

# Beyond Google Analytics: Using the 'Toolkit for the Impact of Digitised Scholarly Resources' to embed metrics and gauge use of regional digital collections

## Introduction

Recently, Kent State University Libraries has been expanding digital collections, in particular highlighting content from the regional library collections. As the digital collections continue to grow, our team wanted to find a way to apply metrics to ascertain the use of digital resources through both qualitative and quantitative methods, in a more extensive and comprehensive method than Google Analytics. This poster will present the construction of metrics to analyze the use (and reuse) of the digital collections with a number of open-source tools.

## Defined Metrics

### Sustainability

- Web mention Analysis
- Blog Analysis
- Link Impact Report
- Audience Analysis

### Usage

- Pageviews
- Unique Pageviews
- Average Time spent on page
- Bounce Rate
- Percentage Exit
- Link Analysis
- Citation Analysis
- Content Analysis
- Referrer Analysis
- Alt-Metrics
- User Behavior on webpage

### Access/Discoverability

- Referring site(s)
- Log file analysis
- Social Media analysis
- Originating location of user
- Keyword Analysis

## Pilot year

Select digital collections

Set schedule for reporting & statistic capture (bi-monthly)

Create yearly report & use information to help gauge use, value and impact

## Tools

- Audience Analysis Toolkit
- Google Analytics
- Open Web Analytics
- Page InLink Analyzer
- Webometric Analyst

## What is the Toolkit for the Impact of Digitised Scholarly Resources?

Initially designed in 2008 and frequently updated, the toolkit provides a starting place and resource for institutions to begin researching desired metrics and correlating appropriate tools.

The toolkit was designed at the Oxford Internet Institute and was funded by a JISC grant.