

Using Google Analytics with CONTENTdm

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20 May, 2014

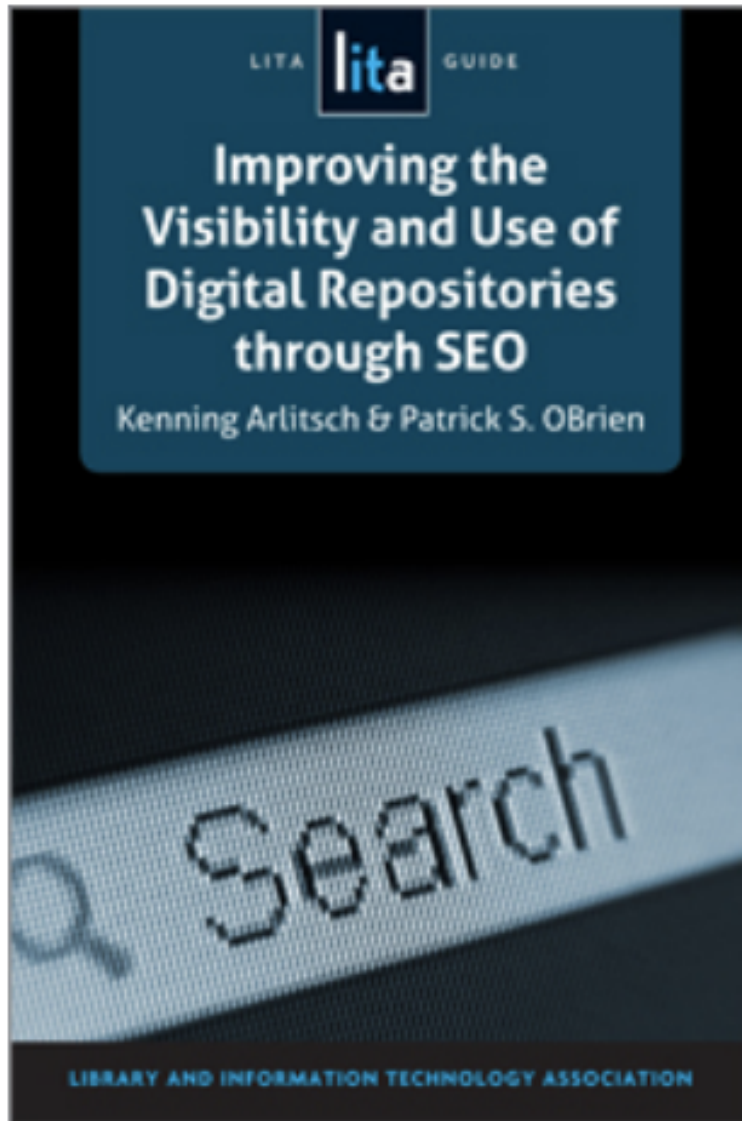
Using Google Analytics with CONTENTdm

Southern User Group Meeting, Columbia, SC

Christian P. Sarason



Clarifying goals: a recommended resource.



Improving the Visibility and Use of Digital Repositories through SEO: A LITA Guide

Kenning Arlitsch and Patrick OBrien

<http://www.alastore.ala.org/detail.aspx?ID=4256>

See also:

<http://www.youtube.com/watch?v=190D6QCK2ok>



Questions to consider

1. What are you trying to accomplish with your collections?
2. How are you hoping to use Analytics to further those goals?
3. What specific questions do you want Analytics to answer?

What are you trying to accomplish?

- Support faculty research & teaching?
- Provide access to fragile manuscripts?
- Increase local interest in local history?
- Preserve a record of a unique dialect?

Learn by Example...Josh Wilson!

[turn over to Josh]

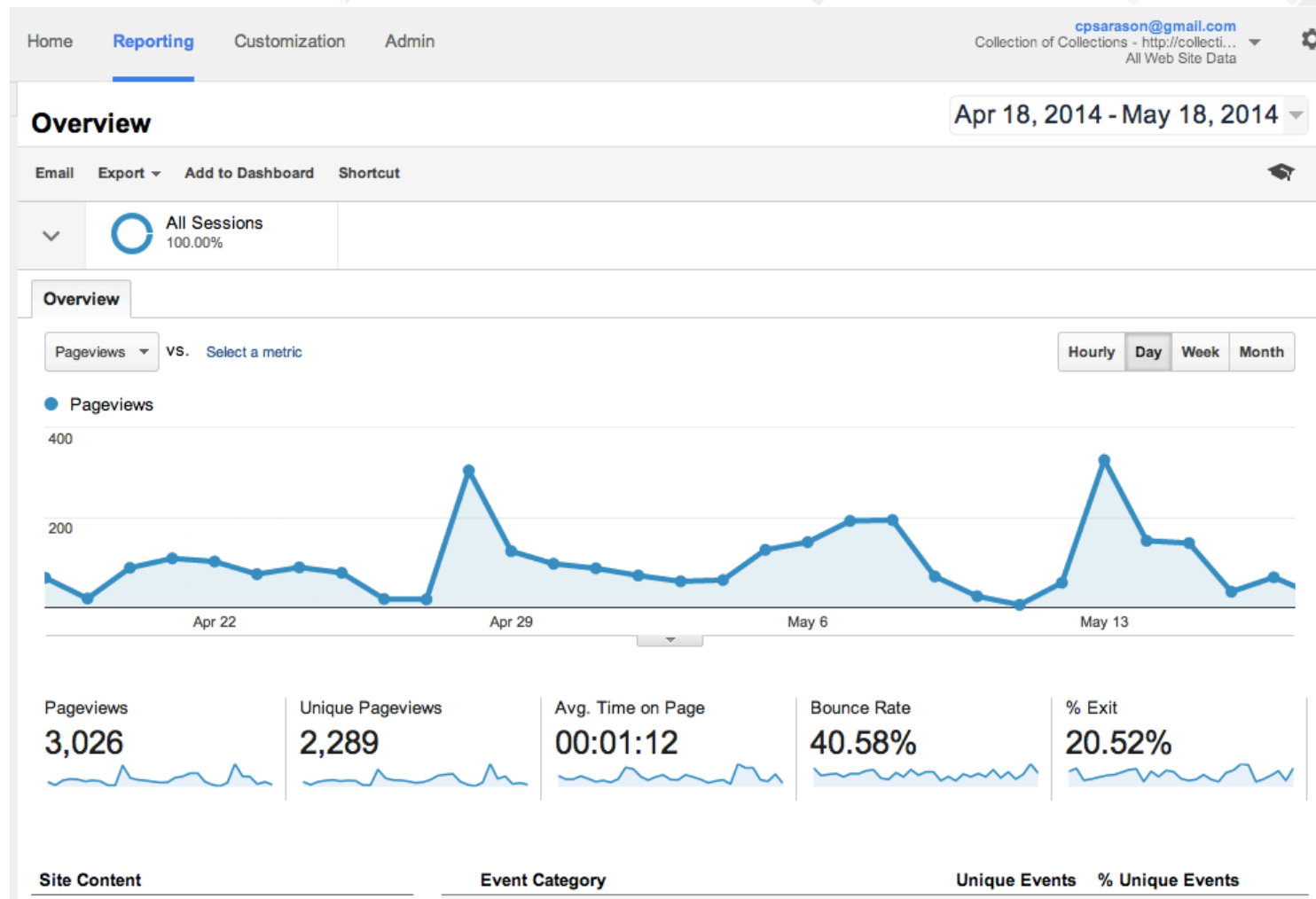
How can Analytics help?

- Drive SEO?
- Drive choice of new digitization projects?
- Justify funding?
- We'll find out when we've got more data!

What questions do you want to answer?

- What are our most popular collections?
- What are our most popular items?
- Who's looking at our materials?
- Where are our visitors located?
- Whatever we can!

[DEMO]



Some additional Resources

- [CONTENTdm Google Analytics tutorial](#)
(an update is in the works)
- [Google Search Engine Optimization Starter Guide](#)
(may display full width and appear blank; use Ctrl-Minus)
- [Web Analytics Association Web Analytics Definitions](#)
Dimensions and metrics used in web analytics
- [Multidimensional Databases and Data Warehousing](#)
Dimensions and metrics (measures) in general



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Questions?

Explore. Share. Magnify.

