DPU Library Platforms

Library Website

Via Sapientiae
The Institutional Repository at DePaul University

Digital Collections (CDM)

LibGuides
DPU Library Platforms

- Google Analytics & Crazy Egg
- Digital Commons’ internal reports
- Webalizer (Future use of GA Egg possible)
- LibGuides’ internal stats (Future use of GA and Crazy Egg possible)
Google Analytics

http://www.google.com/analytics/
Crazy Egg

https://www.crazyegg.com
What’s the difference?

Crazy Egg

- Click Analytics only
- Snapshot Views
- Very clear graphical display
- Good for site layout design, usability

Google Analytics

- Wider array of tools
  - hits by page
  - time on site/page
  - referrers
  - funnels
  - geolocation
  - OS, Platform, Screen size
- Ongoing data collection
- Strong at displaying charts
- Good for analyzing trends, navigation
Finding the Real User

**Problem**

DePaul library computers use dynamic IPs

GA and Crazy Egg use IP ranges to filter librarians from users

**Solution:** Use browser cookies to filter out librarians
The Browser Cookie Filter

1. Library staffperson works on two PCs, using IE and Firefox browsers.

2. Cookie is deployed for each user, on each browser, on each PC.

3. GA and Crazy Egg filter out the users with the cookie.
Is this really a solution?

**Problems**

Requires cookie to be placed on each browser, for each user on each PC

Many PCs have multiple users

Significant staff time to deploy

Requires time to monitor

**Solution:** Maybe this will just establish a benchmark
Questions?