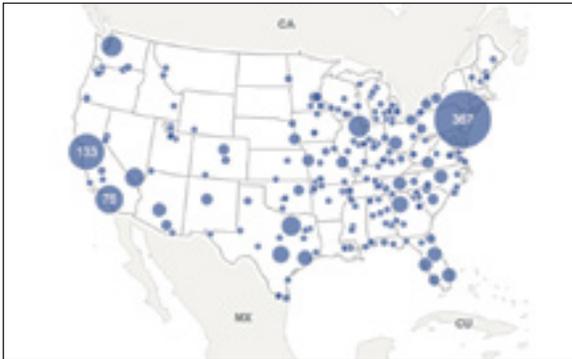# Demco® DISCOVERLOCAL Analytics

Demco® DiscoverLocal Analytics will help you cultivate a deeper understanding of your community, which can lead to enhanced programming, outreach services, collection development, and more. The Analytics dashboard is customizable with "drag and drop" functionality so you can view at a glance the data most important to you. Here's a look at some of what Demco® DiscoverLocal Analytics offers.
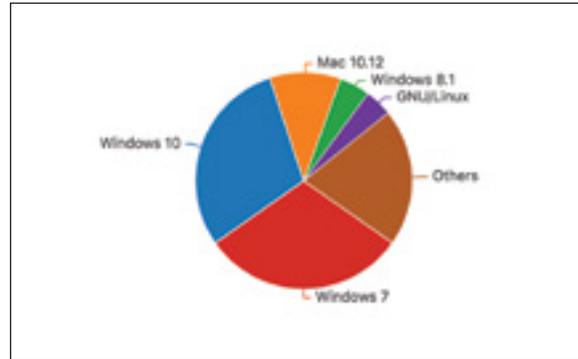
Visitor Reporting

This data provides detailed information about the acquisition of visitors to your Demco® DiscoverLocal website.
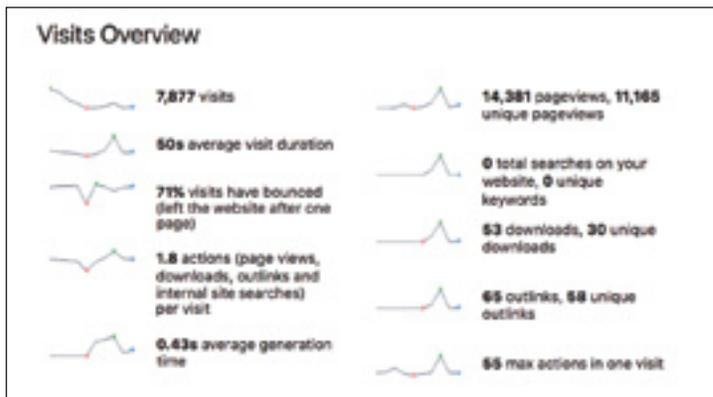

LOCATIONS shows where in your region people are located when they click on a search result. Also includes: Overview, Visitor Log, Real-time Map and Time-of-day visits occur.

> *Library Insight: Outreach opportunities galore! In high- or low-traffic neighborhoods, you may increase on-site library events, bookmobile or business partnerships to keep your amazing services, events and collections within reach.*

DEVICES TYPE identifies the device visitors are using, whether desktops, smartphones or tablets, and even tells you the brands, operating systems and browsers.

> *Library Insight: Ensure your library's resources and services are compatible with the devices and software most commonly used.*

ENGAGEMENT displays returning visits over time including unique visitors, duration of Demco® DiscoverLocal visit, visits per number of pages viewed at each instance, and more.

> *Library Insight: Having access to this data helps you optimize event descriptions, types and titles so that your programs are being discovered in online searches. Encourage your community to find your library on Google!*

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Actions Reporting

This data informs you where visitors click or navigate once they land on the Demco® DiscoverLocal site. Actions reporting also includes: Downloads, Contents, Entry pages and Exit pages.

Outlinks

CLICKED URL	▼ UNIQUE CLICKS	CLICKS
mylibrary.com/request_library_card	12	14
mylibrary.com/home	9	9
mylibrary.com/event_registration	8	8
my library.com/ILS_Place_Hold	8	8
www.facebook.com/mylibrary	8	7

Page titles

PAGE NAME	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE
Program: Storytime Age 0-5	7,730	5,799	70%	00:00:30	84%
Book Detail: Captain Underpants	1,838	1,123	68%	00:00:17	58%
Teen Maker Lab Open Hours	1,155	968	74%	00:00:31	63%
Summer Reading Program	729	619	77%	00:00:33	62%

OUTLINKS are the links, such as "Check Availability," "Register for Event" or "Get a Library Card," that take visitors away from the Demco® DiscoverLocal page to your library website or catalog to place a hold, complete event registration or learn how to become a library card holder.

Library Insight: Learn what collections and event types people search for online to inform collection development and programs. You can also see how many non-library users are now aware of the types of things you offer by comparison to new library card inquiries.

PAGES illustrates the breakdown of page views including unique views, bounce rate, average time on the page and exit rate.

Library Insight: Knowing the most frequently visited pages provides an opportunity to enhance services and programs around the content on those pages.

SITE SEARCH lets you view the terms visitors are searching within the Demco® DiscoverLocal website.

Library Insight: Knowing what your local population is searching for will help you understand exactly the types of collections, events and services that interest them, and by providing more of what they want you're better serving your community!

Exporting Data

Demco® DiscoverLocal Analytics information can easily be exported in a variety of ways that will suit your needs, including CSV, TSV (Excel), XML, Json, Php, RSS or export as image.

Returning Visits Over Time

— Returning Visits — Actions by Returning Visits — Visits — Actions — Actions per Visit

Mon, Jul 3   Mon, Jul 10   Mon, Jul 17   Mon, Jul 24   Mon, Jul 31

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