



Website Evaluation Beyond Google Analytics

MiALA Web/UX Interest Group
March 23, 2021

Suzanne Bernstein

Web Services Librarian
Lansing Community
College Library



Website Goal

Patrons can find what they need on the library website without needing to ask for help, but make help easy to access if they need it.



2 Ways to Help Patrons & Evaluate Your Website

Chat with a Librarian 24/7

Name

E-mail

Your Question

[Start Chat](#)

Library OneSearch

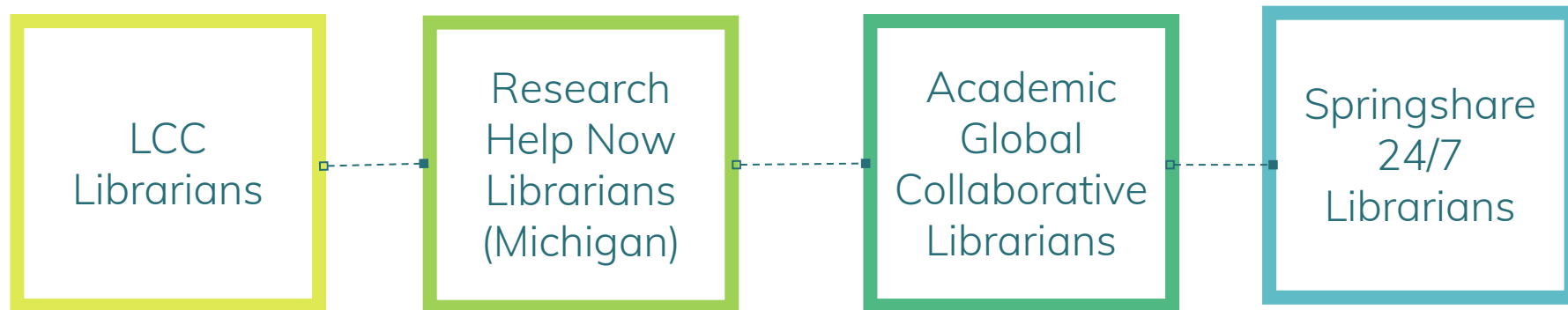
Find articles, books, and more

Find articles, books, more 

[DATABASES](#) [RESEARCH GUIDES](#) [CATALOG](#)

 LANSING
COMMUNITY COLLEGE
LIBRARY

How Collaborative Chat Works

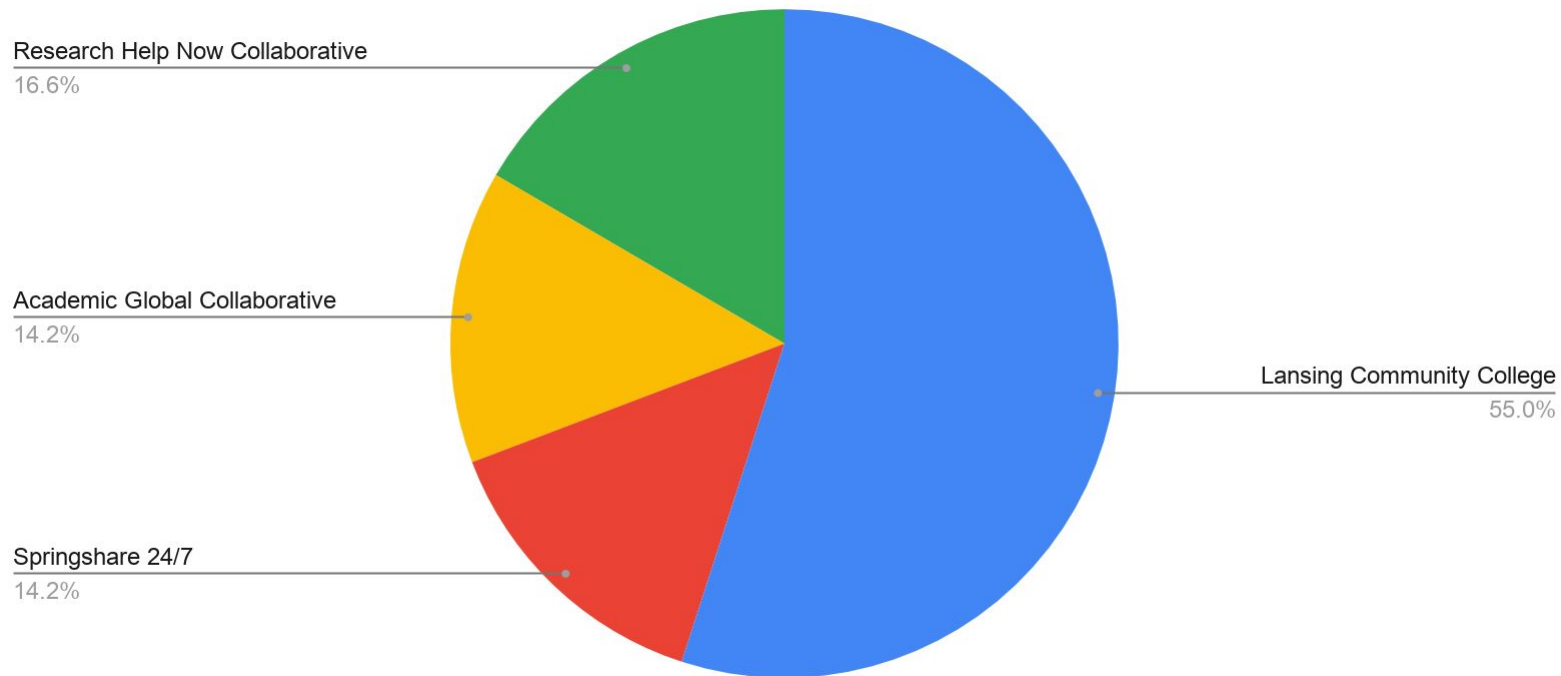


A decorative border composed of various colored squares (yellow, green, teal, blue) is positioned around the edges of the slide.

1,527

Chat questions from patrons in the past year
(March 2020-2021)

Which librarians answered our students' questions? (March 2020 - March 2021)



Advantages of Collaborative Chat

- Students can get help more hours (24/7)
- Librarians get ideas from using other college library websites
- See how library patrons and other librarians use your website without help

Chat Transcripts Can Help You...

Find content that is working

- Collaborative librarians point students directly to relevant guides/databases

Review existing content

- Research guides that were recently created

Find ideas for new content

- Answer questions not currently answered on your website

Find unclear content

- Many questions about new services like printing



Library Support During COVID-19

The Library building is currently closed as most classes are now online. Some Library services and resources are available on-campus by appointment and others are available online.

[VIEW MORE](#)

Library OneSearch

Find articles, books, and more

[DATABASES](#)[RESEARCH GUIDES](#)[CATALOG](#)


Library Hours

Library Building : Closed


Ask a Librarian (Chat) : Available 24/7

 [ASK A LIBRARIAN](#)

[CONTACT US](#)[TEXTBOOKS](#)



☆ ✕ 🔍

7,361,580 results sorted by [relevance](#) 

☐ Add results beyond this page

REFINE YOUR SEARCH

Full Text Online

Scholarly & Peer-Review

Open Access

Library Catalog

CONTENT TYPE ▾

Newspaper Article (6,083,783)

Journal Article (847,698)


Magazine Article (125,439)



Web Resource (101,238)

Book / eBook (7,470)

[More...](#)


PUBLICATION DATE




from  to 

Last

Last 48 Months

 [Library Hours - Library at Lansing Community College](#)


Find out when the library is open.


1  [Public Librarian Use of Google and Its Features and Apps](#)

by [Group, Primary Research](#)

2016

eBook [Full Text Online](#)

 [Preview](#) ▾


2  [The Ancient Greek Hero in 24 Hours](#)

by [Nagy, Gregory](#)

2013

.... In 24 installments, based on the Harvard course Gregory Nagy has taught and refined since the 1970s, **The Ancient Greek Hero in 24 Hours** explores civilization's roots in Classical literature...

eBook [Full Text Online](#)

 [Preview](#) ▾

Best Bet for Library Hours

Clicks on Recommended Databases & Best Bets

Month	Click on recommended resource	Click on title	Facet filtering	Basic search
Aug 2020	129	1,172	2,219	2,912
Sep 2020	161	5,525	7,740	8,664
Oct 2020	147	7,610	12,378	13,196
Nov 2020	208	10,091	12,188	14,410
Dec 2020	46	3,815	4,299	5,817
Jan 2021	151	3,574	5,258	6,183
Feb 2021	8	221	257	345

Popular Searches

Month	Jan 2021
Search String	Searches
lexicomp	61
the labor relations process 10 edition	35
open campus lunch	27
white widow spider	27
"nature benefits"	21
intro to labor relations 10 edition	21
articles on e-learning for global development	18
films on demand	18
find articles, books & more	17
first peoples	14
student success pathways at lansing community college	14
the little seagull handbook	14
(diversity or inclusion) "technical careers"	13
college	13
dctm 103	13

Zero Result Searches

Month	Feb 2021
Date	Search String
Mon, Feb 01	(TitleCombined:("student success pathway"))
	(TitleCombined:(tunneled dialysis catheter and pacemaker leads)) AND (AuthorCombined:(santaro))
	978-1-4652-9097-7
	978-1-4652-9099-1
	9781465290991
	A Girl Named Zippy
	CRAPP Video
	Chen, Minglu. "China with a Cut: Globalization, Urban Youth and Popular Music." Asian Studies Review 36.1 (2012): 128-9. ProQuest Central. Web. 6 June 2012.
	Geography, Regions and Concepts. Wiley, 18thEaddition,2020
	Geography, Regions and Concepts. Wiley, 18thEdition,2020
	Journal of Nutrition Education and BehaviorVolume 43, Number 4S1, 2011
	Katie Hannah 978-0-393-43809-3
	Systemic Lupus Erthemastosis

Evaluating Your Website Beyond Google Analytics

Chat with a Librarian 24/7

Name

E-mail

Your Question

Start Chat

Library OneSearch

Find articles, books, and more

Find articles, books, more 

DATABASES RESEARCH GUIDES CATALOG

 LANSING
COMMUNITY COLLEGE
LIBRARY

Resources

- [Chat Visibility Guidelines](#) - Ask Away collaborative
- [Research Help Now](#) - Michigan virtual reference collaborative
- [Summon Statistics](#) - Learn how to interpret search statistics in Summon
- [Best Bets](#) - Learn how to set up Best Bets in Summon
- [Usability Testing](#) - Resources for doing usability testing

Thanks!

Questions?

You can find me at

- bernss@lcc.edu



Credits

Thanks to MiALA for opportunity to speak.

Thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)

fullstory



Brian Holda (Digital Services)
DU Libraries



Free Trial

Unlock all of the features, insights, and value of the Business plan with a two-week test drive.

Business

Everything businesses need to understand and improve digital customer experiences.

- ✓ Session Replay
- ✓ OmniSearch
- ✓ User Trends
- ✓ Event Funnels
- ✓ Heatmaps
- ✓ Dev Tools
- ✓ Frustration Signals

Enterprise

Intelligent features for faster insights at incredible scale.

- ✓ Conversions
- ✓ Data Export
- ✓ Segment Alerts
- ✓ SAML Single Sign-on
- ✓ Priority Support Queue, and
- ✓ **All features of FullStory Business**

START A 14 DAY TRIAL

GET A DEMO

TALK TO SALES

Free Forever

Leverage a limited version of our powerful digital experience analytics with three seats, 1,000 sessions/month, and up to one month of data storage.

[Access the free plan now →](#)

Free Forever

Leverage a limited version of our powerful digital experience analytics with three seats, 1,000 sessions/month, and up to one month of data storage.

[Access the free plan now →](#)

Get Started

1. Go to [fullstory Plans](#)
2. Select your plan
3. Create Account
4. Paste fullstory snippet into your website
5. Login to [fullstory](#)


Your recording snippet

[Setup Guide](#) · [Developer API](#)

Copy and paste the script below into the <head> of every page you wish to record. [Learn more](#)

```
<script>
window['_fs_debug'] = false;
window['_fs_host'] = 'fullstory.com';
window['_fs_script'] = 'edge.fullstory.com/s/fs.js';
window['_fs_org'] = '11PMYK';
window['_fs_namespace'] = 'FS';
(function(m,n,e,t,l,o,g,v){
```


 Copy




 Find Segment

Everyone

PAST MONTH 


ANY USER - ANY EVENT 





 In digest


Weekly   


 Everyone

899 People of 899 (100%) · 1,027 Sessions (100%) · 7,597 Events (100%)

STARRED SEGMENTS 




-  Signed-up
-  New this week
-  Rage clicked recently
-  Mobile


 New Segment

RECENT SEGMENTS 
















-  Journal Finder
-  Summon



Show all - 29

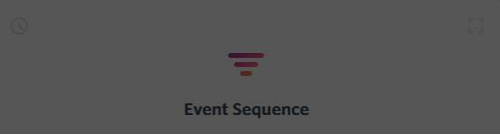
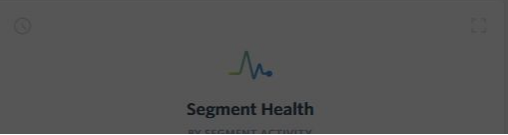
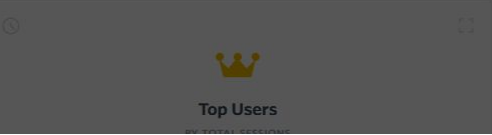
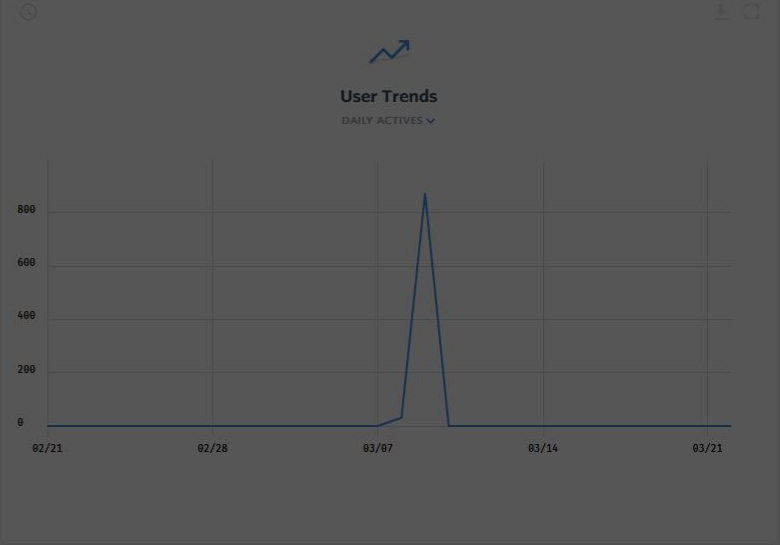
 an hour ago  



Session Playlist

 User 122889 SINCE MAR 9	 Mar 9, 7:31 pm · 2 sessions 3 EVENTS · 36:00 · /LEARNINGOUTCOMES/DOMAINS	Batangas DESKTOP · WIN... 
 User 122819 SINCE MAR 9	 Mar 9, 7:24 pm · 3 sessions 4 EVENTS · 33:04 · /APA/IN-TEXT	Hastings DESKTOP · WIN... 
 User 122966 SINCE MAR 9	 Mar 9, 7:14 pm · New visitor! 3 EVENTS · 30:01 · /APA/FORMAT	Grand Rapids DESKTOP · WIN... 
 User 122972 SINCE MAR 9	 Mar 9, 7:08 pm · New visitor! 22 EVENTS · 17:36 · /APA/REFERENCES-BOOKS	Wyoming DESKTOP · WIN... 
 User 122956 SINCE MAR 9	 Mar 9, 7:08 pm · New visitor! 19 EVENTS · 45:03 · /APA/ANNOTATED	Ottawa DESKTOP · OS X 

 1-5 of 899 People 





SEGMENTS

DASHBOARDS

METRICS

FUNNELS

CONVERSIONS

NOTES

DATA EXPORTS

Upgrade your plan



Find Segment

Everyone

PAST MONTH

ANY USER · ANY EVENT

In digest · Weekly



Everyone

899 People of 899 (100%) · 1,027 Sessions (100%) · 7,597 Events (100%)

STARRED SEGMENTS



Signed-up



New this week



Rage clicked recently



Mobile



New Segment

RECENT SEGMENTS



Journal Finder



Summon

Show all - 29

an hour ago



Session Playlist



User 122889

SINCE MAR 9



Mar 9, 7:31 pm · 2 sessions

3 EVENTS · 36:00 · /LEARNINGOUTCOMES/DOMAINS

DESKTOP · WIN...



Batangas



User 122819

SINCE MAR 9



Mar 9, 7:24 pm · 3 sessions

4 EVENTS · 33:04 · /APA/IN-TEXT

DESKTOP · WIN...



Hastings



User 122966

SINCE MAR 9



Mar 9, 7:14 pm · New visitor!

3 EVENTS · 30:01 · /APA/FORMAT

DESKTOP · WIN...



Grand Rapids



User 122972

SINCE MAR 9



Mar 9, 7:08 pm · New visitor!

22 EVENTS · 17:36 · /APA/REFERENCES-BOOKS

DESKTOP · WIN...



Wyoming



User 122956

SINCE MAR 9



Mar 9, 7:08 pm · New visitor!

19 EVENTS · 45:03 · /APA/ANNOTATED

DESKTOP · OS X



Ottawa



1-5 of 899 People



User Trends

DAILY ACTIVES



Top Users

BY TOTAL SESSIONS




Segment Health

BY SEGMENT ACTIVITY








Event Sequence

 Find Segment

 Everyone


STARRED SEGMENTS



-  Signed-up
-  New this week
-  Rage clicked recently
-  Mobile


 New Segment


RECENT SEGMENTS



-  Journal Finder
-  Summon

Show all - 29

4  User 121770
4 SESSIONS · 30 EVENTS · DEARBORN



5  User 122320
4 SESSIONS · 59 EVENTS · WEST BLOOMFIELD




















Frustrated Sessions

- 1  User 122466
5 FRUSTRATION EVENTS · 1:14:22 
- 2  User 121594
4 FRUSTRATION EVENTS · 13:12 
- 3  User 122128
2 FRUSTRATION EVENTS · 2:13 
- 4  User 122145
1 FRUSTRATION EVENT · 2:55 
- 5  User 122509
1 FRUSTRATION EVENT · 1:11 









Slowest Pages


BY AVG FIRST CONTENTFUL PAINT

PAGE	FCP	VISITS
/math-skills-overview/[basic-operations, exponential]	4.51s	289
/+/*	2.40s	1.1K
davenport.libguides.com	1.92s	55
/widget_c.php	1.72s	13
/apa/*	1.64s	259





Error Clicks


BY CLICKS 


ELEMENT TEXT


"Noodletools"


TOTAL ERROR CLICKS

1

 ADD TO SEARCH







Device Breakdown

BY USER COUNT



SEGMENTS

DASHBOARDS

METRICS

FUNNELS

CONVERSIONS

NOTES

DATA EXPORTS

Find Segment

Everyone

STARRED SEGMENTS

Signed-up

New this week

Rage clicked recently

Mobile

New Segment

RECENT SEGMENTS

Journal Finder

Summon

Show all - 29

4 User 122145
1 Frustration Event - 2:555 User 122509
1 Frustration Event - 1:11

/*/*

2.40s 1.1K

davenport.libguides.com

1.92s 55

/widget_c.php

1.72s 13

/apa/*

1.64s 259



Rage Clicks

BY CLICKS ▼

ELEMENT TEXT

"Do you need help? A librarian is onli...

TOTAL RAGE CLICKS

4

Q ADD TO SEARCH



Dead Clicks

BY CLICKS ▼

ELEMENT

DEAD CLICKS

Do you need help? A librarian is online ready to hel... 34 38%

Library Chat This site uses cookies and records your ... 5 6%

Learning Domains 3 3%

2021 Theme: Valiant Women of the Vote: Refusing to be... 2 2%

Cognitive Knowledge The Cognitive Domain develops six... 2 2%

Show more



Browser Breakdown

BY USER COUNT



Device Breakdown

BY USER COUNT

DEVICE

USERS

Desktop 581 65%

Mobile 289 32%

Robot 20 2%

Tablet 5 1%

Unknown 4 0%



Top Referrers

BY USER COUNT

REFERRER

USERS

www.google.com 509 73%

my.davenport.edu 93 13%


davenport.blackboard.com 44 6%




 Find Segment

Everyone

PAST MONTH 

ANY USER - ANY EVENT 





 In digest

Weekly   

 Everyone


899 People of 899 (100%) · 1,027 Sessions (100%) · 7,597 Events (100%)

STARRED SEGMENTS 


-  Signed-up
-  New this week
-  Rage clicked recently
-  Mobile


 New Segment

RECENT SEGMENTS 
















-  Journal Finder
-  Summon



Show all - 29

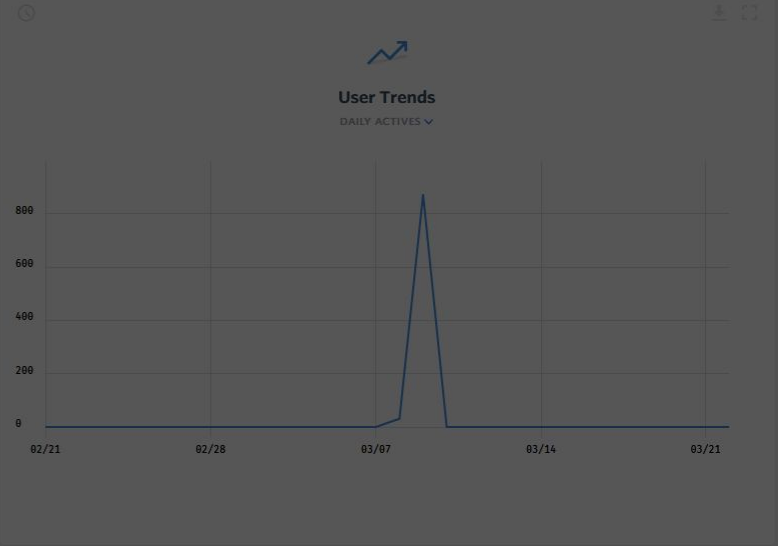
 an hour ago





Session Playlist

 User 122889 SINCE MAR 9	 Mar 9, 7:31 pm · 2 sessions 3 EVENTS · 36:00 · /LEARNINGOUTCOMES/DOMAINS	Batangas DESKTOP · WIN... 
 User 122819 SINCE MAR 9	 Mar 9, 7:24 pm · 3 sessions 4 EVENTS · 33:04 · /APA/IN-TEXT	Hastings DESKTOP · WIN... 
 User 122966 SINCE MAR 9	 Mar 9, 7:14 pm · New visitor! 3 EVENTS · 30:01 · /APA/FORMAT	Grand Rapids DESKTOP · WIN... 
 User 122972 SINCE MAR 9	 Mar 9, 7:08 pm · New visitor! 22 EVENTS · 17:36 · /APA/REFERENCES-BOOKS	Wyoming DESKTOP · WIN... 
 User 122956 SINCE MAR 9	 Mar 9, 7:08 pm · New visitor! 19 EVENTS · 45:03 · /APA/ANNOTATED	Ottawa DESKTOP · OS X 

 1-5 of 899 People 







Top Users

BY TOTAL SESSIONS






Segment Health

BY SEGMENT ACTIVITY





Event Sequence

BY EVENT SEQUENCE



Find Segment

Everyone

PAST MONTH

1 FILTER

SAVE SEGMENT...

In digest Weekly



Everyone

STARRED SEGMENTS



Signed-up



New this week



Rage clicked recently



Mobile



New Segment

RECENT SEGMENTS



Journal Finder



Summon

Show all - 29

USER FILTERS - Find people who match the following characteristics

Any user

EVENT FILTERS - Find people who performed these events

Visited URL

is

FULL

https://davenport.libguides.com/data

or

Exclude people who performed...

21 People of 899 (2%) · 27 Sessions (3%) · 87 Events (1%)

a few seconds ago



Session Playlist



User 122978
SINCE MAR 9



Mar 9, 6:56 pm · New visitor!
4 EVENTS · 2:20 · /DATA

Portland

DESKTOP · OS X



User 122399
SINCE MAR 9



Mar 9, 6:28 pm · 5 sessions
20 EVENTS · 10:40 · /DATA

Haslett

DESKTOP · OS X



User 122927
SINCE MAR 9



Mar 9, 6:21 pm · New visitor!
22 EVENTS · 3:43 · /DATA

Augusta

DESKTOP · WIN...



User 122930
SINCE MAR 9



Mar 9, 6:13 pm · New visitor!
3 EVENTS · 30:35 · /DATA

Los Angeles

DESKTOP · WIN...



User 122921
SINCE MAR 9



Mar 9, 6:05 pm · New visitor!
3 EVENTS · 0:25 · /DATA

Battle Creek

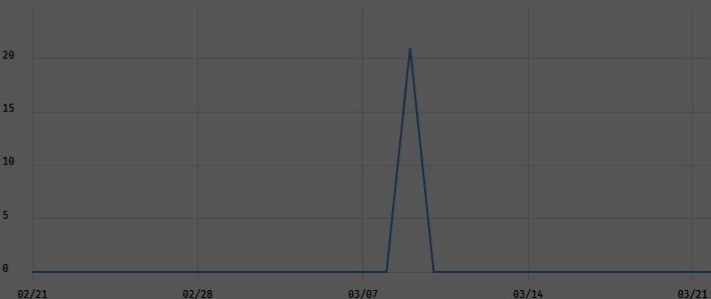
DESKTOP · WIN...

a few seconds ago



User Trends

DAILY ACTIVES





Find Segment

Everyone

PAST MONTH

ANY USER - 2 EVENTS

SAVE SEGMENT...

In digest Weekly



Everyone

STARRED SEGMENTS



Signed-up



New this week



Rage clicked recently



Mobile



New Segment

RECENT SEGMENTS



Journal Finder



Summon

Show all - 29

USER FILTERS - Find people who match the following characteristics

Any user

EVENT FILTERS - Find people who performed these events in any order and across any number of sessions

Visited URL

is

FULL

https://davenport.libguides.com/data

or

...

Clicked

text is exactly

Harvard Dataverse

or

...

Exclude people who performed...

4 People of 899 (<1%) · 9 Sessions (1%) · 81 Events (1%)

a few seconds ago



Session Playlist



User 122399
SINCE MAR 9



Mar 9, 6:28 pm
5 MATCHING EVENTS IN THIS SESSION

Haslett
DESKTOP · OS X



User 120342
SINCE JAN 10



Mar 9, 2:19 pm
6 MATCHING EVENTS IN THIS SESSION

Muskegon
DESKTOP · OS X



User 122428
SINCE MAR 9



Mar 9, 10:18 am
3 MATCHING EVENTS IN THIS SESSION

Grand Rapids
DESKTOP · WIN...



User 122357
SINCE MAR 9



Mar 9, 9:14 am
4 MATCHING EVENTS IN THIS SESSION

Battle Creek
DESKTOP · WIN...



User Trends

DAILY ACTIVES





Find Segment

Everyone

PAST MONTH

ANY USER - 2 EVENTS

SAVE SEGMENT...

In digest Weekly



Everyone



STARRED SEGMENTS



Signed-up



New this week



Rage clicked recently



Mobile



New Segment



RECENT SEGMENTS



Journal Finder



Summon

Show all - 29

USER FILTERS · Find people who match the following characteristics

Any user

EVENT FILTERS · Find people who performed these events in any order and across any number of sessions

Visited URL is FULL https://davenport.libguides.com/data or

Clicked text is exactly Harvard Dataverse or

Exclude people who performed...

4 People of 899 (< 1%) · 9 Sessions (1%) · 81 Events (1%)

a few seconds ago



Session Playlist



User 122399
SINCE MAR 9



Mar 9, 6:28 pm
5 MATCHING EVENTS IN THIS SESSION

Haslett
DESKTOP · OS X



User 120342
SINCE JAN 10



Mar 9, 2:19 pm
6 MATCHING EVENTS IN THIS SESSION

Muskegon
DESKTOP · OS X



User 122428
SINCE MAR 9



Mar 9, 10:18 am
3 MATCHING EVENTS IN THIS SESSION

Grand Rapids
DESKTOP · WIN...



User 122357
SINCE MAR 9



Mar 9, 9:14 am
4 MATCHING EVENTS IN THIS SESSION

Battle Creek
DESKTOP · WIN...

a few seconds ago



User Trends

DAILY ACTIVES





Find Segment

- Accounting & Finance LibGuides
- ACES 100 LibGuides
- APA Libguide
- Business LibGuides
- Capstones LibGuide
- Careers LibGuides
- Credo for Students LibGuide
- DegreePlan & SEP Plan LibGuide
- Diversity LibGuide
- English & Communication LibGuides
- Everyone
- Health LibGuides
- Human Resource Management LibGuide
- Industrial Production Management LibGuide
- Journal Finder
- Journal Finder - Summon in Header
- Languages LibGuide
- Legal Studies Libguide
- LibGuides

A-Z

ANY USER - 2 EVENTS

SAVE SEGMENT...

In digest Weekly

to match the following characteristics

who performed these events in any order and across any number of sessions

ALL https://davenport.libguides.com/data or

Harvard Dataverse or

s (1%) - 81 Events (1%)



Session Playlist



Mar 9, 6:28 pm
5 MATCHING EVENTS IN THIS SESSION

Haslett

DESKTOP - OS X



Mar 9, 2:19 pm
6 MATCHING EVENTS IN THIS SESSION

Muskegon

DESKTOP - OS X



Mar 9, 10:18 am
3 MATCHING EVENTS IN THIS SESSION

Grand Rapids

DESKTOP - WIN...



Mar 9, 9:14 am
4 MATCHING EVENTS IN THIS SESSION

Battle Creek

DESKTOP - WIN...



User Trends

DAILY ACTIVES



When?

1. Launching a new feature ([Journal Finder](#) button)
2. Tracking select pages, subjects ([APA](#))
3. Investigating problems ([Summon](#))

Thanks



bholda@davenport.edu

