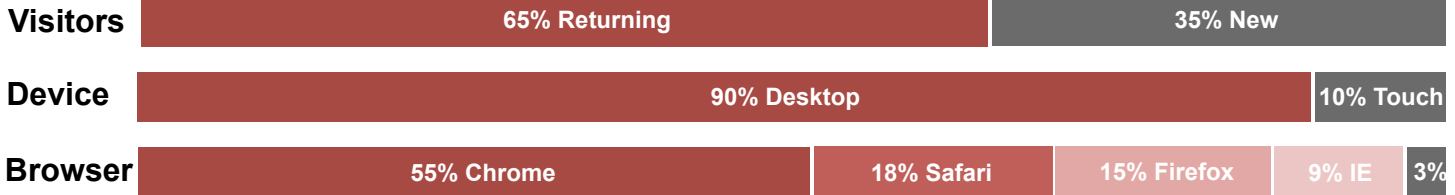
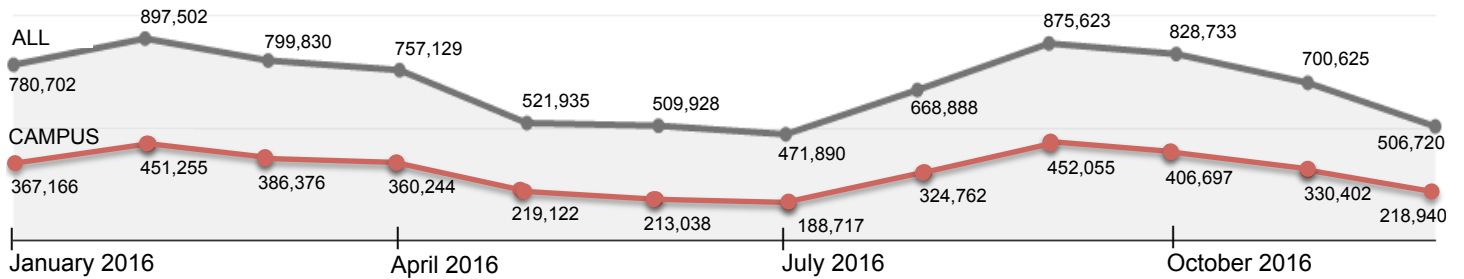


2016 OSUL Web Analytics Summary

Monthly Pageviews



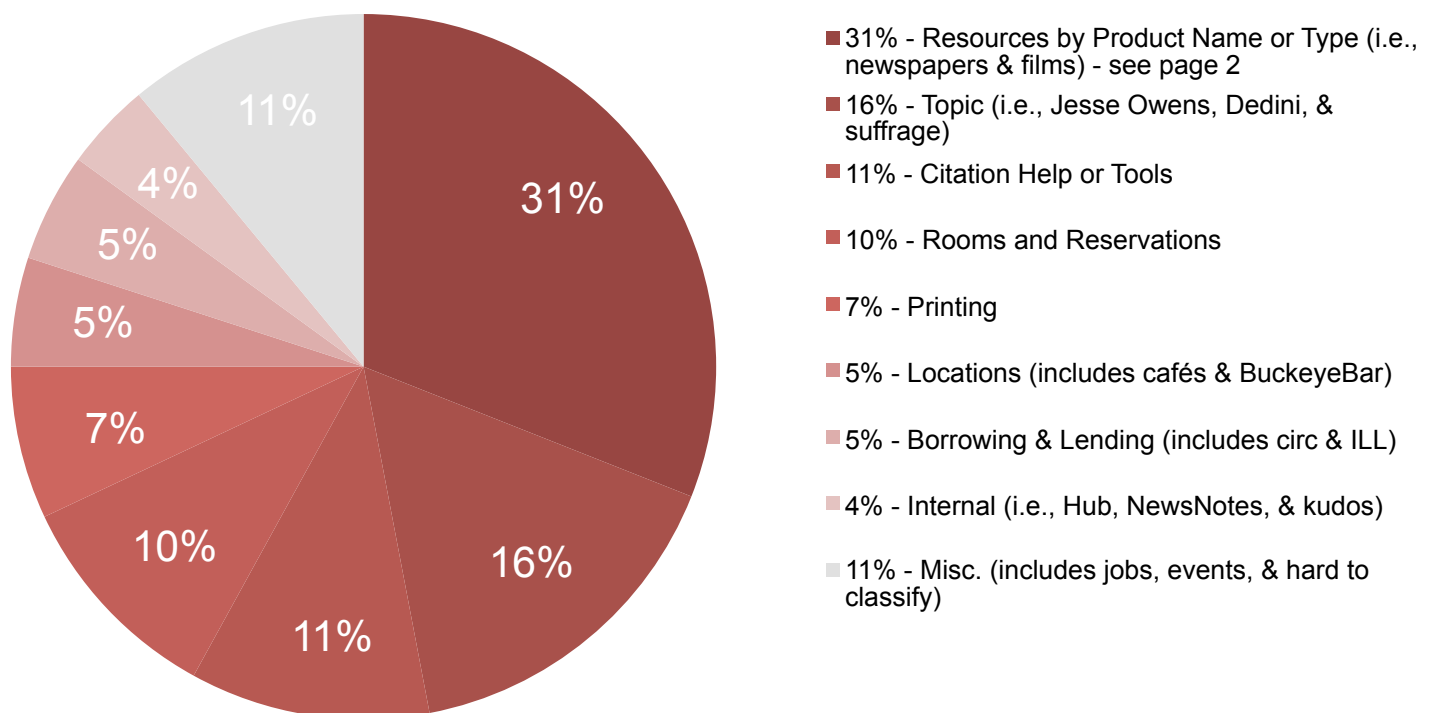
Traffic Across OSUL Sites

- 61% - library.osu.edu
- 11% - Local Catalog (library.ohio-state.edu)
- 7% - Research Databases
- 5% - LibGuides
- 4% - Rooms / Reservations
- 3% - Wordpress Blogs / Sites
- <1% - Staff Directory, LibAnswers, Digital Collections, Hub, Document Registry, and others

- 43% - library.osu.edu Main Page
- 9% - Find section
- 4% - About Us Section
- 2% - Account section
- 1% - Location section¹
- 1% - Projects & Initiatives section
- .7% - Help section
- <.5% - News section

¹ Introduced 5/2016

In-Site Search Terms²



² Not discovery searchbox

“Resource” Searches (In-Site Searches)

9% - Ebsco
9% - Research Databases
7% - Web of Science
7% - PubMed
6% - Academic Search Complete
4% - Naxos
4% - Lexicomp
4% - Psychinfo
4% - Safari
3% - JSTOR
3% - Up to Date
3% - NetAnatomy
3% - OSUL catalog
2% - Oxford English Dictionary
2% - Special Collections topics
2% - Google Scholar
2% - Maps
2% - eBooks
2% - OhioLink
2% - Proquest
2% - Knowledge Bank
1% - Movies or films
1% - Hoovers
1% - LexisNexis
1% - OSU yearbook
1% - Newspapers
1% - Social Explorer
<1% - Avery, books, Business Source Complete, Scopus, Finding Aids, micromedex, Wall Street Journal, Morningstar, Scifinder, Rare Books, Lantern, Knovel, Harvard Business Review, & Web of Knowledge

Organic Search Terms (Google, Bing, etc.)

60% - “Ohio State University Library” or variants
12% - Resources (by name or search tool)
11% - Locations (by name or discipline)
4% - “Records Management” and related
3% - Jobs
2% - Events
1% - Topics (i.e., ohio state olympians)
1% - “fair labor standards act” and variants
<1% - searches for OSU (not mentioning library), people, rooms, ILL, archives, reference, internal systems (Hub and NewsNotes), reserves, printing, & citation help

Referring Sites

34% - Other OSU Library Sites
17% - WorldCat/FirstSearch
15% - Research Databases (SerialSolutions)
8% - Local Catalog (library.ohio-state.edu)
7% - osu.edu and Related
4% - Regional Campuses
1% - Search Engines, Webmail, LibAnswers, Carmen, Law, Children's Hospital Intranet, & Other Colleges and Universities
<1% - UCAT, HSL, VetMed, Fisher, Pharmacy, OhioLink, Columbus Library, optometry, URO. Knowlton, & Byrd Polar

Top 50 Pages in library.osu.edu

1. [/ \(main page\)](#)
2. [/account/](#)
3. [/find/borrowing-and-lending/interlibrary-services/](#)
4. [/locations/library-hours-this-week/](#)
5. [/find/borrowing-and-lending/circulation-services/library-hours/](#)
6. [/about/locations/thompson-library/](#)
7. [/find/borrowing-and-lending/circulation-services/group-study-room-reservation/](#)
8. [/find/library-study-meeting-rooms/](#)
9. [/about/locations/thompson-library](#)
10. [/about/locations/18th-avenue-library/](#)
11. [/find/resources/catalogs/](#)
12. [/find/](#)
13. [/about/jobs/](#)
14. [/projects-initiatives/osu-records-management/records-management-overview/7-elements-of-an-effective-records-management-program/](#)
15. [/about/jobs/students/student-jobs/](#)
16. [/find/resources/](#)
17. [/account/student-services/](#)
18. [/about/jobs/students](#)
19. [/help/tutorials/how-to-find-dissertations-and-theses/](#)
20. [/about/locations/](#)
21. [/find/resources/citation-examples/cse/](#)
22. [/find/collections/the-ohio-state-university-archives/](#)
23. [/about/locations/thompson-library/room-rental/](#)
24. [/find/borrowing-and-lending/circulation-services/circulation-faq-2/](#)
25. [/find/borrowing-and-lending/](#)
26. [/about/jobs/staff](#)
27. [/about/](#)
28. [/about/locations/biological-sciences-pharmacy-library/](#)
29. [/about/departments/](#)
30. [/find/collections/](#)
31. [/about/departments/special-collections/](#)
32. [/find/resources/citation-software/](#)
33. [/find/resources/resources-by-type/](#)
34. [/find/resources/citation-examples/cse/cse-style-guide-articles/](#)
35. [/find/collections/the-ohio-state-university-archives](#)
36. [/about/locations/architecture-library/](#)
37. [/find/collections/vetmed](#)
38. [/about/jobs/faculty](#)
39. [/find/collections/rarebooks/](#)
40. [/find/borrowing-and-lending/circulation-services/group-study-room-reservation](#)
41. [/find/collections/music-and-dance/](#)
42. [/find/borrowing-and-lending/course-reserves/](#)
43. [/find/borrowing-and-lending/circulation-services/circulation-faq-2/policies-and-procedures/](#)
44. [/find/collections/the-ohio-state-university-archives/buckeye-history/faqs/](#)
45. [/locations/library-hours-this-week](#)
46. [/find/resources/citation-examples/apa/](#)
47. [/find/collections/the-ohio-state-university-archives/buckeye-history/commencement-addresses/alphabetical-listing-of-speakers/](#)
48. [/find/people/](#)
49. [/projects-initiatives/copyright-resources-center/](#)
50. [/find/collections/ohio-congressional-archives/john-h-glenn-archives/biographical-resources/biography-of-annie-glenn/](#)