

How to Determine Website Visits on your Public Library Survey/Annual Report

Website Visits is a new data element appearing on the Public Library Survey (your annual report). This is the official definition of what should be reported here:

Visits represent the annual number of sessions initiated by all users from inside or outside the library to the library website. The library website consists of all webpages under the library's domain. A website "visit" or "session" occurs when a user connects to the library's website for any length of time or purpose, regardless of the number of pages or elements viewed. Usage of library social media accounts (e.g., Facebook, Twitter, etc.) should not be reported here.

We created this guide to assist you in reporting your website visits accurately.

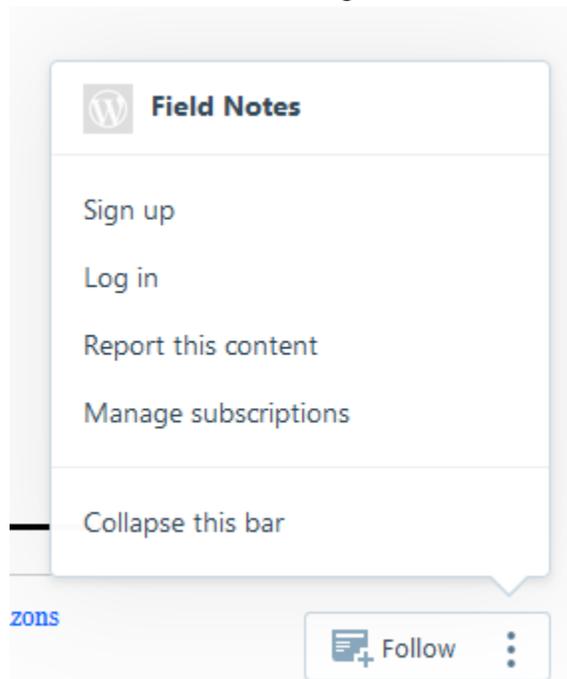
There are three situations you might find yourself in:

- 1) Your website was created for you by the North Dakota State Library and is hosted on WordPress
- 2) Your website is on a Content Management System (CMS) used for all local government entities at the city or county level
- 3) You're doing your own thing

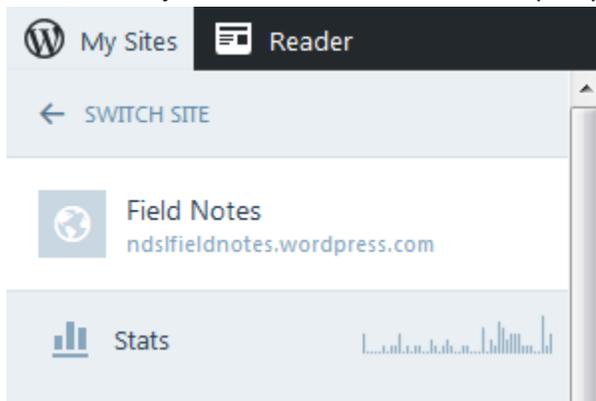
The method of determining your website visits will be different depending on which of these scenarios applies to you.

1) You're using WordPress (true if the State Library created your website for you):

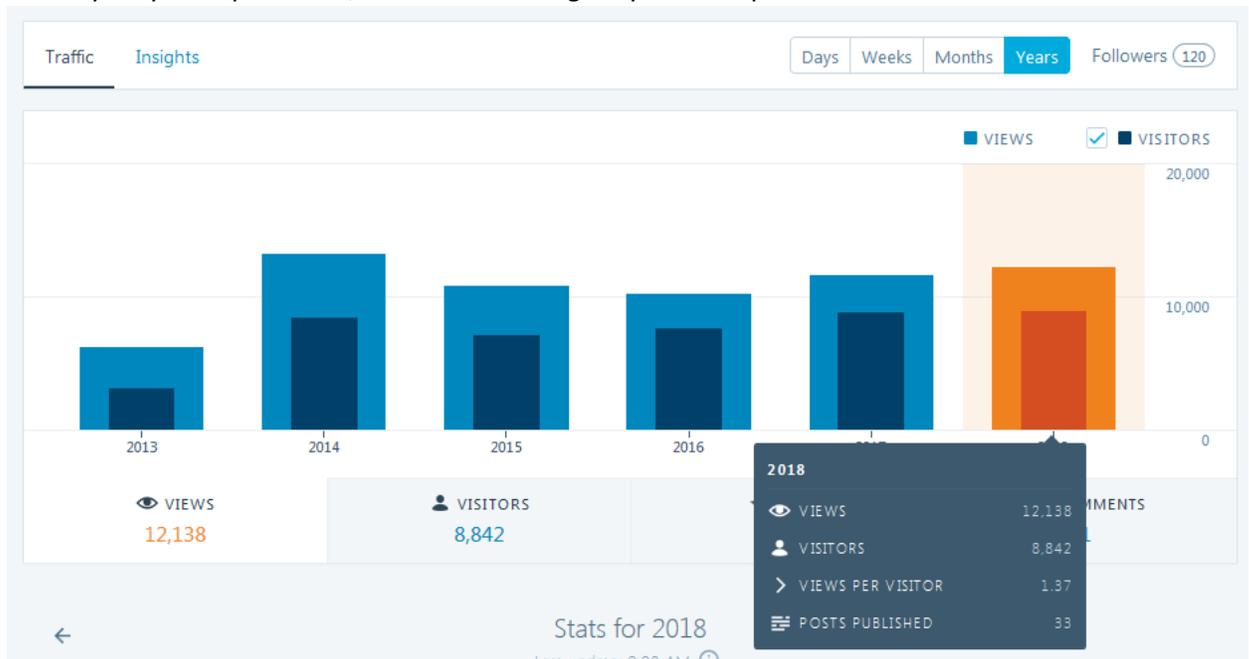
- You will first need to sign in to your website. Do this by clicking on the ellipsis next to Follow in the small box in the lower right-hand corner of your home page, then click **Log in**



- Next, click **My Sites** in the black bar at the top of your screen, then click **Stats**.



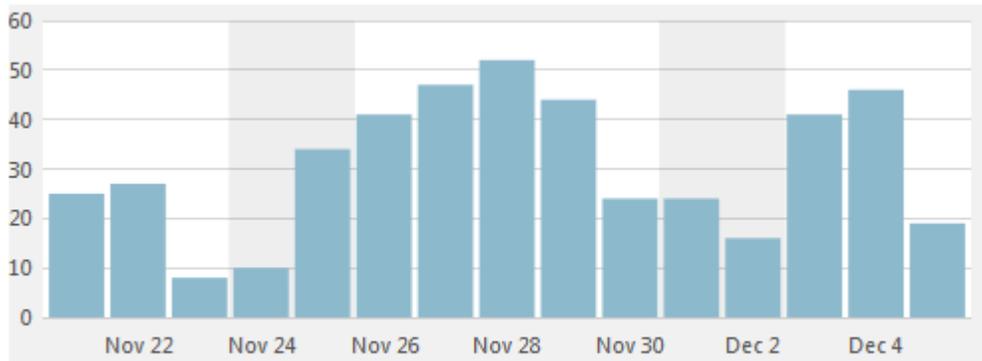
- To see yearly roll-ups of data, click **Years**. The figure you will report is **Visitors**:



Alternatively:

- Sign in to the administrative portal for your website (this is simply your website's URL/wp-admin, such as: <https://yourwebsite.com/wp-admin>)
- On the dashboard, click on **View All** in the Stats widget (the bar graph):

Stats



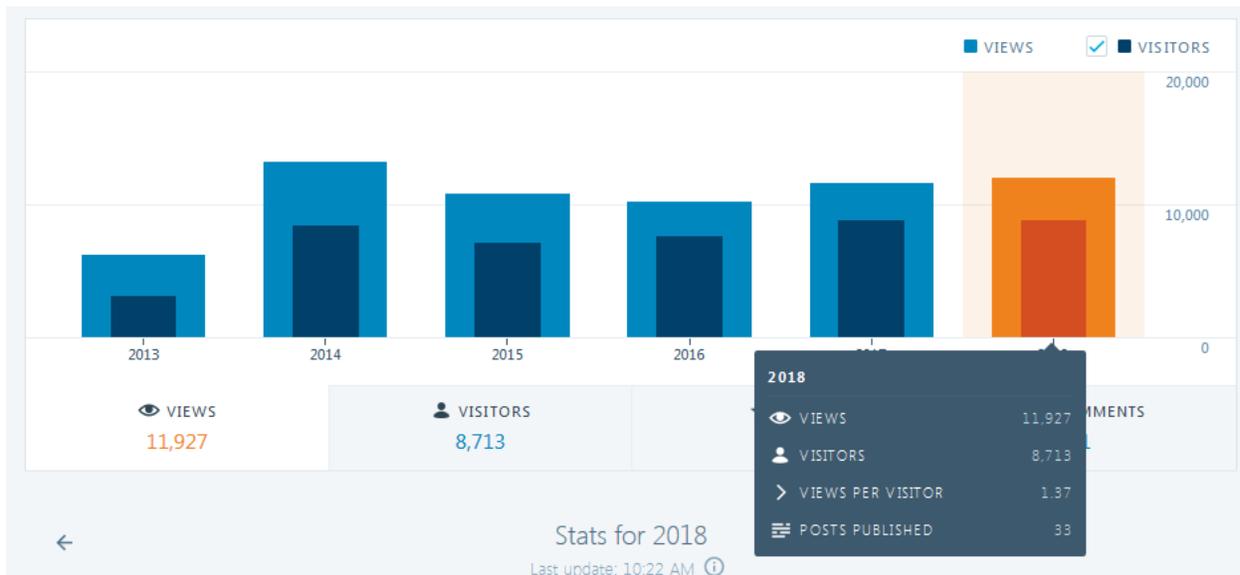
Top Posts (the past week)

Top Searches

View All

What is news literacy? Why is it i... information literacy notes, how to

- Then click **Years** in your Traffic dashboard and click on or hover over the past year to find your **Visitors**:



2) You're using a Content Management System (CMS) administered by your city or county governing body:

- Contact your website administrator to see if they can give you access to your analytics or otherwise provide you with the number of visits to the library's website during the previous year (January 1st through December 31st).

3) You're administering your own site on a different platform:

- Check to see if analytics are available.
- If the platform you're using doesn't natively track website visits, you can use a third party solution. One option is to use Google Analytics (<https://analytics.google.com/>), a free web analytics tool that tracks and reports website visits.
- After signing up for Google Analytics, you will need to create an account for your library's website. You will need to have editing access to your library's website in order to add the Google Analytics tracking code to it.
- You will also want to enable IP anonymization to help safeguard user privacy by adding the following line with your Google Analytics-enabling script tag:

```
ga('set', 'anonymizeIp', true);
```

- It is important that that you DO NOT enable the Display Features option, as this would enable third-party cross-site tracking of your users.
- Finally, any site using Google Analytics is required to have a Privacy Policy on the site disclosing their data collection and use of tracking cookies, as per their terms of use: <https://www.google.com/analytics/terms/us.html>