**Abstract**

**Website: An Overview**

**Web Analytics Tools for Analyzing Library Website**

**Authors:** M. S. Vaniapraveen, M. S. Malathi

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The development in the field of library and information science has shown keen interest in adopting the technological innovation. Further, the introduction of the information gateway has brought a paradigm shift in the development of information technology. Right from the early days of the development of information technology, the library and information science (LIS) has grown exponentially in classification, cataloging and library administration. Today, any new service in the area of information retrieval (IR) has a significant impact on the field of library and information science.

**1. Introduction**

**Webcine:** Website Analytical Tools

“Webcine” is defined as a web analytics tool which can be used to analyze the website. The website is the most important resource for any organization. It helps in understanding the user behavior, page views, and other important metrics. The website is a platform to showcase the products or services of an organization. The website is a tool to connect with the users and provide them with the desired information. The website is a platform to promote the organization and its services. The website is a tool to collect data and analyze it to make informed decisions.

The website is a tool to collect user feedback and improve the user experience. The website is a tool to track the user behavior and provide personalized content. The website is a tool to monitor the traffic and improve the website’s performance. The website is a tool to track the user’s journey and provide personalized recommendations.

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2. Library Website

Library website has more visitors than to physical libraries (Connell, 2008), as they echo the collection, service, facilities, etc, that are extended to its users. The history of library websites trace back to 1993 with the efforts by academic health science libraries initiative to develop their website in US (Brower, 2004). Cohen (2003) opines that library websites are key source to showcase the institution’s presentation of information resources and services. So, librarians should take utmost care in making this library's virtual presentation as fresh, attractive and user-friendly as possible. Academic library websites provide information about libraries and library services as well as access to online catalogues, electronic databases, digital collections and different library tutorials; academic library websites are thus gateways to information for faculty and students (Aharony, 2011). The library website have provided sufficient room for its users to ask questions, search the subscribed online database, place request, demand document delivery service, have real-time data, etc, by adopting Web 2.0 tools.

The advancement in searching and information sharing tools has provided the technologically savvy users more power, ease and fun in information seeking (Frey, 2010). This has made the libraries to mature from a monolithic library website to dynamic knowledge portals which can capture and motivate the user, provide useful, new and interactive services and products, and encourage repeated visitation. Several studies have been made to examine the issues related to design, navigation, usability and content organization in library websites. These studies have opined that regular attempts to understand the user requirement and redesigning the web portal will help in retaining our visitor/user.

It is evident that web-based library service has become fiercer than ever and most of the former strategies gradually lose edge, hence we have to adopt a proactive and evidence-based competitive approach to sustain in the service industry. The proactive and evidence-based approach is intended to develop strategies by collecting data, generating analytics and optimizing the future course of action. Such an approach requires not only a high volume of data, but also sophisticated analytical data processing capabilities. Web analytics tools provide such capabilities. Web analytics tools collect click-stream data, track users navigation paths, process and present the data as meaningful information. Web analytics is used to understand website traffic and the visitor’s behaviors, design actions influential to them, and ultimately suggests suitable strategies which help the webmaster achieve his and institution goal.

3. Web Analytics

Wikipedia defines the term Web Analytics as 'the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage' (Wikipedia, 2013). As understood it is a process, which involves the application of certain tools and techniques to measure web traffic and help in decision making to improve the effectiveness of a website.

The search on Google on “Web Analytics Tools” throws about 3,920,000 more results and introduces us to a different web analytics product and its services. Each of these products differs from one another in capability, quality, reports, presentation and source of data for analysis. Since the results / reports from these tools acts as the evident data for decision making, we should exercise due diligence in selection of suitable analytics tool. Since the data source for these analytical tools are collected over a long period of time and the type of report needed from these data is organization dependent, the selection of a proper analytic tool is a decisive process.

The literature search on the search string ‘Selection of Web analytics Tool’ in Google Scholar yields about 27,000 results. The results of the study conducted by Nakatani (2011), Phippen (2004), Eppler (2002) and Booth (2009) suggest different methodology and criteria to select the required tools. Further, they also introduce to several Web analytics tools and share the results based on the
Overview of the SISMS Analytics on Sistecrop.com

4.1 Global Traffic Ranking Tools

Tools

These are some of the key website traffic analytics and tools.

Alexa (http://www.alexa.com)

Alexa is the number one ranking provider of global web metrics.

Compete (http://www.compete.com)

Compete provides a wide range of analytics and the service is a free service and the tools

Behind the scenes, in just a few words:

- Alexa is a global leader in measuring website traffic.
- Compete provides a wide range of analytics and tools.
- The tools are free and can be used to evaluate a website's performance.

4. Top Web Analytics Tools

Based on the above-mentioned criteria, the general criteria used to analyze websites:

- Page views
- Number of users
- Number of sessions
- Bounce rate
- Click-through rate
- Engagement

These tools are used to measure the success of a website.

Sistecrop (http://www.sistecrop.com)

Sistecrop provides search analytics and a charged service.

SISMS (http://www.sistecrop.com)

SISMS provides search analytics and a full range of tools.

You get lots of information about any website.

Finding information about your website is a daunting task.

Search Analytics is a charged service.

What is the daily advertising revenue (estimated)?

How much is it worth (estimated)?

If global traffic (and Google's Page Rank)

Age of the site

Other search analytics is a charged service.

Sistecrop (http://www.sistecrop.com)

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Getting to know the web statistics include features such as
...

PWIKIv1.5 (www/powerk.org)

data tracking:

- custom-designed (and printable) reports
- real-time graphs
- easy export from a comprehensive WPf analytz tool
- user groups, especially for multiple-user groups
- filters out the top 50 domains

4.2.2 Yahoo web analytics

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The Yahoo web analytics tool is Yahoos alternative to the Google analytics.

And there's another tool for web analytics available.

4.2 Google analytics

4.2.1 Key aspects in which we can analyze the website in Google

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For these, but the catch is to do research for the domain.

Google analytics is yet another tool for web analytics available.

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demands certain skills to understand and interpret.
books are very easy to use, but the results of scores generated
understood and used. Eisenberg et al. The experience of the
reader is very different from the book. A careful
help to understand what the users expect from the website. Critical
helps to understand what the experience of the user is like. The
understanding of the website. The experience of the reader is a
key component of the website. This helps to understand
the importance of the website. The website should be
understood as a key component that helps to interpret
the experience of the website. The experience of the user is a
key component of the website. The website should have
the hand. It is inevitable that a library on the web should have
an important role. The website is a source for information. In case of Librarians, the
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5. Conclusion:

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for whom the website may also be used for privacy accounting.
with different sources (http://www.woopra.com)
which includes a desktop application for data analysis and
a mobile app that is free for users to access their web analytics.

Snap

can be run on multiple websites and domains.

"Woopra (http://www.woopra.com)"
ACADEMICS

1. PRE-UNIVERSITY COLLEGE LIBRARIES IN...