

Figures for
 Measuring Law Library Catalog Website Usability: A Web Analytic Approach
 By Wei Fang and Marjorie Crawford

Figure 1: Dashboard

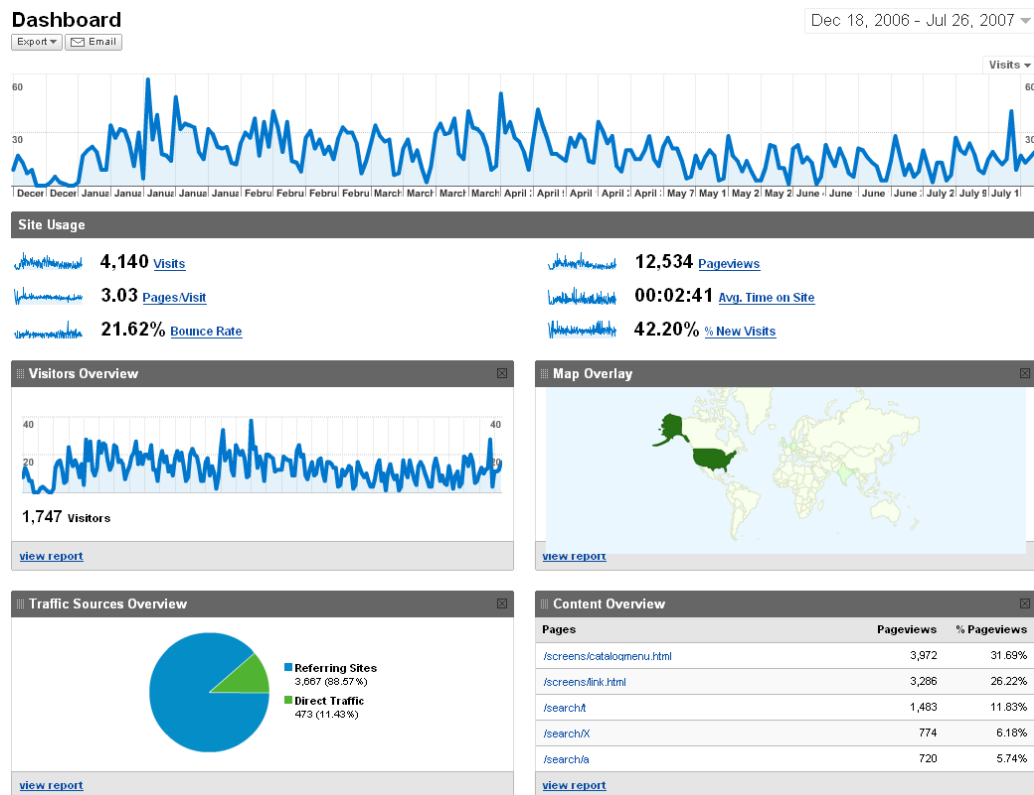
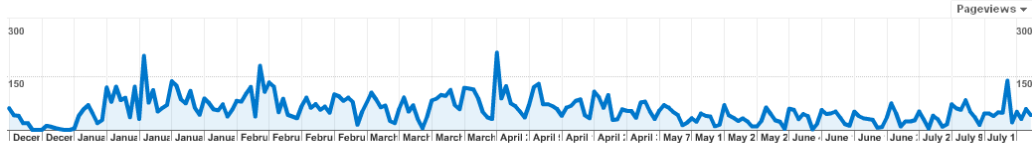


Figure 2: Content by Title

Content by Title

Dec 18, 2006 - Jul 26, 2007

Export Email Add to Dashboard



14 page titles were viewed a total of 12,534 times

| Content Performance | | | | | | | | Views: [Grid] [Table] [List] |
|--|--|---|--|---|---|----------|--|------------------------------|
| Pageviews 12,534 % of Site Total: 100.00% | Unique Pageviews 9,232 % of Site Total: 100.00% | Time on Page 00:01:02 Site Avg: 00:01:02 (0.00%) | Bounce Rate 21.62% Site Avg: 21.62% (0.00%) | % Exit 33.03% Site Avg: 33.03% (0.00%) | \$ Index \$0.00 Site Avg: \$0.00 (0.00%) | | | |
| Page Title | Pageviews ↓ | Unique Pageviews | Time on Page | Bounce Rate | % Exit | \$ Index | | |
| 1. INNOPAC Web MAIN MENU | 3,974 | 3,064 | 00:00:18 | 8.49% | 16.31% | \$0.00 | | |
| 2. (not set) | 3,288 | 2,739 | 00:00:40 | 3.28% | 35.07% | \$0.00 | | |
| 3. INNOPAC Title Search | 1,483 | 996 | 00:02:57 | 65.09% | 53.34% | \$0.00 | | |
| 4. INNOPAC Advanced Keyword Search | 1,201 | 764 | 00:01:47 | 48.40% | 37.55% | \$0.00 | | |
| 5. INNOPAC Author Search | 720 | 459 | 00:01:44 | 61.26% | 45.14% | \$0.00 | | |
| 6. INNOPAC Subject Search | 683 | 409 | 00:02:25 | 48.03% | 37.92% | \$0.00 | | |
| 7. ejournals | 586 | 394 | 00:02:32 | 74.55% | 59.39% | \$0.00 | | |
| 8. INNOPAC Author/Title Search | 211 | 140 | 00:00:44 | 0.00% | 17.54% | \$0.00 | | |
| 9. INNOPAC Call Number Search | 109 | 85 | 00:02:10 | 54.17% | 48.62% | \$0.00 | | |
| 10. Z39.50 Servers | 94 | 55 | 00:02:22 | 38.89% | 26.60% | \$0.00 | | |
| 11. INNOPAC Advanced Search | 86 | 65 | 00:01:50 | 0.00% | 18.60% | \$0.00 | | |
| 12. COURSE Reserves | 55 | 41 | 00:01:17 | 50.00% | 29.09% | \$0.00 | | |
| 13. INNOPAC Word Search | 42 | 20 | 00:01:32 | 14.29% | 42.86% | \$0.00 | | |
| 14. Millennium Z39.50 Search | 2 | 1 | 00:01:20 | 0.00% | 0.00% | \$0.00 | | |

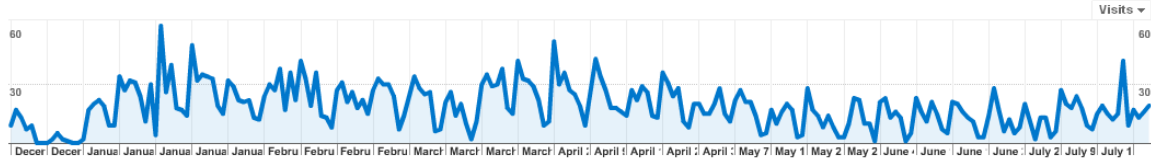
Find Page Title: [containing] Go to: 1 Show rows: 25 1 - 14 of 14

Figure 3: Traffic Source Overview




Traffic Sources Overview

Dec 18, 2006 - Jul 26, 2007

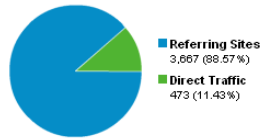
Export Email Add to Dashboard



All traffic sources sent a total of 4,140 visits

 **11.43%** [Direct Traffic](#)
 **88.57%** [Referring Sites](#)
 **0.00%** [Search Engines](#)

[All Traffic Sources](#)



Top Traffic Sources

| Sources | Visits | % visits |
|------------------------------------|--------|----------|
| law-new.rutgers.edu (referral) | 3,346 | 80.82% |
| (direct) ((none)) | 473 | 11.43% |
| law-library.rutgers.edu (referral) | 303 | 7.32% |
| www@law-new.rutgers.edu (referral) | 10 | 0.24% |
| 165.230.69.253 (referral) | 8 | 0.19% |


[view full report](#)

| Keywords | Visits | % visits |
|---------------------------------|--------|----------|
| There is no data for this view. | | |

[view full report](#)

Figure 4: Visitor Segmentation

Visitor Segmentation

 **Visitors Profile:** [languages](#), [network locations](#), [user defined](#)

Browser Profile: [browsers](#), [operating systems](#), [browser and operating systems](#), [screen colors](#), [screen resolutions](#), [java support](#), [Flash](#)


 **Map Overlay**
Geolocation visualization

Figure 5: Entrance Paths

Overview > Top Content >

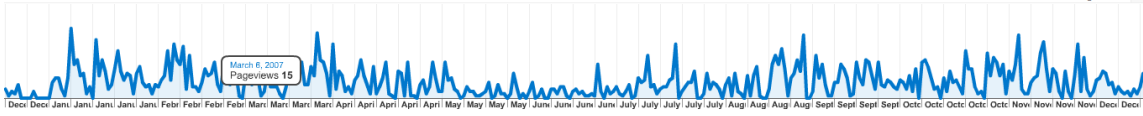
Entrance Paths:

/search/t

Dec 18, 2006 - Dec 18, 2007
Comparing to: Site

Export | Email | Add to Dashboard


Pageviews



This page was viewed **2,658** times

Visit this page | Analyze: Entrance Paths | Content: /search/t

Started here



This Page

Then viewed these pages:

| Content | Visits | % visits |
|--------------------------------------|--------|----------|
| /search/t | 106 | 65.43% |
| /search/X | 10 | 6.17% |
| /search/d | 10 | 6.17% |
| /screens/catalogmenu.html | 9 | 5.56% |
| /search/a | 8 | 4.94% |
| /screens/ejournals.html | 8 | 4.94% |
| /screens/link.html | 4 | 2.47% |
| /screens/l39menu.html | 3 | 1.85% |
| /search/c | 2 | 1.23% |
| /search/X?NJJ.A.C.-5:23-2.14=&SORT=D | 1 | 0.62% |

Show rows: 10 | 1 - 10 of 11

And ended up here:

| Content | Visits | % visits |
|---|--------|----------|
| /search/t | 81 | 76.42% |
| /screens/catalogmenu.html | 7 | 6.60% |
| /search/X | 6 | 5.66% |
| /search/q | 3 | 2.83% |
| /search/a | 3 | 2.83% |
| /screens/ejournals.html | 2 | 1.89% |
| /search/d | 1 | 0.94% |
| /screens/link.html | 1 | 0.94% |
| /search/X?SEARCH=&l=&m=&b=&SORT=D&p=aba&Da=&Db=&su... | 1 | 0.94% |
| /search/c | 1 | 0.94% |

Show rows: 10 | 1 - 10 of 10

Figure6: Millennium Web Management Reports Interface

