouis.org');  
ga('send', 'pageview');  
  
</script>
```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag:

```
<?php include_once("analyticstracking.php") ?>
```

Dynamic Content Implementation OPTIONAL

Use a common include or template to paste the code above instead of manually adding it to every page.

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager.](#)

But these other options are vague-- for a reason.

The JavaScript Snippet

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)})(window,document,'script','//www.google-analytics.com/analytics.js','ga');ga('create','UA-42986212-1','oclc.org');ga('send','pageview');
```

The JavaScript Snippet

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)})(window,document,'script','//www.google-analytics.com/analytics.js','ga');ga('create','UA-42986212-1','oelc.org');ga('send','pageview');
```

You don't really need to understand what this means. Just copy 'n' paste.

How to insert the Snippet

- FTP / HTML
- CMS (general)
 - Drupal
 - OmniUpdate
 - LOUISiana Digital Library (CONTENTdm)



FTP / HTML (etc)

- Plain 'ol webpage
- The simplest way- just stick the script in there
- But not the *easiest* way
 - You need to put the script into *every single* page

Close Reply Reply to All Forward Delete Spam Actions ▾

Google Analytics snippet

August 5, 2009 11:38 AM ▲

From: Lindsey Wilkerson

To: Karen Niemla

Hi Karen –

Here is the Google Analytics (GA) code snippet, which needs to be placed just before the closing BODY </body> tag in the HTML source code of every page you wish to track. There is nothing to modify on the code, just place it as is.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src="+ gaJsHost + "google-analytics.com/ga.js' type='text/javascript"%3E%3C
/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-4677795-1");
pageTracker._setDomainName("ulm.edu");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

You are also set up now to access Google Analytics for the ulm.edu domain. To access the GA page go to:

<https://www.google.com/analytics/reporting/login>

Just use the Gmail address you gave me and use your Gmail password to log in. The GA reporting interface may take a bit of getting used to, but there's lots of information available.

If you have any questions, please feel free to contact me.

2009-2013

ULM LIBRARY

 words or phrase

find books & more!
Advanced Search

have a question?
ask a librarian

Find Books And More!

Catalog
EBSCO eBooks • Gutenberg.org

Services

For The Community
For Faculty And Staff
For Students
For ULM Alumni
Interlibrary Loan
Computer Lab
Distance Learning
Instruction and Tours
Purchase Requests
Copying And Printing

Find Articles

Databases By Name
Databases By Subject
Newspapers
Off-Campus Access

About the Library

Contact
Visitor Information
Floor Plan
Staff And Departments
History
Government Publications
Special Collections/Archives
Friends Of The Library

Help!

Ask A Librarian
FAQs
Subject Guides
Subject Librarians
Tutorials
Style Guides
The Reference Desk



ULM Library Announcements and News

- **New library website!** - Coming soon...
- **Improved Off-Campus Access**- Same but different
- **Latest Special Collections newsletter**- Fall '12 & Spring '13

Also see our **Blog**, **Facebook** & **YouTube**

Interession & Memorial Day
Sat & Sun: CLOSED
Mon, May 27, Memorial Day: CLOSED
Tues - Thurs: 7:30am – 5:30pm
Fri: 7:30am – 4:30pm
[Full Schedule & Dept. hours](#)



```
573 </a><a
574 href="http://ezproxy.louislibraries.org:2048/login?url=http://newfirstsearch.oclc.org/FSIP">OCL
575 <a href="http://www.ulm.edu/library/subject">Databases by Subject</a><br>
576 <a href="http://www.ulm.edu/library/offcampus.html">Off-Campus Access</a><span
577 style="color: rgb(255, 102, 102);"></span><small><span
578 style="font-weight: bold;"></span></small><br>
579 </div>
580 <div class="footer">University of Louisiana at Monroe | University
581 Library | 700 University Avenue | Monroe, LA 71209-0720 | USA<br>
582 <a href="http://www.ulm.edu/library/annual2008.pdf">Annual Report 2008</a>
583 | <a href="http://www.ulm.edu/library/collectionpolicy.rtf">Collection
584 Policy</a> | <a href="http://www.ulm.edu">ULM Homepage</a> | <a
585 href="http://www.ulm.edu/library/privacy.html">Disclaimer Statement</a>
586 | <a href="http://www.ulm.edu/library/confident.html">Statement of
587 Confidentiality</a> | <a href="http://www.ulm.edu/library/sitemap.html">Site Map</a></div></div>
588 </div>
589 </div>
590 <!-- GA script from Uni.Relat. start here-->
591 <script type="text/javascript">
592 var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
593 document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
594 type='text/javascript'%3E%3C/script%3E"));
595 </script>
596 <script type="text/javascript">
597 var pageTracker = _gat._getTracker("UA-4677795-1");
598 pageTracker._setDomainName("ulm.edu");
599 pageTracker._initData();
600 pageTracker._trackPageview();
601 </script>
602 <!-- GA end here--> </body>
603 </html>
```

File Edit View Operation Window Help

Quick Connect Profiles

/san-lun127/users/nielma/public_html

Local Name	Size	Type	Modified	Remote Name	Size	Type	Modified
Libraries		System F...		election.html	31,444	Firefox H...	03/06/2014 05:08:...
knielma		System F...	12/12/2013 04:31:...	calculate2.html	96,724	Firefox H...	02/17/2014 02:03:...
Computer		System F...		nom-new-draft-2.html	20,582	Firefox H...	02/08/2014 01:11:...
Network		System F...		election-old.html	30,845	Firefox H...	02/08/2014 12:52:...
Control Panel		System F...		election-cuts.html	32,352	Firefox H...	02/06/2014 03:28:...
Recycle Bin		System F...		hawk.png	136,218	PNG image	11/06/2013 01:32:...
Control Panel		System F...		pq-err.jpg	106,548	JPEG image	11/04/2013 11:42:...
CamStudio	1,018	Shortcut	03/07/2014 03:16:...	ruby.html	397	Firefox H...	10/31/2013 06:16:...
Logitech Webcam Software	1,624	Shortcut	02/28/2014 03:43:...	rubyfin.png	23,391	PNG image	10/31/2013 05:57:...
Macromedia Flash 8	1,922	Shortcut	11/26/2013 09:45:...	cake.PNG	19,485	PNG image	10/29/2013 01:40:...
Skype	2,697	Shortcut	03/05/2014 11:14:...	cake.png	19,485	PNG image	10/29/2013 01:40:...
VLC media player	1,070	Shortcut	01/14/2014 12:15:...	alumni.JPG	63,260	JPEG image	08/20/2013 12:03:...
kn-apps		File folder	01/17/2014 01:28:...	election-2013.html	29,784	Firefox H...	08/16/2013 01:45:...
Display - Shortcut	477	Shortcut	03/07/2014 03:27:...	oa.JPG	123,280	JPEG image	08/16/2013 12:45:...
F	1,457	Shortcut	02/28/2014 01:27:...	ebscoveville.html	492	Firefox H...	07/23/2013 12:48:...
FireShot Screen Capture #0...	59,757	GIF File	03/20/2014 08:07:...	0723131208-00.jpg	229,410	JPEG image	07/23/2013 12:08:...
ga1.gif	22,992	GIF File	03/20/2014 07:23:...	0723131207-01.jpg	238,535	JPEG image	07/23/2013 12:07:...
gahelp.gif	42,195	GIF File	03/20/2014 07:24:...	0723131207-00.jpg	189,106	JPEG image	07/23/2013 12:07:...
gamake.gif	48,578	GIF File	03/20/2014 07:38:...	darkgrad2xxx.png	1,406	PNG image	05/02/2013 10:13:...
hibernate	2,186	Shortcut	01/22/2014 01:46:...	tempyshelf.JPG	23,971	JPEG image	05/02/2013 09:34:...
Java.png	95,573	PNG image	03/20/2014 07:47:...	election-b4fall.bak	31,046	BAK File	04/09/2013 11:08:...
kompozer - Shortcut	1,205	Shortcut	11/25/2013 02:00:...	electionold.bak	12,531	BAK File	03/06/2013 12:17:...
lady.gif	119,027	GIF File	03/20/2014 07:59:...	louis-test-200x60.png	9,399	PNG image	11/06/2012 06:23:...
lla14 - Shortcut	835	Shortcut	02/25/2014 05:12:...	ulm+Louis_180x70.png	12,876	PNG image	11/06/2012 06:13:...
N	611	Shortcut	11/25/2013 06:20:...	ulm-logo-82x82.png	7,757	PNG image	11/06/2012 06:05:...
newaccunt.png	42,312	PNG image	03/20/2014 08:02:...				

Transfer Queue

Source File	Source Directory	Destination Directory	Size	Status	Speed	Time

CMS (etc.)

- “Content Management System” or “Learning Management System”, etc.
 - Basically, those websites that make pages for you
- We’ll look at
 - Drupal
 - CONTENTdm
 - OnmiUpdate

Drupal insertion





The Association of College and Research Libraries Louisiana Chapter is dedicated to the advancement of Academic Librarianship in the State of Louisiana for the betterment of students, scholars, professors, and Librarians.



ACRL-LA at LUC 2012

Submitted by ACRLLA-Admin on Thu, 10/11/2012 - 16:47

Are you going to LUC 2012? If so, come to ACRLLA's meeting right after LUC. We have many opportunities for you to use your talents and be a leader for Louisiana librarianship. You don't have to be a member to attend. The meeting room has limited seating, so please RSVP to this email: niemla@ulm.edu.

If you can't attend the Board Meeting on Tues., the ACRLLA President and other members will be around during the LUC breakfast on Monday the 15th to informally listen to your concerns, questions, or chat.

ACRL-LA Executive Board Meeting:

[Login or register to post comments](#) [Read more](#) [1 attachment](#)



Opportunities for ACRL-LA Members

Submitted by ACRLLA-Admin on Wed, 08/22/2012 - 13:54

Featured Links

- CODEX Journal
- Peer Support Network
- Save LOUIS!

RSS Feed



Search

Search this site:

Donate



SAVE EDUCATION

You may lose the journals & resources you need.

Some time ago, libraries began using less print materials and more online database, allowing faster access from anywhere. But what if you *couldn't* get your journals online either? It could happen.

Academic library databases cost a lot of money, and LOUIS: The Louisiana Library Network makes it possible for **over 47** Louisiana academic libraries to afford them. However, funding for LOUIS has been cut, threatening academic research and education in Louisiana.

Join us!



More info

- Official LOUIS site
- LOUIS Funding Updates



Structure



There is a security update available for your version of Drupal. To ensure the security of your server, you should update immediately! See the [available updates](#) page for more information and to install your missing updates.

Structure

Blocks

Configure what block content appears in your site's sidebars and other regions.

Contact form

Create a system contact form and set up categories for the form to use.

Content types

Manage content types, including default status, front page promotion, comment settings, etc.

Menus

Add new menus to your site, edit existing menus, and rename and reorganize menu links.

Taxonomy

Manage tagging, categorization, and classification of your content.

- [Official Resolutions](#)
- [News Media coverage](#)
- [Other Statements](#)

Blocks

DANLAND

BARTIK

SEVEN

STARK



There is a security update available for your version of Drupal. To ensure the security of your server, you should update immediately! See the **available updates** page for more information and to install your missing updates.

Blocks

This page provides a drag-and-drop interface for assigning a block to a region, and for controlling the order of blocks within regions. Since not all themes implement the same regions, or display regions in the same way, blocks are positioned on a per-theme basis. Remember that your changes will not be saved until you click the *Save blocks* button at the bottom of the page. Click the *configure* link next to each block to configure its specific title and visibility settings.

Demonstrate block regions (Danland)

- Add block



Show row weights

Block	Region	Operations
Search region		
<i>No blocks in this region</i>		
Superfish menu		
<i>No blocks in this region</i>		
Preface top		
<i>No blocks in this region</i>		
Highlighted		
<i>No blocks in this region</i>		
Preface first		
<i>No blocks in this region</i>		

update immediately! See the [available updates](#) page for more information.

Blocks

Use this page to create a new custom block.

Block title

GA1

The title of the block as shown to the user.

Block description *

GA script

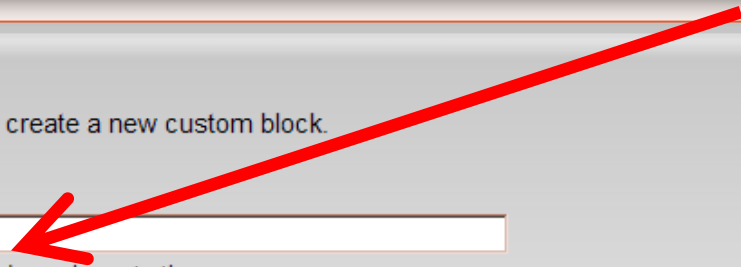
A brief description of your block. Used on the [Blocks administration page](#).

Block body *

```
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
    (i[r].g=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
    m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

  ga('create','UA-49252500-1','savelouis.org');
  ga('send','pageview');
</script>
```

Note: Don't write anything in the title.



Text format Full HTML

[More information about text formats ?](#)

- Web page addresses and e-mail addresses turn into links automatically.
- Lines and paragraphs break automatically.



The content of the block as shown to the user.

Region settings

Specify in which themes and regions this block is displayed.

The content of the block as shown to the user.

Region settings

Specify in which themes and regions this block is displayed.

Danland (default theme)

Footer

Stark

Footer

Seven

- None -

Bartik

Footer

It doesn't matter where the script goes, but 'footer' works. Make sure it's on all pages + themes.

Visibility settings

Pages

Not restricted

Content types

Not restricted

Roles

Not restricted

Users

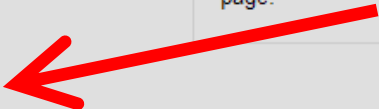
Not customizable

Show block on specific pages

- All pages except those listed
- Only the listed pages

Specify pages by using their paths. Enter one path per line. The "*" character is a wildcard. Example paths are *blog* for the blog page and *blog/** for every personal blog. *<front>* is the front page.

Save block



```
289
290
291
292
293 <div style="clear:both"></div>
294 <div id="footer-wrapper">
295 <div id="footer">
296   <div class="region region-footer">
297     <div id="block-block-5" class="block block-block">
298
299
300 <div class="content">
301   <script>
302     <!--//--><![CDATA[// ><!--
303
304     (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
305     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
306     m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
307     })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
308
309     ga('create','UA-49252500-1','savelouis.org');
310     ga('send','pageview');
311
312
313   //--><![]]>
314 </script></div> <!-- end block content -->
315 </div> <!-- end block -->
316   </div>
317 </div>
318 </div> <!-- end footer wrapper -->
319
320 <div style="clear:both"></div>
321 <div id="notice"><p>Powered by <a href="http://drupal.org">Drupal</a> | Base theme: <a href="http://d
322 </div> </body>
323 </html>
324
```

And now it's in there!

Community Documentation

Community Docs Home

Installation Guide

Administration Guide

Google Analytics: free advanced website statistics

*Last updated January 21, 2013. Created by [hass](#) on November 15, 2005.
Edited by [LinL](#), [mradcliffe](#), [c31ck](#), [EvanDonovan](#). [Log in to edit this page](#).*

[Google Analytics](#) is Google's free statistics package, originally based on the Urchin system.

For webmasters to make use of [Google Analytics](#) you would normally need to insert some Javascript containing the unique Google Analytics account number (in the format UA-XXXXXX-X) in to the header or footer of every page.

This could be achieved by editing the Drupal template *page.tpl.php*. However, this would then mean you cannot run multiple sites from the same base theme template.

This module allows you to enter your [Google Analytics](#) account number into the modules settings page located at *?q=admin/settings/googleanalytics*. It will then automatically add the required Javascript to the footer of every page generated by Drupal.

The Drupal Google Analytics module is currently available from the [module downloads](#).

Additional Features

The Drupal module also offers a bit more than basic tracking.

Page tracking

Allows you to provide a list of pages to track, or a list of pages not to track.

Role Tracking

Usually Google Analytics will track all users on a site, but you can also omit groups of users by Drupal role. Simply un-tick the role name on the settings page.

Or... you can use a module. Whichever you want.

Page status

[Log in to edit this page](#)

About this page

Drupal version

Drupal 5.x, Drupal 6.x, Drupal 7.x

Audience

Site administrators

Site Building Guide

- ▶ [Best practices](#)
- ▼ [Building the site functionality](#)
 - ▶ [Actions and Workflows](#)
 - ▶ [CRM Systems](#)
 - ▶ [Commerce and Advertising](#)
 - ▶ [Content Authoring Modules](#)
 - ▶ [Content Display Modules](#)
 - ▶ [Content Modules](#)
 - ▶ [Content Recommendation](#)
 - ▶ [Dates and Events](#)
 - ▶ [Documentation tools](#)
 - [Dynamic menu elements with tokens](#)
 - ▶ [E-Mail and Messaging](#)
 - ▼ [Exchanging Information with other](#)

Bonus: WordPress?



WORDPRESS



WORDPRESS

HOME

ABOUT

GOVERNANCE

GET CONNECTED

MEETINGS & EVENTS

INITIATIVES & SERVICES

PARTNERS

RESOURCES

CONTACTS

"Without LOUIS to negotiate considerable discounts for electronic databases, our very small liberal arts college would never be able to afford access to so many diverse resources. LOUIS gives our students access to a wide range of resources available via 21st century technology."

THE LOUISIANA LIBRARY NETWORK
LOUIS

Bonnie Bess Wood
Library Director
St. Joseph Seminary College



Posterboard

MARCH 2014



End of Life
–
Windows XP – April

MAR 21 Fri 2014

LALINC Spring Meeting @ LSU

MAR 21 Fri 2014

ProQuest Webinar –

MAR 24 Mon 2014

Dissertations &



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en-US" xml:lang="en-US">
3 <head profile="http://gmpg.org/xfn/11">
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 <title>LOUIS</title>
6 <meta name="description" content="LOUIS" />
7 <meta name="robots" content="noodp,noydir" />
8 <link rel="Shortcut Icon" href="https://sites01.lsu.edu/wp/louis/wp-content/plugins/genesis-favicon-uploader/fav
9 <link rel="alternate" type="application/rss+xml" title="LOUIS &raquo; Feed" href="https://sites01.lsu.edu/wp/lou
10 <link rel="alternate" type="application/rss+xml" title="LOUIS &raquo; Comments Feed" href="https://sites01.lsu.e
11
12 <script type="text/javascript">//
13 // Google Analytics for WordPress by Yoast v4.3.3 | http://yoast.com/wordpress/google-analytics/
14 var _gaq = _gaq || [];
15 _gaq.push(['_setAccount', 'UA-6754317-1']);
16 _gaq.push(['_trackPageview']);
17 (function () {
18     var ga = document.createElement('script');
19     ga.type = 'text/javascript';
20     ga.async = true;
21     ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-anal
22
23     var s = document.getElementsByTagName('script')[0];
24     s.parentNode.insertBefore(ga, s);
25 }) ();
26 //]]&gt;&lt;/script&gt;
27 &lt;link rel="canonical" href="https://sites01.lsu.edu/wp/louis/" /&gt;
28 &lt;link rel='stylesheet' id='ailec_style-css' href='https://sites01.lsu.edu/wp/louis/?ailec_render_css=139152633
29 &lt;link rel='stylesheet' id='validate-engine-css-css' href='https://sites01.lsu.edu/wp/louis/wp-content/plugins/w
30 &lt;link rel='stylesheet' id='formidable-css' href='https://sites01.lsu.edu/wp/louis/files/formidable/css/formidab
31 &lt;link rel='stylesheet' id='nivoslider-css' href='https://sites01.lsu.edu/wp/louis/wp-content/plugins/nivo-slide
32 &lt;link rel='stylesheet' id='erudite-css' href='https://sites01.lsu.edu/wp/louis/wp-content/themes/lsu_erudite/st
33 &lt;link rel='stylesheet' id='color-scheme-css' href='https://sites01.lsu.edu/wp/louis/wp-content/themes/lsu_erudi
34 &lt;link rel='stylesheet' id='print-media-css' href='https://sites01.lsu.edu/wp/louis/wp-content/themes/lsu_erudi
35 &lt;link rel='stylesheet' id='wp-ui-css' href='https://sites01.lsu.edu/wp/louis/wp-content/plugins/wp-ui/css/wp-ui
36 &lt;link rel='stylesheet' id='wpui-alma-css' href='https://sites01.lsu.edu/wp/louis/wp-content/plugins/wp-ui/css/tl
37 &lt;link rel='stylesheet' id='wp-ui-all-css' href='https://sites01.lsu.edu/wp/louis/wp-content/plugins/wp-ui/css/tl
38 &lt;link rel='stylesheet' id='wpui-custom-css-css' href='https://sites01.lsu.edu/wp/louis/?wpui-style=custom&amp;#038;;
39 &lt;script type='text/javascript' src='https://sites01.lsu.edu/wp/louis/wp-includes/js/jquery/jquery.js?ver=1.8.3'&gt;
40 &lt;script type='text/javascript' src='https://sites01.lsu.edu/wp/louis/wp-includes/js/swfobject.js?ver=2.2-2012041</pre></div><div data-bbox="617 576 925 620" data-label="Text"><p>Ask LOUIS about it.</p></div>
```




UNIVERSITY
LOUISIANA
MONROE

[Personnel Directory](#)[Library Resources](#)

Services

[Interlibrary Loan](#)[Online Students](#)[Visitors, Alumni, Retirees](#)[Faculty & Staff](#)

Library Information

[Floor Map & Locations](#)[About the Library](#)[Policies & Statements](#)[Friends of the Library](#)

Help!

[Ask-A-Librarian](#)[Frequently Asked Questions](#)[Guides and Tutorials](#)[Reference Librarians](#)

Spring Hours:

Sun 12pm - 2am

Mon-Thurs 7:30 am - 2 am

Fri 7:30 am - 4:30pm

Sat 10am - 4pm

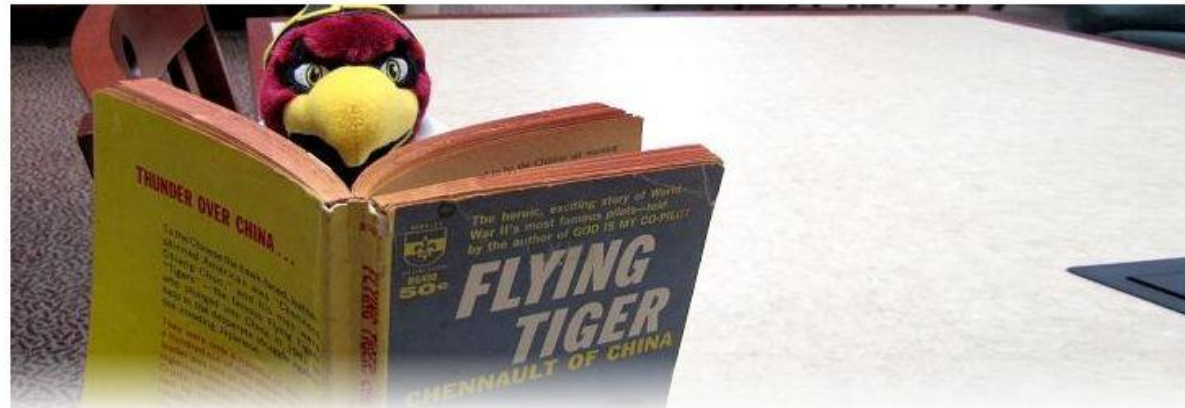
Full Schedule & Hours

Contact:

Reference (318) 342-1071

Circulation (318) 342-1063

Email reference@ulm.edu



EBSCO Discovery

articles, databases, ebooks, & more



Keyword Title Author

Limit Search: Full Text Peer Reviewed

Library Catalog

books, titles, library account, & more

words or phrase

[Full Catalog Advanced Search](#)

See All Resources

[Databases By Name](#)

[Databases By Subject](#)

[Off-Campus Access](#)

Departments & Collections

[Special Collections & Archives](#)

[Government Publications](#)

[Full Department List...](#)

News & Announcements

Spring Open Library Workshops - [Get research tips & more!](#)

Mergent Online is back! - [New business database](#)

Coming Dec. 23 - [New LexisNexis Academic search](#)

Connect



[Blog](#) |



[Facebook](#) |



[YouTube](#)

```
395         <div class="altlink"
396             style="line-height: 160%; font-weight: normal; font-size: 0.8em; padding-top: 5px;"><a href="#"
397         </div>
398     </div>
399 </div>
400 <div style="margin-bottom: 4px; width: 720px; float: right; margin: 0;">
401     <hr />
402     <div class="region1" style="width: 59%;">
403         <h3>News & Announcements</h3>
404         <div>
405             <p>Spring Open Library Workshops - <a href="/library/workshops.html">Get research tips &
406         </div>
407     </div>
408     <div class="region2" style="width: 39%;">
409         <h4>Connect</h4>
410         <div style="padding-left: 25px;">
411             <p><a href="http://ulmlibraryreference.blogspot.com/">
412                 height="16"
413                 align="top" /></a><a href="http://ulmlibraryreference.blogspot.com/">
414                 width="16"
415                 height="16" /></a><a href="http://ulmlibraryreference.blogspot.com/">
416         </div>
417     </div>
418 </div>
419 </div><br class="clearfloat" /><div class="footer">
420     <p><a title="link to ULM home" href="/">The University of Louisiana at Monroe</a> | 700 University Ave
421 <br /></p>
422 </div>
423 </div>
424 <div><script type="text/javascript">
425     var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
426     document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'"
427 </script><noscript>end </noscript><script type="text/javascript">
428     var pageTracker = _gat._getTracker("UA-4677795-1");
429     pageTracker._setDomainName("ulm.edu");
430     pageTracker._initData();
431     pageTracker._trackPageview();
432 </script><noscript>page</noscript>
433 <span class="directedit"><a href="http://www.omniupdate.com/oucampus/de.jsp?user=ulm&site=www&path=%2F"
434 </html>
```

ULM's GA script insertion
is now 100% automatic.

Feb 17, 2014 - Mar 19, 2014



Mode Show **All**

	Visits	Avg. Visit Duration	Bounce Rate	Goal Conversion Rate
☆ www.ulm.edu				
☆ http://www.ulm.edu/onlinedegrees (UA-4877795-1)				
☆ www.ulm.edu/	285,095	00:03:53	63.09%	3.84%

This table was generated on 3/20/14 at 9:46:19 PM - [Refresh Table](#)



Mode

Visits

☆  www.ulm.edu

☆  <http://www.ulm.edu/onlinedegrees> (UA-4877795-1)

☆  www.ulm.edu/

285,095

```

395     <div class="a
396         style="li
397     </div>
398 </div>
399 </div>
400 <div style="margin-bott
401 <hr />
402 <div class="region1"
403     <h3>News & Ar
404     <div>
405         <p>Spring Oper
406     </div>
407 </div>
408 <div class="region2"
409     <h4>Connect</h4>
410     <div style="paddi
411         <p><a href="ht
412             hei
413             ali
414             wid
415             hei
416     </div>
417 </div>
418 </div>
419
420 </div><br class="clearfloa
421     <p><a title="link to UI
422 <br /></p>
423 </div>
424 </div><script type="text/javascript">
425     var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
426     document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript">
427 </script><noscript>end </noscript><script type="text/javascript">
428     var pageTracker = _gat._getTracker("UA-4677795-1");
429     pageTracker._setDomainName("ulm.edu");
430     pageTracker._initData();
431     pageTracker._trackPageview();
432 </script><noscript>page</noscript>
433 <span class="directedit"><a href="http://www.omniupdate.com/oucampus/de.jsp?user=ulm&site=www&path=%2F
434 </html>

```



	Visits	D
☆ www.ulm.edu		
☆ http://www.ulm.edu/onlinedegrees (UA-4677795-1)		
☆ www.ulm.edu/	285,095	

CONTENTdm insertion



Getting Started with Google Analytics in CONTENTdm 6.4

- Statistics that were once available through CONTENTdm and Louis were no longer being generated
- Discussions on using Google Analytics beginning in June of 2013 and publication available soon after



Statistics

CONTENTdm

- Page Views

Google Analytics

- Page Views
- Visits and
- Unique Visitors
- Traffic Sources
- And more
 - Browser
 - OS
 - Location
 - Etc...

Mary McMurrin and Conner Family

McMurrin Letters and Papers

Common Tasks

- Add Item
- Add Multiple Items
- Add Compound Objects
- Edit Existing Items

Item Tasks

- Open in Tab View
- Delete
- Upload for Approval

Other Tasks

- View Upload Manager
- Edit Metadata Template
- Edit Project Settings

Administration

CONTENTdm Administration

Authentication Required

A username and password are being requested by https://server16313.contentdm.oclc.org. The site says: "ByPassword"

User Name:

Password:

OK Cancel



Collections

Configurations made on the “**Global Settings**” tab apply to all collections on the website. If you’d like to make specific changes to individual collections, select the “**Collections**” tab. Any collection-level settings will override global settings.

Edit configurations for a specific collection by selecting the collection name from the dropdown list. By default, all collections will inherit the global settings.

Editing collection: [change](#)

▶ Appearance

▶ Searching & Browsing

▶ UI Widgets

▶ Image Viewer

▶ Navigation

▶ Items

▶ Page Types

▶ Tools

▶ Custom
Pages/Scripts

Configuring Collection Settings

You are now editing configurations for: **Andrew Augustus Gunby Photograph Collection**

Use the settings to the left for more control. You can also save, preview, and publish from individual settings pages.

changes to individual collections, select the **Collections** tab. Any collection level settings will override global settings.

Edit configurations for a specific collection by selecting the collection name from the dropdown list. By default, all collections will inherit the global settings.

Editing collection:

▶ Appearance

▶ Searching & Browsing

▶ UI Widgets

▶ Image Viewer

▶ Navigation

▶ Items

▶ Page Types

▶ Tools

▶ Custom
Pages/Scripts



Configuring Collection Settings

You are now editing configurations for: **Andrew Augustus Gunby Photograph Collection**

Use the settings to the left for more control. You can also save, preview, and publish from individual settings pages.



All Accounts

Admin

Help

FEATURE UPDATE

Analytics now includes Change History, a log of account changes. [Learn more](#)



Aug 18, 2013 - Sep 17, 2013



Mode



Show

All



Visits

Avg Session Time

Bounce Rate

Goal Conversion Rate



LDL-ULM



Louisiana Digital Library (UA-42986212-1)



All Web Site Data

205

00:04:14

55.61%

0.00%

This table was generated on 9/18/13 at 4:40:39 PM - [Refresh Table](#)

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-42986212-1', 'oclc.org');
ga('send', 'pageview');
```



Edit configurations for a specific collection by selecting the collection name from the dropdown list. By default, all collections will inherit the global settings.

Editing collection:

▶ Appearance

▶ Searching & Browsing

▶ UI Widgets

▶ Image Viewer

▶ Navigation

▶ Items

▶ Page Types

▶ Tools

▼ Custom Pages/Scripts

Custom Scripts

Custom CSS

Custom Pages

[Undo saved changes](#)

Custom Scripts [View Help and examples](#)

Include one or more scripts in the top (in the <head> tag) or at the bottom (before the </body> tag) of your pages:

(Path for included scripts: <CdmWebsite-dir>/Website/public_html/ui/custom/default/collection/coll_alias/js/)

Upload Top Includes

Upload Bottom Includes

google-ulmlib.js

[Undo saved changes](#)

```
<input type="hidden" id="cdm_language_more" value="more" />
<input type="hidden" id="cdm_language_foundindocument" value="found in document" />
<input type="hidden" id="cdm_language_found" value="found" />
<input type="hidden" id="cdm_language_for" value="for" />

<input type="hidden" id="cdm_language_error_failedtoretrieveimages" value="Failed to retrieve the images." />
<input type="hidden" id="cdm_language_error_printsubsetnovalueentered" value="You did not enter a value." />
<input type="hidden" id="cdm_language_error_nousernameentered" value="Please enter a user name." />
<input type="hidden" id="cdm_language_error_nopasswordentered" value="Please enter a password" />
<input type="hidden" id="cdm_language_error_authenticationfailed" value="Authentication Failed\nThe user name and/or password is no

<input type="hidden" id="cdm_language_error_therewasaproblemretrievingtheimages" value="There was a problem retrieving the images."

<input type="hidden" id="cdm_language_error_therewasaproblemsavingquickviewsetting" value="There was a problem saving QuickView set
<!-- end language fields -->
<input type="hidden" id="cdm_helplauncher" value="0" />
  <script type="text/javascript" src="/ui/custom/default/collection/coll_p120701coll10/js/google-umlib.js"/></scrip
  <!-- MAX COLLECTIONS DIALOG -->
  <div id="advanced_max_collections_dialog" title="Refine Your Search" dialog_name="advanced_max_collections">
    <div id="advanced_max_collections_content">
      <div class="advanced_max_collections_info body_text_10">
        Select the collections to add or remove from your search
      </div>
      <div id="advanced_maxCollectionNav" class="advanced_max_collections_alpha_nav">
        <div class="advanced_max_collections_alpha_nav_box">
          <span collectionLetter="advanced_maxCollections_A" style="cursor:pointer;" class="advanced_max_collections_alpha_nav_
        </div>
          <div class="advanced_max_collections_alpha_nav_box">
            <span collectionLetter="advanced_maxCollections_B" style="cursor:pointer;" class="advanced_max_collections_alpha_nav_
          </div>
          <div class="advanced_max_collections_alpha_nav_box">
```

Source of: <http://cdm16313.contentdm.oclc.org/cdm/landingpage/collection/p120701coll10> - Mozilla Firefox

File Edit View Help

```
<input type="hidden" id="cdm_language_more" value="more" />
<input type="hidden" id="cdm_language_foundindocument" value="found in document" />
<input type="hidden" id="cdm_language_found" value="found" />
<input type="hidden" id="cdm_language_for" value="for" />

<input type="hidden" id="cdm_language_error_failedtoretrieveimages" value="Failed to retrieve the images." />
<input type="hidden" id="cdm_language_error_printsubsetnovalueentered" value="You did not enter a value." />
<input type="hidden" id="cdm_language_error_nousernameentered" value="Please enter a user name." />
<input type="hidden" id="cdm_language_error_nopasswordentered" value="Please enter a password" />
<input type="hidden" id="cdm_language_error_authenticationfailed" value="Authentication Failed\nThe user name and/or password is no

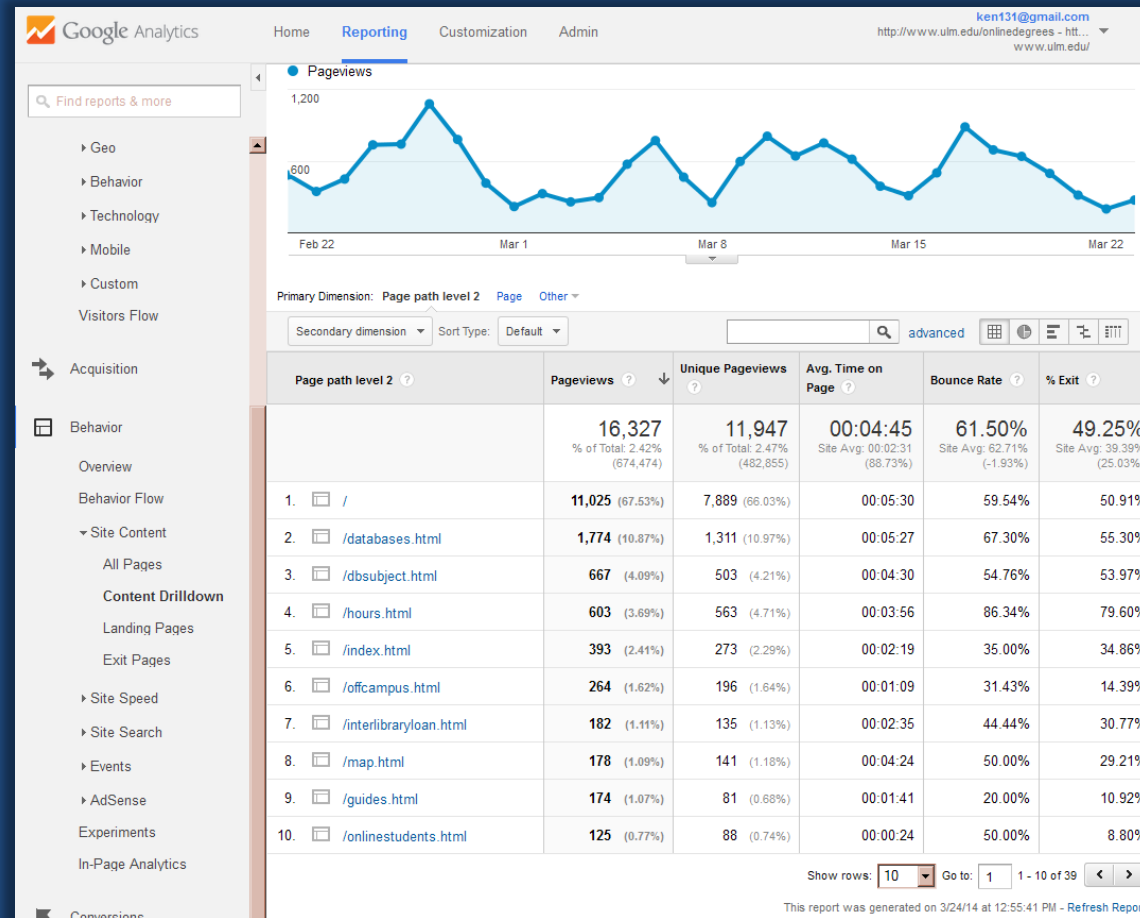
<input type="hidden" id="cdm_language_error_therewasaproblemretrievingtheimages" value="There was a problem retrieving the images."

<input type="hidden" id="cdm_language_error_therewasaproblemsavingquickviewsetting" value="There was a problem saving QuickView set
<!-- end language fields -->
<input type="hidden" id="cdm_helplauncher" value="0" />
  <script type="text/javascript" src="/ui/custom/default/collection/coll_p120701coll10/js/google-ulmlib.js"></scrip
  <!-- MAX COLLECTIONS DIALOG -->
<div id="advanced_max_collections_dialog" title="Refine Your Search" dialog_name="advanced_max_collections">
  <div id="advanced_max_collections_content">
    <div class="advanced_max_collections_info body_text_10">
      Select the collections to add or remove from your search
    </div>
    <div id="advanced_maxCollectionNav" class="advanced_max_collections_alpha_nav">
      <div class="advanced_max_collections_alpha_nav_box">
        <span collectionLetter="advanced_maxCollections_A" style="cursor:pointer;" class="advanced_max_collections_alpha_nav_
      </div>
        <div class="advanced_max_collections_alpha_nav_box">
          <span collectionLetter="advanced_maxCollections_B" style="cursor:pointer;" class="advanced_max_collections_alpha_nav_
        </div>
        <div class="advanced_max_collections_alpha_nav_box">
```

Line 659, Col 61

“Great artists steal.”

The GA Interface



Find reports & more

- Geo
- Behavior
- Technology
- Mobile
- Custom

Visitors Flow

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

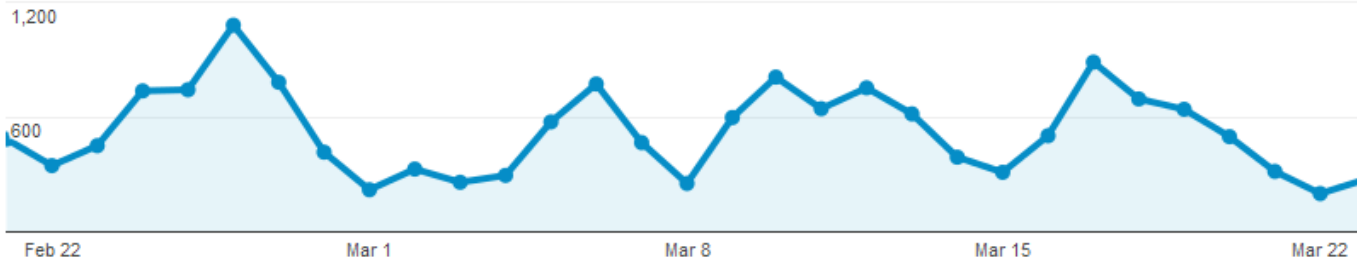
Events

AdSense

Experiments

In-Page Analytics

Pageviews



Primary Dimension: Page path level 2 Page Other

Secondary dimension

Sort Type: Default

advanced [Grid] [Clock] [List] [Filter] [Columns]

Page path level 2	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	16,327 <small>% of Total: 2.42% (674,474)</small>	11,947 <small>% of Total: 2.47% (482,855)</small>	00:04:45 <small>Site Avg: 00:02:31 (88.73%)</small>	61.50% <small>Site Avg: 62.71% (-1.93%)</small>	49.25% <small>Site Avg: 39.39% (25.03%)</small>
1. /	11,025 (67.53%)	7,889 (66.03%)	00:05:30	59.54%	50.91%
2. /databases.html	1,774 (10.87%)	1,311 (10.97%)	00:05:27	67.30%	55.30%
3. /dbsubject.html	667 (4.09%)	503 (4.21%)	00:04:30	54.76%	53.97%
4. /hours.html	603 (3.69%)	563 (4.71%)	00:03:56	86.34%	79.60%
5. /index.html	393 (2.41%)	273 (2.29%)	00:02:19	35.00%	34.86%
6. /offcampus.html	264 (1.62%)	196 (1.64%)	00:01:09	31.43%	14.39%
7. /interlibraryloan.html	182 (1.11%)	135 (1.13%)	00:02:35	44.44%	30.77%
8. /map.html	178 (1.09%)	141 (1.18%)	00:04:24	50.00%	29.21%
9. /guides.html	174 (1.07%)	81 (0.68%)	00:01:41	20.00%	10.92%
10. /onlinestudents.html	125 (0.77%)	88 (0.74%)	00:00:24	50.00%	8.80%

Show rows: 10 Go to: 1 1 - 10 of 39

		16,327 % of Total: 2.42% (674,474)	11,947 % of Total: 2.47% (482,855)	00:04:45 Site Avg: 00:02:31 (88.73%)	61.50% Site Avg: 62.71% (-1.93%)	49.25% Site Avg: 39.39% (25.03%)
1.	/	11,025 (67.53%)	7,889 (66.03%)	00:05:30	59.54%	50.91%
2.	/databases.html	1,774 (10.87%)	1,311 (10.97%)	00:05:27	67.30%	55.30%
3.	/dbsubject.html	667 (4.09%)	503 (4.21%)	00:04:30	54.76%	53.97%
4.	/hours.html	603 (3.69%)	563 (4.71%)	00:03:56	86.34%	79.60%
5.	/index.html	393 (2.41%)	273 (2.29%)	00:02:19	35.00%	34.86%
6.	/offcampus.html	264 (1.62%)	196 (1.64%)	00:01:09	31.43%	14.39%
7.	/interlibraryloan.html	182 (1.11%)	135 (1.13%)	00:02:35	44.44%	30.77%
8.	/map.html	178 (1.09%)	141 (1.18%)	00:04:24	50.00%	29.21%
9.	/guides.html	174 (1.07%)	81 (0.68%)	00:01:41	20.00%	10.92%
10.	/onlinestudents.html	125 (0.77%)	88 (0.74%)	00:00:24	50.00%	8.80%
11.	/workshops.html	118 (0.72%)	112 (0.94%)	00:03:59	68.75%	53.39%
12.	/about.html	113 (0.69%)	92 (0.77%)	00:00:51	40.00%	20.35%
13.	/faq.html	106 (0.65%)	80 (0.67%)	00:02:40	40.00%	30.19%
14.	/archives/	93 (0.57%)	69 (0.58%)	00:03:57	60.87%	43.01%
15.	/databasesexpanded.html	68 (0.42%)	51 (0.43%)	00:02:41	0.00%	32.35%
16.	/facultystaff.html	67 (0.41%)	54 (0.45%)	00:00:46	0.00%	17.91%
17.	/googlescholar.html	64 (0.39%)	48 (0.40%)	00:04:15	100.00%	45.31%
18.	/reference.html	60 (0.37%)	51 (0.43%)	00:01:16	75.00%	38.33%
19.	/visitors.html	47 (0.29%)	34 (0.28%)	00:01:25	66.67%	12.77%
20.	/policy.html	46 (0.28%)	38 (0.32%)	00:01:21	0.00%	6.52%
21.	/departments.html	26 (0.16%)	25 (0.21%)	00:01:51	50.00%	15.38%

Find reports & more

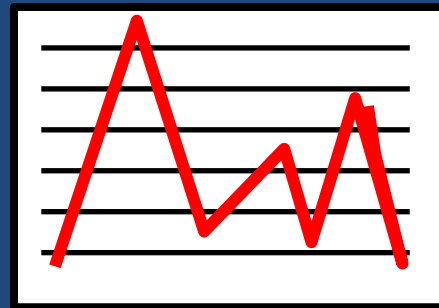
- ▶ Geo
- ▶ Behavior
- ▶ Technology
- ▶ Mobile
- ▶ Custom
- Visitors Flow
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - ▼ Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - ▶ Site Speed
 - ▶ Site Search
 - ▶ Events
 - ▶ AdSense
 - Experiments
 - In-Page Analytics
 - Conversions

CONTENTdm Usage



Here are your statistics!

*Are these even right?
Is there another way?*



 **CONTENTdm**®




About 222,000,000 results (0.23 seconds)

Analytics Services

Ad www.accenture.com/
Learn About Accenture's Full Range Of Analytics Services And Solutions
Accenture has 11,757 followers on Google+


Google Analytics Official Website – Web Analytics & Report...

www.google.com/analytics/ Google
"Google Analytics gives us key insights that help drive the evolution of our product on our mobile app and desktop. It shows us exactly how people are using our ...
Features - Google Analytics API - Mobile App Analytics - Resources



Google Analytics

Recent posts



Using Dimension Widening to Improve Affiliate Reporting +Blast Analytics & Marketing shares how dimension widening and custom dimensions let analysts see ... Mar 21, 2014

News for analytics

Dell acquires StatSoft, adds analytics to software stack

ZDNet - by Larry Dignan - 1 hour ago
Dell on Monday said it acquired StatSoft, a company that specializes in analytics and data visualization software. Terms of the deal weren't ...

IBM set to show off GPU big data analytics system

Inquirer - by Lee Bell - 1 hour ago

More news for analytics

Analytics - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Analytics Wikipedia
Analytics is the discovery and communication of meaningful patterns in data. Especially valuable in areas rich with recorded information, analytics relies on the ...

Google Analytics - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Google_Analytics Wikipedia
Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and ...

Analytics Blog

analytics.blogspot.com/
6 days ago - Official weblog offering news, tips and resources related to Google's web traffic analytics service.

IBM Analytics – Overview – United States

www.ibm.com/analytics/us/en/ IBM
IBM Analytics helps organizations make better decisions by gleaning new insights from the volume and variety of big data .

Analytics Software | SAS

www.sas.com/en_us/software/analytics.html

Google Analytics for Mobile Apps

“Google Analytics gives us key insights that help drive the evolution of our product on our mobile app and desktop. It shows us exactly how people are using our product on each platform.”


Jeffrey Fluhr, CEO Spreecast

[Learn more](#)



One account. All of Google.

Sign in to continue to Google Analytics



 Stay signed in [Need help?](#)

[Create an account](#)

One Google Account for everything Google



FEATURE UPDATE
Analytics now includes Change History, a log of account changes. [Learn more](#)

Feb 21, 2014

Download icons: [Down Arrow] [Up Arrow] Mode: [List Icon] [Table Icon] Show: [All] [Star] Search: [Search Icon]

	Visits	Avg. Visit Duration	Bounce Rate	Goal Co
LDL-ULM				
Louisiana Digital Library (UA-42986212-1)				
All Web Site Data	87	00:10:15	29.89%	

This table was generated on 3/24/14

Find reports & more

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Overview
 - Age
 - Gender
 - Interests
 - Geo
 - Language
 - Location
 - Behavior
 - Technology

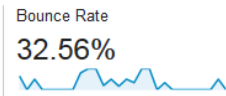
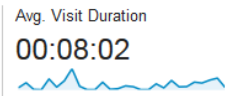
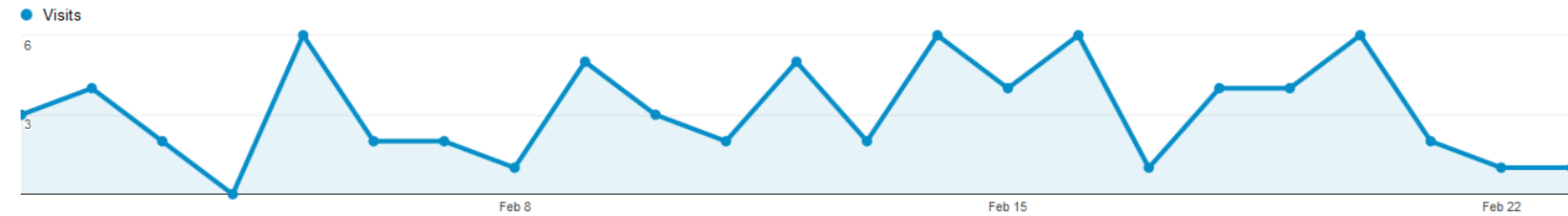
Audience Overview

Email Export Add to Dashboard Shortcut

All Visits 100.00%

Overview

Visits vs. Select a metric



Audience Overview

Feb 21, 2014 - Mar

Email Export Add to Dashboard Shortcut

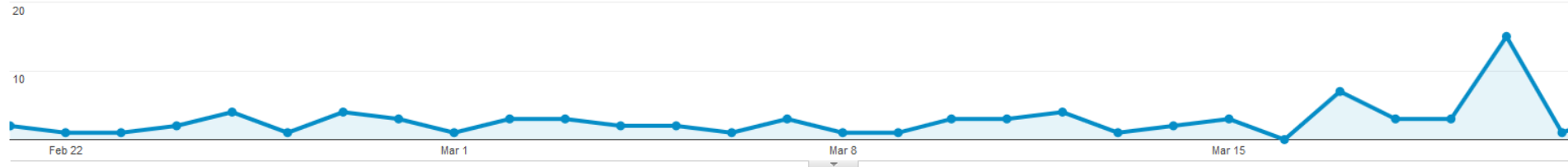
All Visits 100.00%

Overview

Visits vs. Select a metric

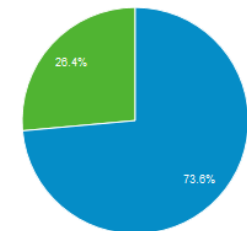
Hourly Day

Visits



Visits 87	Unique Visitors 71	Pageviews 1,155	Pages / Visit 13.28	Avg. Visit Duration 00:10:15	Bounce Rate 29.89%
% New Visits 73.56%					

New Visitor Returning Visitor



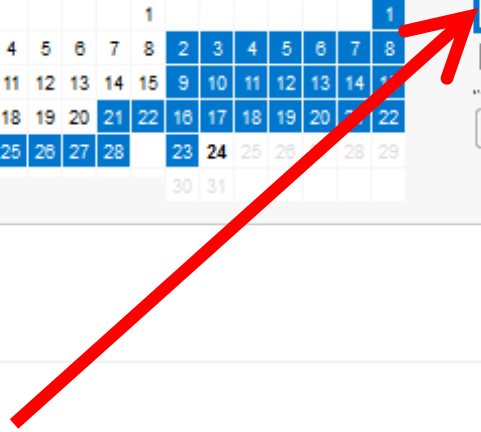
Feb 21, 2014 - Mar 23, 2014

Calendar navigation: January 2014, February 2014, March 2014

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					

Date Range: Custom
Feb 21, 2014 - Mar 23, 2014
 Compare to: Previous period
Apply cancel

Hourly Day Week Month



Feb 25

Feb 26

Feb 27

Feb 28

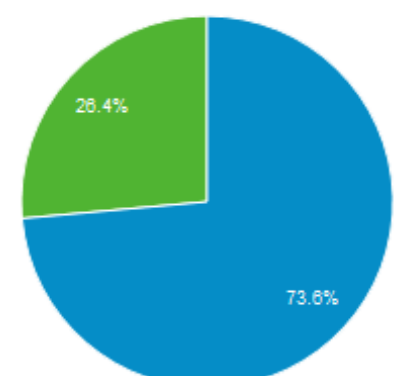
Avg. Visit Duration

00:10:15

Bounce Rate

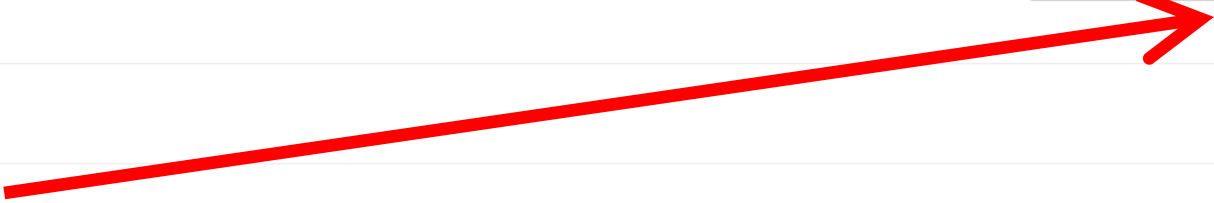
29.89%

■ New Visitor ■ Returning Visitor





Hourly Day Week **Month**



2010

2020

2030

2040

2050

Pageviews

837

Pages / Visit

9.73

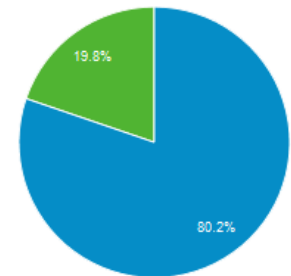
Avg. Visit Duration

00:08:02

Bounce Rate

32.56%

■ New Visitor ■ Returning Visitor



Language

1. en-us

Visits % Visits

83 96.51%

2. de

2 2.32%

Content Drilldown

Feb 1, 2014 - Feb 28, 2014

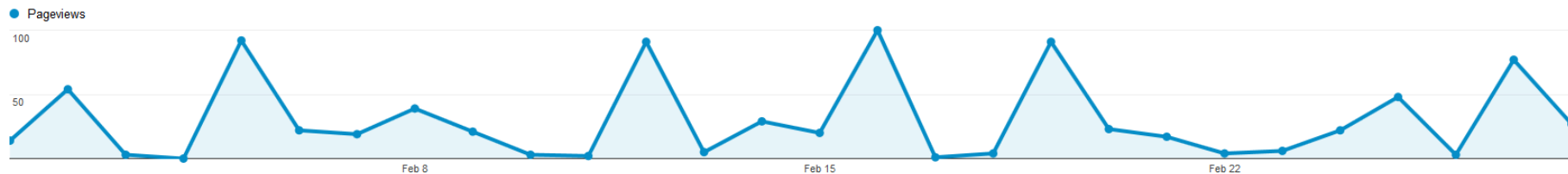
Customize Email Export Add to Dashboard Shortcut

All Visits
100.00%

Explorer

Pageviews VS. Select a metric

Day Week Month



Primary Dimension: Page path level 1 Page

Secondary dimension Sort Type: Default

advanced

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	837 <small>% of Total: 100.00% (837)</small>	610 <small>% of Total: 100.00% (610)</small>	00:00:55 <small>Site Avg: 00:00:55 (0.00%)</small>	32.56% <small>Site Avg: 32.56% (0.00%)</small>	10.27% <small>Site Avg: 10.27% (0.00%)</small>
1. /cdm/	837(100.00%)	610(100.00%)	00:00:55	32.56%	10.27%

Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 3/17/14 at 11:24:26 AM - Refresh Report

Pages

Feb 1, 2014 - Feb 28, 2014

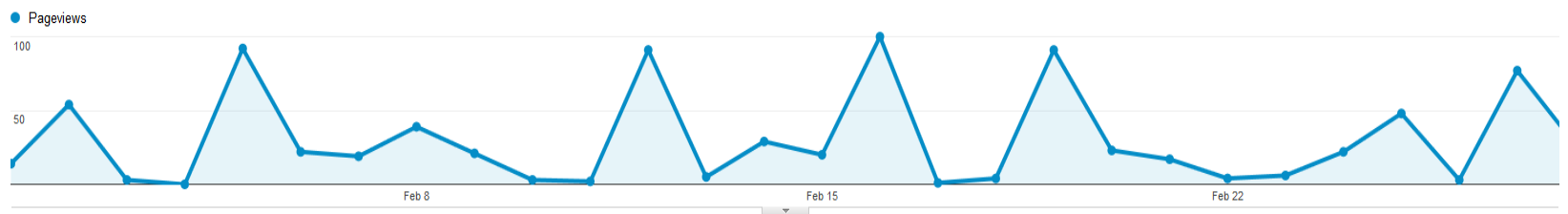
Email Export Add to Dashboard Shortcut

All Visits
100.00%

Explorer Navigation Summary In-Page

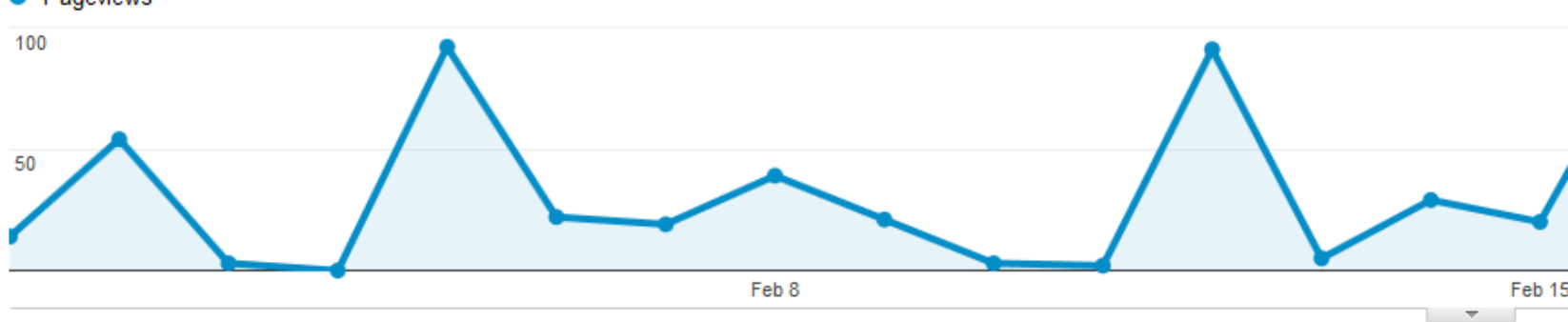
Pageviews VS. Select a metric

Day Week Month



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	837 <small>% of Total: 100.00% (837)</small>	610 <small>% of Total: 100.00% (610)</small>	00:00:55 <small>Site Avg: 00:00:55 (0.00%)</small>	86 <small>% of Total: 100.00% (86)</small>	32.56% <small>Site Avg: 32.56% (0.00%)</small>	10.27% <small>Site Avg: 10.27% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /cdm/landingpage/collection/p120701coll10	75 (8.96%)	18 (2.95%)	00:00:29	15 (17.44%)	26.67%	13.33%	\$0.00 (0.00%)
2. /cdm/landingpage/collection/p15140coll27	38 (4.54%)	18 (2.95%)	00:01:24	15 (17.44%)	33.33%	23.68%	\$0.00 (0.00%)
3. /cdm/search/collection/p15140coll27	28 (3.35%)	17 (2.79%)	00:00:57	12 (13.95%)	25.00%	17.86%	\$0.00 (0.00%)
4. /cdm/search/collection/p16313coll43	14 (1.67%)	8 (1.31%)	00:00:29	7 (8.14%)	0.00%	7.14%	\$0.00 (0.00%)
5. /cdm/search/collection/p15140coll27/page/2	13 (1.55%)	8 (1.31%)	00:00:37	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
6. /cdm/search/collection/p16313coll43/page/50	12 (1.43%)	2 (0.33%)	00:00:34	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
7. /cdm/search/collection/p120701coll10/searchterm/brown/order/nosort	11 (1.31%)	1 (0.16%)	00:00:35	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
8. /cdm/search/collection/p16313coll43/page/49	11 (1.31%)	4 (0.66%)	00:00:15	4 (4.65%)	50.00%	18.18%	\$0.00 (0.00%)
9. /cdm/singleitem/collection/p120701coll10/id/324	10 (1.19%)	5 (0.82%)	00:01:44	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
10. /cdm/search/collection/p15140coll27/page/3	9 (1.06%)	8 (1.31%)	00:00:17	0 (0.00%)	0.00%	11.11%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 444



Primary Dimension: **Page** Page Title Other

Plot Rows Secondary dimension Sort Type: Default

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg.
		837 % of Total: 100.00% (837)	610 % of Total: 100.00% (610)	
<input type="checkbox"/>	1. /cdm/landingpage/collection/p120701coll10	75 (8.96%)	18 (2.95%)	
<input type="checkbox"/>	2. /cdm/landingpage/collection/p15140coll27	38 (4.54%)	18 (2.95%)	
<input type="checkbox"/>	3. /cdm/search/collection/p15140coll27	28 (3.35%)	17 (2.79%)	
<input type="checkbox"/>	4. /cdm/search/collection/p16313coll43	14 (1.67%)	8 (1.31%)	
<input type="checkbox"/>	5. /cdm/search/collection/p15140coll27/page/2	13 (1.55%)	8 (1.31%)	
<input type="checkbox"/>	6. /cdm/search/collection/p16313coll43/page/50	12 (1.43%)	2 (0.33%)	
<input type="checkbox"/>	7. /cdm/search/collection/p120701coll10/searchterm/brown/order/nosort	11 (1.31%)	1 (0.16%)	
<input type="checkbox"/>	8. /cdm/search/collection/p16313coll43/page/49	11 (1.31%)	4 (0.66%)	
<input type="checkbox"/>	9. /cdm/singleitem/collection/p120701coll10/id/324	10 (1.19%)	5 (0.82%)	
<input type="checkbox"/>	10. /cdm/search/collection/p15140coll27/page/3	9 (1.08%)	8 (1.31%)	

- Find reports & more
- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
- Acquisition
- Behavior
- Overview
- Behavior Flow
- Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
- Site Speed
- Site Search
- Events
- AdSense
- Experiments
- In-Page Analytics
- Conversions

Pages

Feb 1, 2014 - Feb 28, 2014

Email Export Add to Dashboard Shortcut

All Visits 100.00%

Explorer Navigation Summary In-Page

Pageviews vs. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

advanced

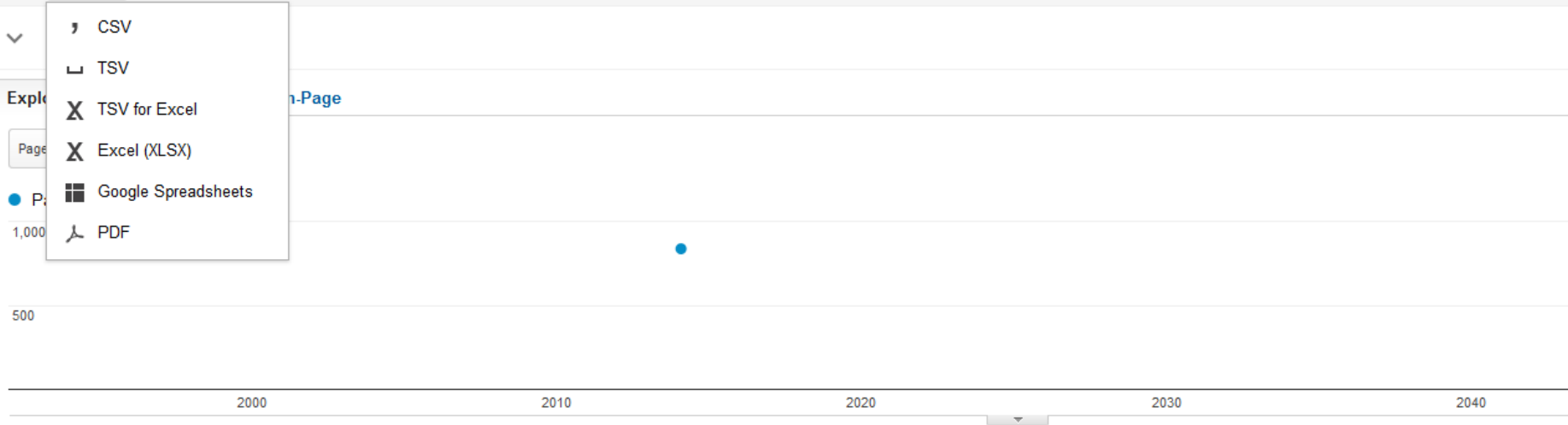
Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	837 <small>% of Total: 100.00% (837)</small>	610 <small>% of Total: 100.00% (610)</small>	00:00:55 <small>Site Avg: 00:00:55 (0.00%)</small>	86 <small>% of Total: 100.00% (86)</small>	32.56% <small>Site Avg: 32.56% (0.00%)</small>	10.27% <small>Site Avg: 10.27% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Mary McMurren and Conner Family	261 (31.18%)	187 (30.66%)	00:00:35	14 (16.28%)	14.29%	3.07%	\$0.00 (0.00%)
2. Northeast Louisiana Historic Images Collection	138 (16.49%)	87 (14.26%)	00:00:53	28 (32.56%)	32.14%	15.94%	\$0.00 (0.00%)
3. Griffin 1932 Flood Collection	104 (12.43%)	28 (4.59%)	00:00:32	16 (18.60%)	25.00%	12.50%	\$0.00 (0.00%)
4. James Carson Letter :: Mary McMurren and Conner Family	33 (3.94%)	32 (5.25%)	00:00:49	0 (0.00%)	0.00%	6.06%	\$0.00 (0.00%)
5. Brown Paper Mill :: Griffin 1932 Flood Collection	23 (2.75%)	16 (2.62%)	00:01:27	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
6. Brownville :: Griffin 1932 Flood Collection	13 (1.55%)	11 (1.80%)	00:00:42	1 (1.16%)	0.00%	7.69%	\$0.00 (0.00%)
7. A. Crothers Letter :: Mary McMurren and Conner Family	7 (0.84%)	7 (1.15%)	00:01:54	1 (1.16%)	0.00%	0.00%	\$0.00 (0.00%)
8. Britton House :: Mary McMurren and Conner Family	7 (0.84%)	6 (0.98%)	00:03:40	2 (2.33%)	0.00%	0.00%	\$0.00 (0.00%)
9. Lake Providence Clippers :: Northeast Louisiana Historic Images Collection	7 (0.84%)	6 (0.98%)	00:01:59	4 (4.65%)	50.00%	57.14%	\$0.00 (0.00%)
10. Monroe, Louisiana :: Northeast Louisiana Historic Images Collection	7 (0.84%)	7 (1.15%)	00:01:28	1 (1.16%)	0.00%	0.00%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 146

Page	Visits	Pageviews	Time on Page	Bounce Rate	Conversion Rate	Revenue
119. Morehouse Parish Family :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:01:33	0 (0.00%)	0.00%	\$0.00 (0.00%)
120. Morehouse Parish Family :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:26	0 (0.00%)	0.00%	\$0.00 (0.00%)
121. Natchez Bridge After Cyclone :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:01:28	0 (0.00%)	0.00%	\$0.00 (0.00%)
122. Neville High School :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:01:05	0 (0.00%)	0.00%	\$0.00 (0.00%)
123. North section of Monroe looking east :: Griffin 1932 Flood Collection	1 (0.12%)	1 (0.16%)	00:00:00	0 (0.00%)	0.00%	100.00% \$0.00 (0.00%)
124. Oak Grove Boy Scouts :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:58	0 (0.00%)	0.00%	\$0.00 (0.00%)
125. Paddle boat :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:33	0 (0.00%)	0.00%	\$0.00 (0.00%)
126. R. A. Dowty Note :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:05	0 (0.00%)	0.00%	\$0.00 (0.00%)
127. R. A. Dowty Receipt :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:01:09	0 (0.00%)	0.00%	\$0.00 (0.00%)
128. R. Maitre Bill of Sale :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:00	0 (0.00%)	0.00%	100.00% \$0.00 (0.00%)
129. R.A. Dowty Receipt :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:02:08	0 (0.00%)	0.00%	\$0.00 (0.00%)
130. R.D. Permenter Letter :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:12	0 (0.00%)	0.00%	\$0.00 (0.00%)
131. Richland Parish, 1927, Mississippi River Flood :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:00	0 (0.00%)	0.00%	100.00% \$0.00 (0.00%)
132. Roseland Gallery :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:15	0 (0.00%)	0.00%	\$0.00 (0.00%)
133. S. B. Newman Letter :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:50	0 (0.00%)	0.00%	\$0.00 (0.00%)
134. Somerset or Gloucester :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:53	0 (0.00%)	0.00%	\$0.00 (0.00%)
135. South Grand :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:03:18	0 (0.00%)	0.00%	\$0.00 (0.00%)
136. Sparco Gasoline :: Griffin 1932 Flood Collection	1 (0.12%)	1 (0.16%)	00:00:54	0 (0.00%)	0.00%	\$0.00 (0.00%)
137. Stable :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:06	0 (0.00%)	0.00%	\$0.00 (0.00%)
138. Tensas parish family :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:01:28	0 (0.00%)	0.00%	\$0.00 (0.00%)
139. Tensas Parish, 1927 Mississippi River flood :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:17	0 (0.00%)	0.00%	\$0.00 (0.00%)
140. Tensas Parish, 1927 Mississippi River Flood :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:24	0 (0.00%)	0.00%	\$0.00 (0.00%)
141. Unidentified Conner Family and Friends :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:00	0 (0.00%)	0.00%	100.00% \$0.00 (0.00%)
142. Union Parish Family :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:22	0 (0.00%)	0.00%	\$0.00 (0.00%)
143. Walnut Street :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:00	0 (0.00%)	0.00%	100.00% \$0.00 (0.00%)
144. Watson School :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:01:40	0 (0.00%)	0.00%	\$0.00 (0.00%)
145. Woodlands :: Mary McMurren and Conner Family	1 (0.12%)	1 (0.16%)	00:00:04	0 (0.00%)	0.00%	\$0.00 (0.00%)
146. Zachry and Reed Lumber Company :: Northeast Louisiana Historic Images Collection	1 (0.12%)	1 (0.16%)	00:00:31	0 (0.00%)	0.00%	\$0.00 (0.00%)

Email Export Add to Dashboard Shortcut

- CSV
- TSV
- TSV for Excel
- Excel (XLSX)
- Google Spreadsheets
- PDF



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
	837 % of Total: 100.00% (837)	610 % of Total: 100.00% (610)	00:00:55 Site Avg: 00:00:55 (0.00%)	86 % of Total: 100.00% (86)
1. /cdm/landingpage/collection/p120701coll10	75 (8.96%)	18 (2.95%)	00:00:29	15 (17.44%)
2. /cdm/landingpage/collection/p15140coll27	38 (4.54%)	18 (2.95%)	00:01:24	15 (17.44%)
3. /cdm/search/collection/p15140coll27	28 (3.35%)	17 (2.79%)	00:00:57	12 (13.95%)

Exporting to Excel (XLSX)



Pageviews VS. Select a metric

Day Week Month [Icons]

Pageviews

1,000
500

2000 2010

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

Page	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /cdm/landingpage/collection/p120701coll10	610	00:00:55	86	32.56%	10.27%	\$0.00
2. /cdm/landingpage/collection/p15140coll27	18 (2.95%)	00:00:29	15 (17.44%)	26.67%	13.33%	\$0.00 (0.00%)
3. /cdm/search/collection/p15140coll27	18 (2.95%)	00:01:24	15 (17.44%)	33.33%	23.68%	\$0.00 (0.00%)
	28 (3.35%)	00:00:57	12 (13.95%)	25.00%	17.86%	\$0.00 (0.00%)

Opening Analytics All Web Site Data Pages 20140201-20140228.xlsx

You have chosen to open:

Analytics All Web Site Data Pages 20140201-20140228.xlsx
which is: Microsoft Excel Worksheet (18.7 KB)
from: https://www.google.com

What should Firefox do with this file?

Open with Microsoft Excel (default)

Save File

Do this automatically for files like this from now on.

OK Cancel

	A	B	C	D	E	F	G	H	I	J
	Page	Pageviews	Unique Pat	Avg. Time	Entrances	Bounce Ra	% Exit	Page Value		
1	/cdm/landingpage/collection/p120701coll10	75	18	29.11	15	26.67%	13.33%	0.00		
2	/cdm/landingpage/collection/p15140coll27	38	18	83.66	15	33.33%	23.68%	0.00		
3	/cdm/search/collection/p15140coll27	28	17	56.70	12	25.00%	17.86%	0.00		
4	/cdm/search/collection/p16313coll43	14	8	28.62	7	0.00%	7.14%	0.00		
5	/cdm/search/collection/p15140coll27/page/2	13	8	37.15	0	0.00%	0.00%	0.00		
6	/cdm/search/collection/p16313coll43/page/50	12	2	34.25	0	0.00%	0.00%	0.00		
7	/cdm/search/collection/p120701coll10/searchterm/brown/order/nosort	11	1	34.73	0	0.00%	0.00%	0.00		
8	/cdm/search/collection/p16313coll43/page/49	11	4	15.00	4	50.00%	18.18%	0.00		
9	/cdm/singleitem/collection/p120701coll10/id/323	5	5	103.80	0	0.00%	0.00%	0.00		
10	/cdm/search/collection/p15140coll27/page/12	8	17	17.00	0	0.00%	11.11%	0.00		
11	/cdm/search/collection/p120701coll10	1	3	24.00	0	0.00%	12.50%	0.00		
12	/cdm/search/collection/p16313coll43	5	5	31.71	0	0.00%	0.00%	0.00		
13	/cdm/search/collection/p16313coll43	5	5	44.14	1	0.00%	0.00%	0.00		
14	/cdm/search/collection/p16313coll43	1	3	22.43	0	0.00%	0.00%	0.00		
15	/cdm/search/collection/p16313coll43	6	6	119.33	4	50.00%	57.14%	0.00		
16	/cdm/singleitem/collection/p15140coll27	2	2	35.60	0	0.00%	0.00%	0.00		
17	/cdm/search/collection/p15140coll27	5	5	46.60	0	0.00%	0.00%	0.00		
18	/cdm/search/collection/p16313coll43	5	5	27.00	0	0.00%	20.00%	0.00		
19	/cdm/search/collection/p16313coll43	5	5	22.60	0	0.00%	0.00%	0.00		
20	/cdm/search/collection/p16313coll43/searchterm/crothers/mode/all/order/nosort/page/5	5	5	54.60	0	0.00%	0.00%	0.00		
21	/cdm/singleitem/collection/p120701coll10/id/323	5	5	54.60	0	0.00%	0.00%	0.00		
22	/cdm/landingpage/collection/p16313coll43	4	4	40.00	1	0.00%	0.00%	0.00		
23	/cdm/search/collection/p120701coll10	4	4	40.00	1	0.00%	25.00%	0.00		
24	/cdm/search/collection/p15140coll27/page/12	4	3	97.00	1	0.00%	25.00%	0.00		
25	/cdm/search/collection/p15140coll27/page/13	4	3	50.00	0	0.00%	25.00%	0.00		
26	/cdm/search/collection/p15140coll27/page/13	4	3	23.25	0	0.00%	0.00%	0.00		
27	/cdm/search/collection/p15140coll27/page/5	4	3	37.00	0	0.00%	0.00%	0.00		
28	/cdm/search/collection/p15140coll27/page/6	4	3	47.67	0	0.00%	25.00%	0.00		
29	/cdm/search/collection/p16313coll43/page/10	4	2	36.75	0	0.00%	0.00%	0.00		
30	/cdm/search/collection/p16313coll43/page/12	4	2	38.50	0	0.00%	0.00%	0.00		
31	/cdm/search/collection/p16313coll43/page/20	4	2	28.25	0	0.00%	0.00%	0.00		
32	/cdm/search/collection/p16313coll43/page/6	4	3	50.00	0	0.00%	0.00%	0.00		
33	/cdm/search/collection/p16313coll43/page/7	4	3	50.50	0	0.00%	0.00%	0.00		
34	/cdm/search/collection/p16313coll43/searchterm/natchez/mode/all/order/nosort/page/26	4	1	9.75	0	0.00%	0.00%	0.00		
35	/cdm/search/collection/p16313coll43/searchterm/natchez/order/nosort	4	1	29.75	0	0.00%	0.00%	0.00		
36	/cdm/singleitem/collection/p120701coll10/id/110	4	3	48.67	1	0.00%	25.00%	0.00		
37	/cdm/search/collection/p15140coll27/page/4	3	3	55.67	0	0.00%	0.00%	0.00		
38	/cdm/search/collection/p15140coll27/page/7	3	2	36.67	0	0.00%	0.00%	0.00		
39	/cdm/search/collection/p15140coll27/searchterm/watson school/field/all/mode/all/conn/and/	3	1	32.67	0	0.00%	0.00%	0.00		
40	/cdm/search/collection/p16313coll43/page/16	3	2	53.00	0	0.00%	0.00%	0.00		
41	/cdm/search/collection/p16313coll43/page/17	3	2	50.67	0	0.00%	0.00%	0.00		
42	/cdm/search/collection/p16313coll43/page/21	3	2	56.33	0	0.00%	0.00%	0.00		
43	/cdm/search/collection/p16313coll43/page/22	3	2	44.00	0	0.00%	0.00%	0.00		
44	/cdm/search/collection/p16313coll43/page/9	3	2	25.33	0	0.00%	0.00%	0.00		
45	/cdm/search/collection/p16313coll43/searchterm/natchez/mode/all/order/nosort/page/2	3	1	10.33	0	0.00%	0.00%	0.00		

Find and Replace

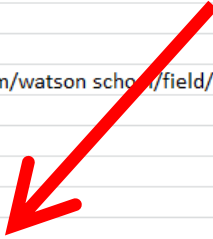
Find Replace

Find what: /cdm/landingpage/collection/

Options >>

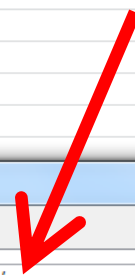
Find All Find Next Close

Sheets



	A	B	C	D	E	F	G	H	I	J
	Page	Pageviews	Unique Pa	Avg. Time	Entrances	Bounce Ra	% Exit	Page Value		
2	p120701coll10	75	18	29.11	15	26.67%	13.33%	0.00		
3	p15140coll27	38	18	83.66	15	33.33%	23.68%	0.00		
4	p15140coll27	28	17	56.70	12	25.00%	17.86%	0.00		
5	p16313coll43	14	8	28.62	7	0.00%	7.14%	0.00		
6	p15140coll27/page/2	13	8	37.15	0	0.00%	0.00%	0.00		
7	p16313coll43/page/50	12	2	34.25	0	0.00%	0.00%	0.00		
8	p120701coll10/searchterm/brown/order/nosort	11	1	34.73	0	0.00%	0.00%	0.00		
9	p16313coll43/page/49	11	4	15.00	4	50.00%	18.18%	0.00		
10	/cdm/singleitem/collection/p120701coll10/id/324	10	5	103.80	0	0.00%	0.00%	0.00		
11	p15140coll27/page/3	9	8	17.00	0	0.00%	11.11%	0.00		
12	p120701coll10/searchterm/brownville/order/nosort	8	1	24.00	0	0.00%	12.50%	0.00		
13	p16313coll43/page/2	5	5	31.71	0	0.00%	0.00%	0.00		
14	p16313coll43/page/4	5	5	44.14	1	0.00%	0.00%	0.00		
15	p16313coll43/page/48	1	1	22.43	0	0.00%	0.00%	0.00		
16	/cdm/singleitem/collection/p15140coll27/page/11	6	6	119.33	4	50.00%	57.14%	0.00		
17	p15140coll27/page/11	2	2	35.60	0	0.00%	0.00%	0.00		
18	p16313coll43/page/3	5	5	46.60	0	0.00%	0.00%	0.00		
19	p16313coll43/page/5	5	5	27.00	0	0.00%	20.00%	0.00		
20	p16313coll43/searchterm/crothers/m	1	1	22.60	0	0.00%	0.00%	0.00		
21	/cdm/singleitem/collection/p120701coll10	5	5	54.60	0	0.00%	0.00%	0.00		
22	p16313coll43	4	4	40.00	1	0.00%	0.00%	0.00		
23	p120701coll10	3	3	97.00	1	0.00%	25.00%	0.00		
24	p15140coll27/page/12	3	3	50.00	0	0.00%	25.00%	0.00		
25	p15140coll27/page/13	3	3	23.25	0	0.00%	0.00%	0.00		
26	p15140coll27/page/5	3	3	37.00	0	0.00%	0.00%	0.00		
27	p15140coll27/page/6	4	4	47.67	0	0.00%	25.00%	0.00		
28	p16313coll43/page/10	4	4	36.75	0	0.00%	0.00%	0.00		
29	p16313coll43/page/12	4	4	38.50	0	0.00%	0.00%	0.00		
30	p16313coll43/page/20	4	4	28.25	0	0.00%	0.00%	0.00		
31	p16313coll43/page/6	4	4	50.00	0	0.00%	0.00%	0.00		
32	p16313coll43/page/7	4	4	50.50	0	0.00%	0.00%	0.00		
33	p16313coll43/searchterm/natchez/mode/all/order/nosort/page/26	4	4	9.75	0	0.00%	0.00%	0.00		
34	p16313coll43/searchterm/natchez/order/nosort	4	4	29.75	0	0.00%	0.00%	0.00		
35	/cdm/singleitem/collection/p120701coll10/id/110	4	4	48.67	1	0.00%	25.00%	0.00		
36	p15140coll27/page/4	3	3	55.67	0	0.00%	0.00%	0.00		
37	p15140coll27/page/7	3	3	36.67	0	0.00%	0.00%	0.00		
38	p15140coll27/searchterm/watson school/field/all/mode/all/conn/and/order/date/ad/asc	3	3	32.67	0	0.00%	0.00%	0.00		
39	p16313coll43/page/16	3	3	53.00	0	0.00%	0.00%	0.00		
40	p16313coll43/page/17	3	3	50.67	0	0.00%	0.00%	0.00		
41	p16313coll43/page/21	3	3	56.33	0	0.00%	0.00%	0.00		
42	p16313coll43/page/22	3	3	44.00	0	0.00%	0.00%	0.00		
43	p16313coll43/page/9	3	3	25.33	0	0.00%	0.00%	0.00		
44	p16313coll43/searchterm/natchez/mode/all/order/nosort/page/2	3	3	10.33	0	0.00%	0.00%	0.00		

Delete unwanted text



Find and Replace

Find what: /cdm/search/collection/

Replace with:

Options >>

Replace All Replace Find All Find Next Close

Book Sheet Name

FebAnalytics All Web Site Data Pages 20140201-20140228.xlsx	Dataset1	
FebAnalytics All Web Site Data Pages 20140201-20140228.xlsx	Dataset1	

164 cell(s) found

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Page	Pageviews	Unique Pa	Avg. Time	Entrances	Bounce Ra	% Exit	Page Value										
2	p120701coll10	75	18	29.11	15	26.67%	13.33%	0.00										
3	p120701coll10	4	3	97.00	1	0.00%	25.00%	0.00										
4	p120701coll10/id/10	1	1	164.00	0	0.00%	0.00%	0.00										
5	p120701coll10/id/10/rec/1	1	1	34.00	0	0.00%	0.00%	0.00										
6	p120701coll10/id/103/rec/3	1	1	32.00	0	0.00%	0.00%	0.00										
7	p120701coll10/id/110	4	3	48.67	1	0.00%	25.00%	0.00										
8	p120701coll10/id/113/rec/4	1	1	87.00	0	0.00%	0.00%	0.00										
9	p120701coll10/id/117	2	2	64.50	0	0.00%	0.00%	0.00										
10	p120701coll10/id/12	1	1	76.00	0	0.00%	0.00%	0.00										
11	p120701coll10/id/122	1	1	26.00	0	0.00%	0.00%	0.00										
12	p120701coll10/id/128/rec/9	2	1	24.00	0	0.00%	0.00%	0.00										
13	p120701coll10/id/137	1	1	15.00	0	0.00%	0.00%	0.00										
14	p120701coll10/id/145/rec/10	1	1	7.00	0	0.00%	0.00%	0.00										
15	p120701coll10/id/151/rec/104	1	1	131.00	0	0.00%	0.00%	0.00										
16	p120701coll10/id/153	1	1	28.00	0	0.00%	0.00%	0.00										
17	p120701coll10/id/154	1	1	28.00	0	0.00%	0.00%	0.00										
18	p120701coll10/id/156/rec/16	1	1	129.00	0	0.00%	0.00%	0.00										
19	p120701coll10/id/156/rec/2	1	1	38.00	0	0.00%	0.00%	0.00										
20	p120701coll10/id/157/rec/135	1	1	45.00	0	0.00%	0.00%	0.00										
21	p120701coll10/id/160/rec/3	1	1	51.00	0	0.00%	0.00%	0.00										
22	p120701coll10/id/164/rec/9	1	1	35.00	1	0.00%	0.00%	0.00										
23	p120701coll10/id/169	1	1	29.00	0	0.00%	0.00%	0.00										
24	p120701coll10/id/174/rec/140	1	1	53.00	0	0.00%	0.00%	0.00										
25	p120701coll10/id/181	1	1	0.00	0	0.00%	100.00%	0.00										
26	p120701coll10/id/186/rec/9	1	1	24.00	0	0.00%	0.00%	0.00										
27	p120701coll10/id/187	1	1	24.00	0	0.00%	0.00%	0.00										
28	p120701coll10/id/192/rec/1	2	1	97.50	0	0.00%	0.00%	0.00										
29	p120701coll10/id/192/rec/2	1	1	0.00	1	100.00%	100.00%	0.00										
30	p120701coll10/id/196/rec/42	1	1	140.00	0	0.00%	0.00%	0.00										
31	p120701coll10/id/200/rec/5	1	1	48.00	0	0.00%	0.00%	0.00										
32	p120701coll10/id/216	1	1	32.00	0	0.00%	0.00%	0.00										
33	p120701coll10/id/218	1	1	38.00	0	0.00%	0.00%	0.00										
34	p120701coll10/id/219	1	1	24.00	0	0.00%	0.00%	0.00										
35	p120701coll10/id/222/rec/72	1	1	174.00	0	0.00%	0.00%	0.00										
36	p120701coll10/id/253	1	1	54.00	0	0.00%	0.00%	0.00										
37	p120701coll10/id/26	1	1	48.00	0	0.00%	0.00%	0.00										
38	p120701coll10/id/264	1	1	39.00	0	0.00%	0.00%	0.00										
39	p120701coll10/id/289/rec/145	1	1	0.00	0	0.00%	100.00%	0.00										
40	p120701coll10/id/29/rec/139	1	1	157.00	0	0.00%	0.00%	0.00										
41	p120701coll10/id/290/rec/132	1	1	93.00	0	0.00%	0.00%	0.00										
42	p120701coll10/id/293	1	1	0.00	0	0.00%	100.00%	0.00										
43	p120701coll10/id/298	1	1	29.00	0	0.00%	0.00%	0.00										
44	p120701coll10/id/313	1	1	41.00	0	0.00%	0.00%	0.00										

	A	B	C	D	E	F	G	H	I	J	K
107	p16313col	1	1	7.00	0	0.00%	0.00%	0.00			
108	p16313col	1	1	9.00	0	0.00%	0.00%	0.00			
109	p16313col	12	6	35.42	0	0.00%	0.00%	0.00			
110	p16313col	14	5	22.69	0	0.00%	7.14%	0.00			
111	p16313col	1	1	20.00	0	0.00%	0.00%	0.00			
112	p16313col	6	2	30.60	0	0.00%	16.67%	0.00			
113	p16313col	5	2	20.60	0	0.00%	0.00%	0.00			
114	p16313col	6	3	27.17	0	0.00%	0.00%	0.00			
115	p16313col	27	5	51.31	3	0.00%	3.70%	0.00			
116	p16313col	13	3	17.62	0	0.00%	0.00%	0.00			
117	p16313col	33	6	22.15	0	0.00%	0.00%	0.00			
118	p16313col	39	6	20.51	1	0.00%	0.00%	0.00			
119	p16313col	28	9	11.32	0	0.00%	0.00%	0.00			
120	p16313col	7	3	31.14	0	0.00%	0.00%	0.00			
121	p16313col	3	3	42.50	0	0.00%	33.33%	0.00			
122	p16313col	3	2	23.00	0	0.00%	33.33%	0.00			
123	p16313col	1	1	9.00	0	0.00%	0.00%	0.00			
124	p16313col	1	1	100.00	0	0.00%	0.00%	0.00			
125	p16313col	1	1	15.00	0	0.00%	0.00%	0.00			
126	p16313col	1	1	5.00	0	0.00%	0.00%	0.00			
127	p16313col	1	1	7.00	0	0.00%	0.00%	0.00			
128	p16313col	1	1	19.00	0	0.00%	0.00%	0.00			
129	p16313col	5	1	13.00	0	0.00%	0.00%	0.00			
130	p16313col	1	1	0.00	0	0.00%	100.00%	0.00			
131	p16313col	1	1	0.00	0	0.00%	100.00%	0.00			
132	p16313col	1	1	35.00	0	0.00%	0.00%	0.00			
133	p16313col	1	1	4.00	0	0.00%	0.00%	0.00			
134		447	218								
135											
136											
137											
138											
139											
140											
141											
142											
143											
144											
145											
146											
147											
148											
149											
150											



Louisiana Digital Library Collection		Items in Collection		Pages Visited
Northeast Louisiana				
Griffin				
<u>Tarbutton</u>				
<u>McMurrin</u>				
Totals				



[admin home](#)
[server](#)
[collections](#)
[items](#)
[:: profile](#) : [fields](#) : [website](#) : [reports](#) : [export](#) : [view collection](#) : [help](#) ::

Current collection:

View: [Item Pageviews](#) | [Item Types](#) | [Catcher Transaction Activity](#)
Month to display:

Items	Pageviews
Devereux	8
Britton House	5
Downtown Natchez	5
First Presbyterian Church	5
Windy Hill Manor	5
Dress by Worth	4
Briers	4
Winter Scene from the Bluffs	3
J. G. Moore Letter	3
Church	3
Fashion Bill of Lading	3
Grandma Britton's Carriage	3
Lemuel Parker Conner Jr. and Audley Conner	3
Lucindy Sharp and Conner Child	3
Britton House	3
Richmond	3
A. Crothers Letter	2
Green Leaves	2
Natchez Home	2
Riverside Inventory	2
James Carson Letter	2
Mary Britton Conner	2

Young Woman	1
James Carson Letter	1
Briars	1
Caroline Stratton Merrill	1
James Carson Letter	1
James Carson Letter	1
G. P. Royale Letter	1
James Carson Letter	1
Monmonth	1
Somerset or Gloucester	1
Bed	1
Homewood	1
Mary McMurrin Letter	1
James Carson Letter	1
James Carson Letter	1
R. Maitre Bill of Sale	1
A Crothers Letter	1
James Carson Letter	1
Longwood	1
A. Crothers Letter	1
Britton House	1
R. A. Dowty Letter	1
Young Woman	1
Mary Britton Conner	1
Dunleith	1
Gloucester	1
Carriage House	1
Stable	1
Mary Britton Conner	1

177

[Export data as a tab-delimited text file](#)

View: [Item Pageviews](#) | [Item Types](#) | [Catcher Transaction Activity](#)

Month to display: [February](#) | [2014](#) | [Change](#)

Items	Pageviews
Derrienee	6
Edison House	5
Downtown Natchez	5
First Presbyterian Church	5
Windy Hill House	5
Dress by Worth	4
Briners	4
Wilder Scene from the Bluffs	3
J. G. Moore Letter	3
Church	3
Religion Bill of Lading	3
Grandma Britton's Carriage	3
Lemuel Parker Conner, Jr. and Audrey Conner	3
Louisa Sharp and Conner Child	3
Wilson House	3
Ridgmond	3
A. Crothers Letter	2
Green Leaves	2
Natchez Home	2
Riverside Inventors	2
James Carson Letter	2
Mary Britton Conner	2
Audley and Lam	2
Old Fisher House	2
Conner Children	2
Presbyterian Church	2
Natchez Bridge After Cyclone	2
James Carson Letter	2
James Carson Letter	2
James Carson Letter	2
A. Crothers Letter	2
Clover Book	2
Conner Family	2
F. A. Dooly Note	1
R. A. Dooly Receipt	1
R. A. Dooly Letter	1
Wes L. McKurran Letter	1
James Carson Letter	1
James Butler, Jr. and Co. Bill of Sale	1
James Carson Letter	1
Knobbs and Bibbers Bill of Sale	1
Isolate Hall	1
Louisa Sharp and Conner Child	1
A. Crothers Letter	1
A. Crothers Letter	1
James Carson Letter	1
A. Crothers Letter	1
Lemuel P. Conner Letter	1
A. Crothers Letter	1
F. A. Dooly Receipt	1
James Carson Letter	1
Unidentified Conner Family and Friends	1
James Carson Letter	1
James Carson Letter	1
B.D. Parmenter Letter	1
James Carson Letter	1
James Carson Letter	1
James Carson Letter	1
Flourace Carson Letter	1
James Carson Letter	1
James Carson Letter	1
James Carson Letter	1
James Carson Letter	1
W. W. Maxwell Sale of Cotton	1
Mary L. McKurran Letter	1
Mary L. McKurran Letter	1
James Carson Letter	1
James Carson Letter	1
J.G. Moore Letter	1
James Carson Letter	1
F. S. Mason Letter	1
Mary L. McKurran Letter	1
Mary Britton	1
James Carson Letter	1
Woodlands	1
William Cooper	1
James Carson Letter	1
James Carson Letter	1
James Carson Letter	1
Unidentified name	1
R. A. Dooly Letter	1
James Carson Letter	1
T. B. Newman Letter	1
Clonard	1
Roseland Gallery	1
Stung Woman	1
James Carson Letter	1
Briners	1
Caroline Stratton Merrill	1
James Carson Letter	1
James Carson Letter	1
G. B. Struble Letter	1
James Carson Letter	1
Memorah	1
Somersett or Gloucester	1
Ball	1
Helmwood	1
Mary McKurran Letter	1
James Carson Letter	1
James Carson Letter	1
R. Mabre Bill of Sale	1
A. Crothers Letter	1
James Carson Letter	1
Litwood	1
A. Crothers Letter	1
Wilson House	1
R. A. Dooly Letter	1
Stung Woman	1
Mary Britton Conner	1
Dunlop	1
Gloucester	1
Clonard House	1
Stable	1
Mary Britton Conner	1

Getting Started with Google Analytics in CONTENTdm

January 23, 2014

Getting Started with Google Analytics in CONTENTdm

Contents

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Find reports & more

Audience Overview

Feb 22, 2014 - Mar 24, 2014

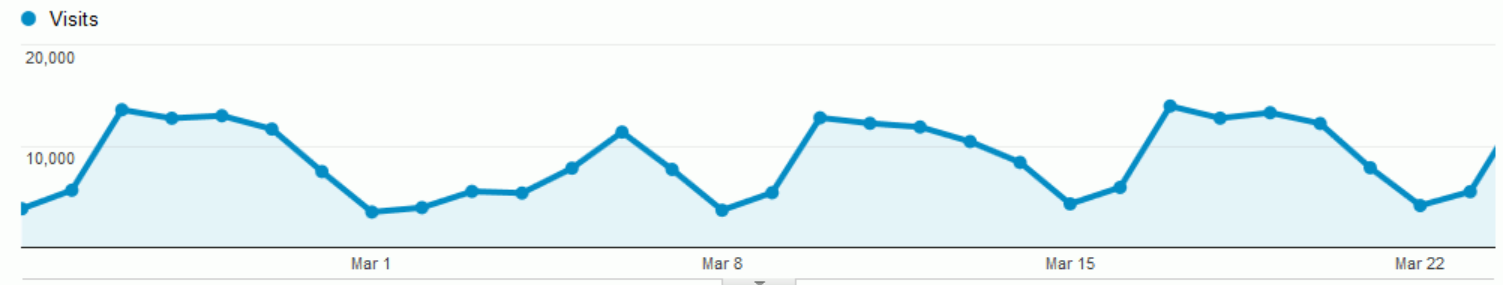
Email Export Add to Dashboard Shortcut

All Visits
100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month



Visits
271,741

Unique Visitors
111,186

Pageviews
688,971

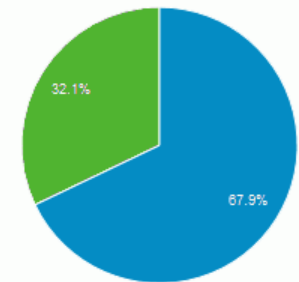
Pages / Visit
2.54

Avg. Visit Duration
00:03:52

Bounce Rate
62.69%

% New Visits
32.06%

Returning Visitor New Visitor



Demographics

Language

Language

1. en-us

Visits % Visits

267,119 98.30%

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Visitors Flow
- Acquisition
- Behavior
- Conversions

Find reports & more

Location

Feb 22, 2014 - Mar 24, 2014

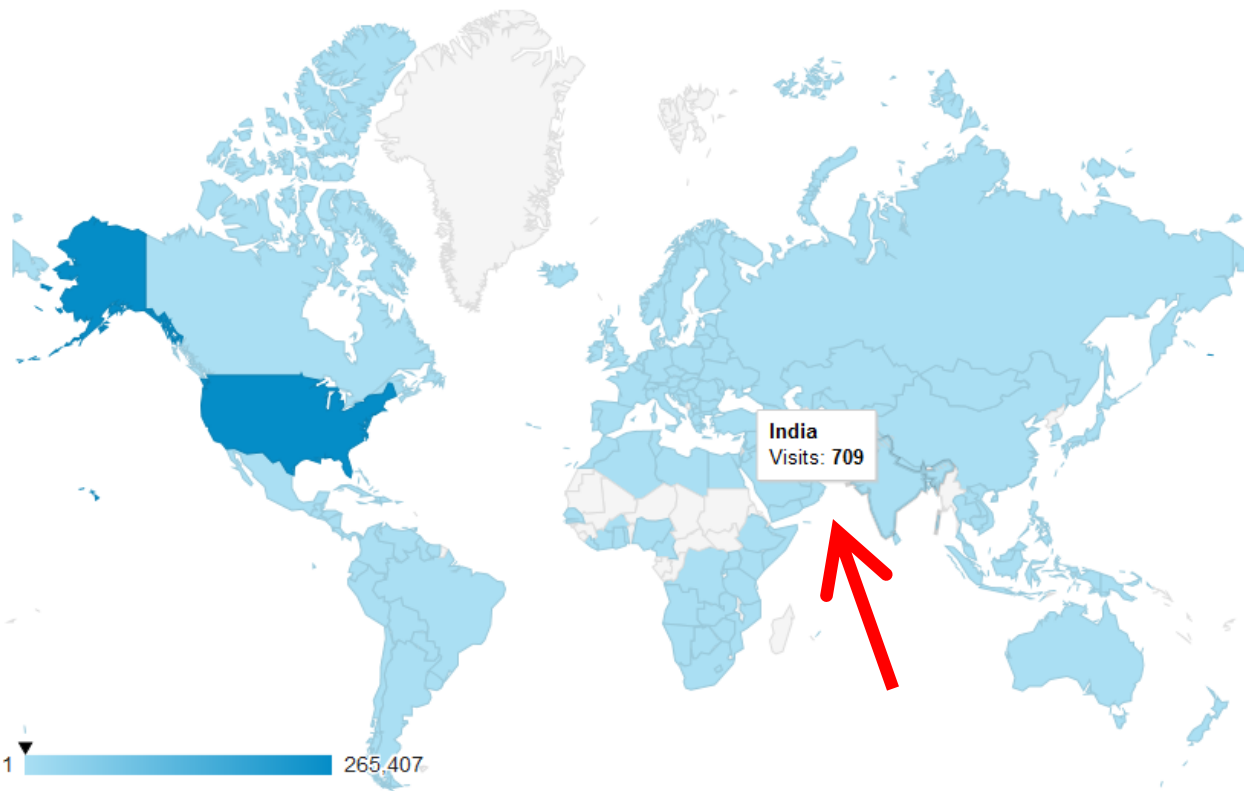
Customize Email Export Add to Dashboard Shortcut

All Visits
100.00%

Map Overlay Explorer

Summary Site Usage Goal Set 1 Ecommerce

Visits



Primary Dimension: Country / Territory City Continent Sub Continent Region

Secondary dimension

Find reports & more

Engagement

Feb 22, 2014 - Mar 24, 2014

Email Export Add to Dashboard Shortcut



Distribution

Visit Duration Page Depth

Visits
271,741

% of Total: 100.00% (271,741)

Pageviews
688,971

% of Total: 100.00% (688,971)

Visit Duration	Visits	Pageviews
0-10 seconds	184,171	200,469
11-30 seconds	10,954	29,946
31-60 seconds	9,232	30,432
61-180 seconds	17,672	77,736
181-600 seconds	21,378	127,661
601-1800 seconds	21,562	139,175
1801+ seconds	6,772	83,552

This report was generated on 3/25/14 at 1:37:00 PM. Refresh Report

How long are people looking at your site?

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Interests
 - Overview
 - Affinity Categories
 - In-Market Segments
 - Other Categories
 - Geo
 - Language
 - Location
 - Behavior
 - New vs Returning
 - Frequency & Rec...
 - Engagement**

Primary Dimension: Page Other

Secondary dimension: Browser

Sort Type:

Default

Use "secondary dimension" to see more info about your visitors



Page

Browser

11,036

% of Total: 1.60% (688,971)

11,036

% of Total: 1.60% (688,971)

1.

/library/



Chrome

4,174

37.82%

2.

/library/



Firefox

2,952

26.75%

3.

/library/



Internet Explorer

2,406

21.80%

4.

/library/



Safari

1,393

12.62%

5.

/library/



Android Browser

88

0.80%

6.

/library/



Amazon Silk

5

0.05%

7.

/library/



Opera

5

0.05%

8.

/library/



Safari (in-app)

5

0.05%

9.

/library/



IE with Chrome Frame

4

0.04%

10.

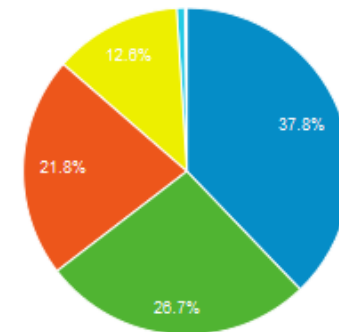
/library/



Mozilla Compatible Agent

2

0.02%

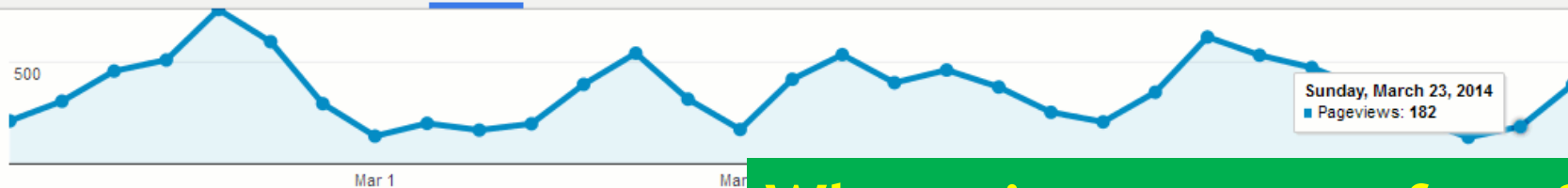


Show rows: 10

Go to: 1

1 - 10 of 12

This report was generated on 3/25/14 at 1:52:21 PM - [Refresh Report](#)



Where is everyone from?

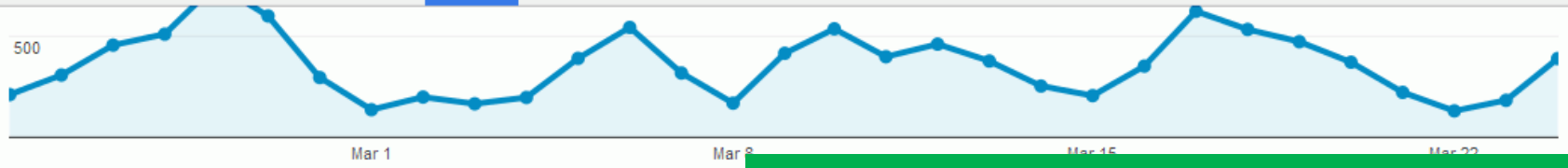
Primary Dimension: Page Other

Secondary dimension: Metro Sort Type: Default

advanced [Grid] [Clock] [List] [Filter] [Print]

Page	Metro	Pageviews	Pageviews	Contribution to total: Pageviews
		11,155 % of Total: 1.62% (688,971)	11,155 % of Total: 1.62% (688,971)	
1. /library/	Monroe LA-EI Dorado AR	9,149	82.02%	
2. /library/	(not set)	343	3.07%	
3. /library/	Shreveport LA	312	2.80%	
4. /library/	Dallas-Ft. Worth TX	140	1.26%	
5. /library/	Waco-Temple-Bryan TX	133	1.19%	
6. /library/	Baton Rouge LA	91	0.82%	
7. /library/	Alexandria LA	86	0.77%	
8. /library/	Jackson MS	86	0.77%	
9. /library/	New Orleans LA	64	0.57%	
10. /library/	Paducah KY-Cape Girardeau MO-Harrisburg-Mount Vernon IL	54	0.48%	





What's their ISP?

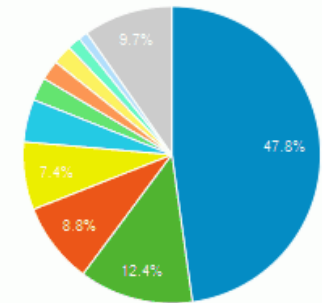
Primary Dimension: Page Other

Secondary dimension: Network Domain Sort Type: Default

advanced [Grid] [Refresh] [Filter] [List]

Page	Network Domain	Pageviews	Pageviews
		11,021 % of Total: 1.60% (688,971)	11,021 % of Total: 1.60% (688,971)
1. /library/	ulm.edu	5,267	47.79%
2. /library/	comcast.net	1,364	12.38%
3. /library/	unknown.unknown	974	8.84%
4. /library/	(not set)	813	7.38%
5. /library/	bellsouth.net	512	4.65%
6. /library/	theparkcompanies.com	278	2.52%
7. /library/	suddenlink.net	239	2.17%
8. /library/	mycingular.net	233	2.11%
9. /library/	sbcglobal.net	160	1.45%
10. /library/	cox.net	111	1.01%

Contribution to total: Pageviews



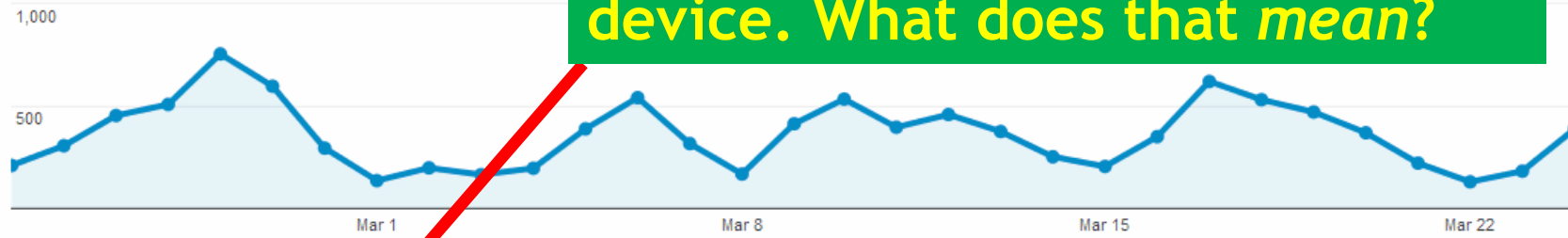
All Visits
1.61%

This report is based on 248,057 visits (91.28% of visits). Learn more

Explorer

Pageviews VS. Select a metric

Pageviews

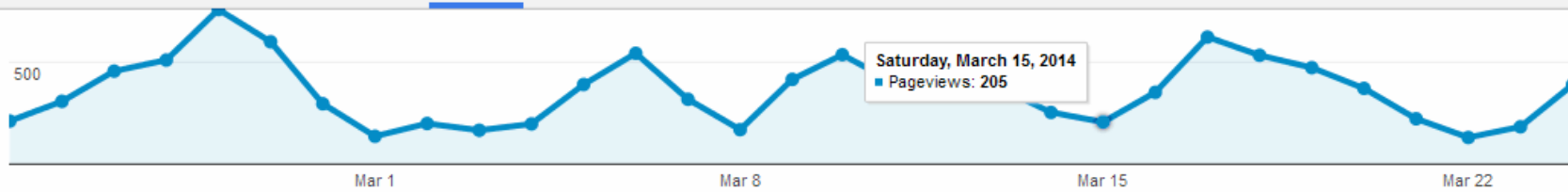


Primary Dimension: Page Other

Secondary dimension: Mobile (Including Tablet) Sort Type: Default

Page	Mobile (Including Tablet)	Pageviews	Pageviews	Contribution to total: Pageviews
		11,038 % of Total: 1.60% (688,971)	11,038 % of Total: 1.60% (688,971)	
1. /library/	No	10,338	93.66%	
2. /library/	Yes	700	6.34%	

Show rows: 10 Go to: 1 1 - 2 of 2



What OS do they use?

Primary Dimension: Page Other

Secondary dimension: Operating System Sort Type: Default

Page	Operating System	Pageviews	Pageviews	Contribution to total: Pageviews
		11,039 % of Total: 1.60% (688,971)	11,039 % of Total: 1.60% (688,971)	
1. /library/	Windows	8,872	80.37%	
2. /library/	Macintosh	1,422	12.88%	
3. /library/	iOS	515	4.67%	
4. /library/	Android	179	1.62%	
5. /library/	Chrome OS	41	0.37%	
6. /library/	Windows Phone	7	0.06%	
7. /library/	(not set)	1	0.01%	
8. /library/	Linux	1	0.01%	
9. /library/	Playstation 3	1	0.01%	

iOS = # 3

Playstation?!?

Mobile App



Google Analytics