

Class: Advanced Web Analytics

Date: November 19, 2015

Attendee: Michael Dietz

Google has a service which collects statistics of our website after signing up for the basic free service and adding script to the website. This class covered the 2nd step in getting more valuable data from the site. I had originally enabled the service back in April of this year and wanted to see how other Libraries were using the service. Most Libraries aren't using the fancy features of page tracking because it is mainly used for marketing and it takes considerable time to keep on top of the data to put it to good use. They did cover exporting data to a spreadsheet which I would like to start comparing to the values we get for the NYS annual statistics.

Topics covered were

- Getting to know your audience
- How visitors find you
- How visitor behave
- How visitors take action
- Getting more out of Google Analytics (Automated Reports, Custom Reports)

The course was definitely food for thought and will have to get more of an idea on what features of the Google Analytics I can use for future use.